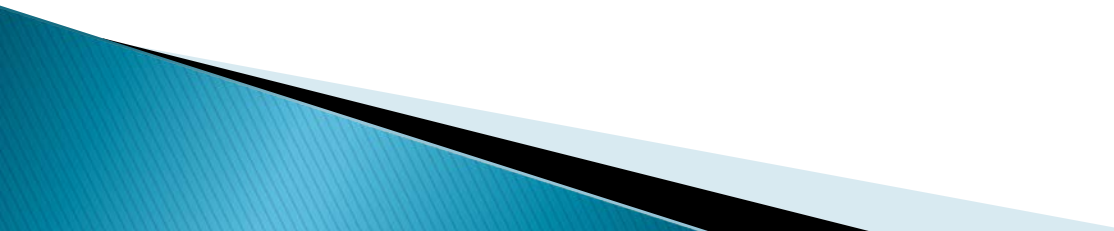


Financial Assistance Request Engaging Loveland

October 16, 2013



HISTORY

- ▶ City, Chamber, DLA, County (Ranch) cooperated to form the organization Engaging Loveland August 2006.
 - ▶ 501(c)6 independent board, executive director.
 - ▶ **Mission:** To enhance and support the development of community-wide events and celebrations and to enhance tourism and attendance.
- 

Current Board of Directors:

- ▶ **Jeff Bjorklund**
 - ▶ **Christian Bordewick – Board Chair**
 - ▶ **Ingrid Bush**
 - ▶ **Ann Marie Cole – Board Secretary**
 - ▶ **Will Delmar – Board Treasurer**
 - ▶ **Jay Hammond**
 - ▶ **Sean McCarthy – Board Vice Chair**
 - ▶ **Jean Mooney**
- 

City Financial Contributions

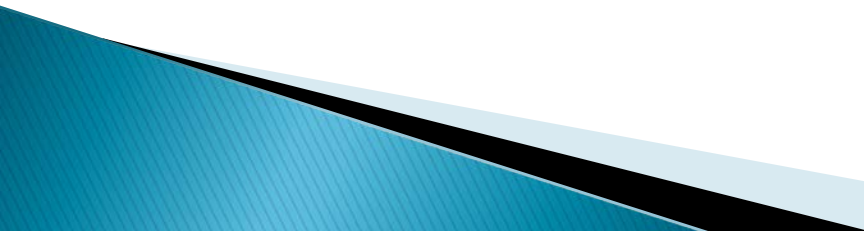
▶ 2006 =	\$67,450
▶ 2007 =	\$94,196
▶ 2008 =	\$77,405
▶ 2009 =	\$53,435
▶ 2010 =	\$40,546
▶ 2011 =	\$33,146
▶ 2012 =	\$52,450
▶ <u>2013 =</u>	<u>\$34,000</u>
TOTAL:	\$452,628

Christian Bordewick – Chair

- ▶ OFFICIAL REQUEST
- ▶ Spreadsheet of Expenses

City's Responsibility

- ▶ None
 - ▶ Engaging Loveland is a separate entity
 - ▶ We are not legally responsible for their debts

 - ▶ Ballot language requires funds to be used only for marketing and community events.
 - ▶ Cannot be used for administrative purposes or reimbursement to other non profit or taxing entities.
- 

Company	Event	Amount	Marketing/Events/Other
Mueller & Associates	Administrative	\$6,394.75	Other
Gregory Electric	BBQ	\$749.45	Events
Awards Unlimited	BBQ	\$331.25	Events
Fred's Used Websites	BBQ	\$32.86	Marketing
Robin Rental	BBQ	\$5,302.82	Events
Lightspeed	BBQ	\$860.52	Events
Struckman Ice	BBQ	\$1,000.00	Events
Flexx Rentals	BBQ	\$1,700.00	Events
Best Rentals	BBQ	\$340.17	Events
Traffic Masters	BBQ	\$1,507.00	Events
Fyn PR	BBQ	\$1,773.00	Marketing
Perfect Square	BBQ	\$50.00	Marketing
AC Ice	BBQ	\$1,050.00	Events
Portable Rental Systems	BBQ	\$585.00	Events
Loveland Sertoma Club	BBQ	\$11,514.00	Other
Heidi M Kerr-Schlaefel	BBQ / Advertising	\$600.00	Marketing
Prairie Mountain Publishing	BBQ / RH	\$30.00	Marketing
ICON Poly	HEARTS	\$3,037.50	Other
Publishing House	Loveland Art Studio Tour	\$500.00	Marketing
Thompson Valley Art	Loveland Art Studio Tour	\$1,711.75	Marketing
Western Heritage	Snow	\$1,393.51	Events
Discover Fort Collins	SNOW	\$375.00	Marketing
Highway Technologies	SNOW	\$1,073.21	Events
Sunstate Equipment	SNOW	\$422.09	Events
City of Loveland		\$920.89	Other
Colorado Dept of Revenue		\$1,073.00	Other
	TOTAL	\$44,327.77	
	Ineligible Expenses	\$22,940.14	
	Eligible Expenses	\$21,387.63	

