

AGENDA ITEM #6.

CITY COUNCIL COMMUNICATION FORM

FROM: Winnie DelliQuadri, Asst. to the City Mgr.

THROUGH: Gary Suiter, City Manager

DATE: February 6, 2018

ITEM: Resolution: Adopting the Special Event Funding recommendations.

FORM OF MOTION: Motion to approve a resolution of the city council of the City of Steamboat Springs, Colorado adopting the 2018 Special Event Funding recommendations.

DIRECTION
 INFORMATION
 ORDINANCE
 MOTION
 RESOLUTION

I. REQUEST/ISSUE & BACKGROUND INFORMATION:

City Council budgeted \$80,000 for special events in 2018. City Council has delegated facilitation of special event funding process to the Steamboat Springs Chamber Resort Association. The Chamber solicits applications and creates an allocation committee which includes two city council members, two members of the Chamber marketing committee and one member of the Chamber Board. The committee based their recommendation on seven different factors: tourism potential/driver, schedule gaps, support of non-ski season marketing goals, media appeal, cost per person, seed money for new events, and long-range potential/funding potential.

The special events funding allocation committee has provided the following recommendations for 2018 special event funding allocations. An additional \$500 is recommended to be allocated to cover committee costs. Not all events that applied for funding received some level of funding.

EVENT	2018 Recommendation
Run Rabbit Run	\$ 10,000
OktoberWest	\$ 9,000
Red's Whites and Brews	\$ 8,000
Colorado League Bike Race	\$ 7,000
Crane Fest	\$ 5,000
Stage Race	\$ 5,000
Wild West Air Fest	\$ 5,000
Lost Art Revival	\$ 4,000
Rodeo	\$ 4,000
Bike Week	\$ 3,000
Running Series	\$ 3,000
Steamboat Stinger	\$ 3,000
Stars Biking the Boat	\$ 2,500
Opera Steamboat	\$ 2,000
Vettes on the Rockies	\$ 2,000
Tour de Steamboat	\$ 2,000
Restaurant Week	\$ 2,000
River Fest	\$ 1,000
	\$ 77,500

II. ALTERNATIVES:

City Council has delegated solicitation, review, analysis and recommendation of special events for special event funding to the Chamber's special events funding allocation committee. The committee has performed their work and made their recommendation. Council has several options:

1. Approve the funding allocations as recommended.
2. Request additional information.
3. Approve a modified schedule of special event funding allocations.
4. Provide additional direction to the Chamber regarding the special event funding.
5. Table the discussion until a future council meeting.

III. STAFF RECOMMENDATION:

Staff does not have a recommendation. The special event funding committee recommends that the special event funds be allocated as recommended as the appointed committee was diligent in selecting special events that best meet the goals for the funding.

IV. FISCAL IMPACTS:

Funding Source:

Special Event funding budget \$80,000

Proposed Expenditure:

Special Event Allocations \$77,500

Committee expenses 500

Total Expenditures \$78,000

The City provides the special event funding dollars to the Chamber each year and the chamber manages these funds. Unspent 2018 funds will be recommended for use later this year or carried forward by the Chamber for use later this year or in the following year.

V. LEGAL ISSUES:

None noted.

VI. CONFLICTS OR ENVIRONMENTAL ISSUES:

None noted.

VII. CONSISTENCY WITH COUNCIL GOALS AND POLICIES

This item implements the Special Events line item in the city budget. It indirectly relates to council's Fiscal Sustainability goal in that special events can drive increased sales tax revenue for the city.

CITY OF STEAMBOAT SPRINGS

RESOLUTION _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF STEAMBOAT SPRINGS, COLORADO ADOPTING THE 2018 CHAMBER SPECIAL EVENT FUNDING RECOMMENDATIONS.

WHEREAS, the City Council of the City of Steamboat Springs is committed to supporting the Steamboat Springs economy through support of tourism; and

WHEREAS, Special Events are an important part of the community's tourism strategy and city council has authorized \$80,000 in special event funding in the 2018 city budget; and

WHEREAS, City Council has delegated allocation of special event funding to the Steamboat Springs Chamber Resort Association's Special Event Funding Committee; and

WHEREAS, the Chamber Special Event Funding Allocation Committee has met and made funding recommendations;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF STEAMBOAT SPRINGS THAT:

The City Council hereby approves special event funding for the following:

EVENT	2018 Recommendati on
Run Rabbit Run	\$ 10,000
OktoberWest	\$ 9,000
Red's Whites and Brews	\$ 8,000
Colorado League Bike Race	\$ 7,000
Crane Fest	\$ 5,000
Stage Race	\$ 5,000
Wild West Air Fest	\$ 5,000
Lost Art Revival	\$ 4,000
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Opera Steamboat	\$ 2,000
Vettes on the Rockies	\$ 2,000
Tour de Steamboat	\$ 2,000
Restaurant Week	\$ 2,000
River Fest	\$ 1,000
	\$ 77,500

PASSED, ADOPTED, AND APPROVED this ____ day of _____, 2018.

 Jason Lacy, President
 Steamboat Springs City Council

 Julie Franklin, CMC, City Clerk