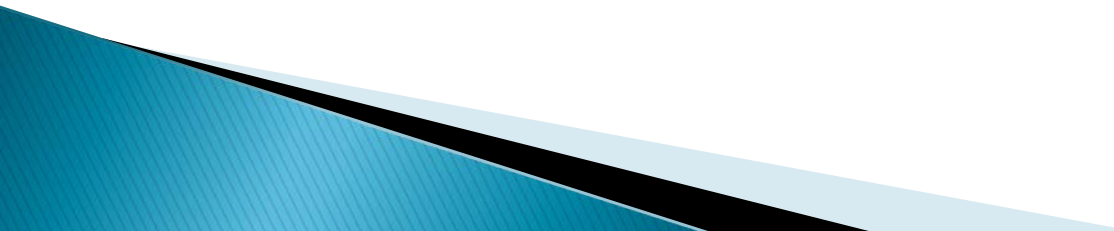
Question for CMC to Answer

- ▶ 1. Does the CMC want to consider the request?
- ▶ 2. Does the CMC have sufficient documentation regarding the nature of the requested expenses ?
- ▶ 2. Does the CMC want to provide more financial support for 3 events already supported financially by lodging tax dollars?
 - \$10,000 for Each event (Snow, BBQ, 2012 Studio Tour)

IF NO – No Further action

IF YES–

Begin Discussion – Keeping in mind that the City is not legally responsible and only eligible expenses can be considered. A substantial public benefit in the area of economic, social or cultural purpose must be established.



Substantial Public Purpose

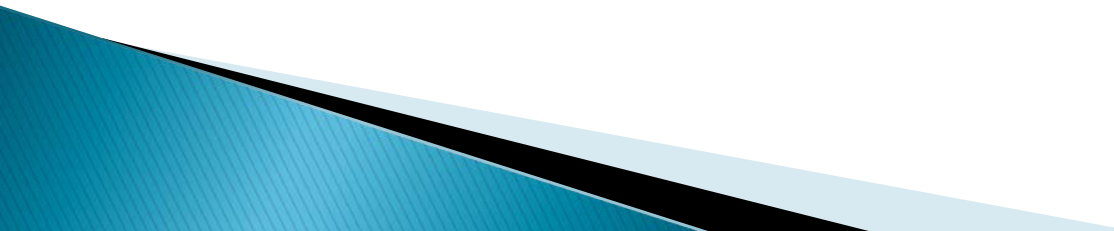
- ▶ These are events that the CMC contracted for and the events served an economic, social and cultural public purpose by:
 - ▶ 1. Bringing visitors to downtown Loveland during the off-season.
 - ▶ 2. Highlighting Loveland's arts community.
 - ▶ 3. Sales of art.
 - ▶ 4. Downtown businesses experienced significant sales increases during these events.
- 

OPTIONS

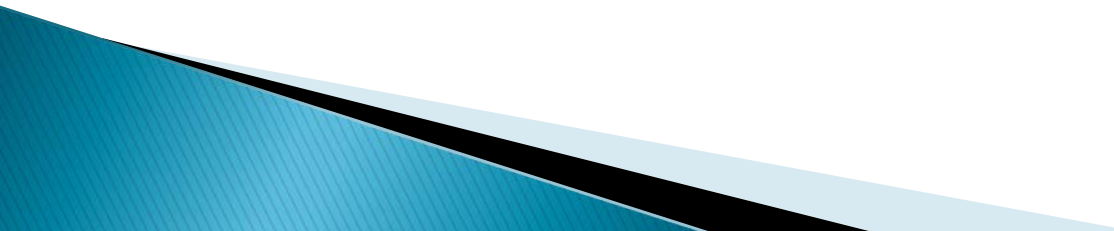
- ▶ Discussion begins
 - ▶ End discussion

 - ▶ 1. Deny request

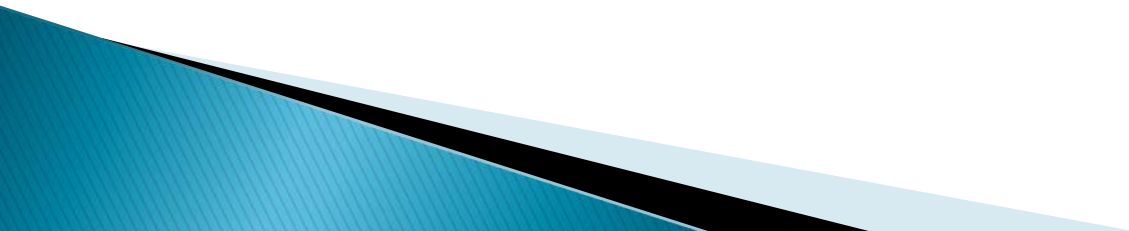
 - ▶ 2. Request more information – Continue to November meeting

 - ▶ 3. Take action tonight
- 

Some additional Considerations

- ▶ Request EL Events/Engaging Loveland to dissolve and “wind up” the entity in accordance with Colorado law.
 - ▶ Articles of Dissolution should be filed with the Secretary of State and presented to the City.
 - ▶ Request evidence that they have complied with the law regarding notification to existing creditors.
- 

QUESTIONS?



Take Action Tonight

If CMC should decide that they would like to recommend the City assist with payments and take action tonight:

1. Determine the amount
 2. Make a motion recommending to the Loveland City Council that a supplemental appropriation of lodging tax dollars in the amount of \$ _____ be approved to assist EL Events/Engaging Loveland with payment of expenses associated with 3 events and tourism marketing.
 3. Clearly articulate the public purpose being served by the recommended action.
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