

# 2014 Events Supplemental Appropriation Request

SNOW SCULPTURE / OKTOBERFEST 2014

# Background on Events

- ✎ Since 2006, the City has partnered with EL Events to produce community events.
- ✎ To date the city has invested over \$452,000 with EL Events to support community events.
- ✎ This aligns with the Destination Loveland Strategic Marketing plan that states that that these funds should be used to market Loveland through community and destination events.
- ✎ In October of 2013 EL Events dissolved as an organization.
- ✎ With the dissolution of EL Events we have to reevaluate community events for 2014.

# 2014 Budget

- ✎ In the 2014 budget, staff had budgeted \$24,000 specifically to support EL events.
- ✎ With the dissolution of EL Events, staff has reevaluated how/which events we will be supporting in 2014.
- ✎ Understanding that this will be a larger dollar commitment as we will be responsible for all costs associated with the events, not just sponsoring them.
- ✎ Staff evaluated the history/financial commitment of existing community events.
- ✎ After review of this information, it is staff's recommendation that we support two shoulder season events, Snow Sculpture in the Dark and Oktoberfest.

# SNOW SCULPTURE IN THE DARK

- ☞ Shoulder season event – February 9-16 2014
- ☞ Already have press on this event in Sunset Magazine Colorado Life article in 2014.
- ☞ During Valentines Day weekend = Great Opportunity for packaging with hotels/restaurants
- ☞ Nationally sanctioned
- ☞ Aligns with our arts/culture messaging
- ☞ 4<sup>th</sup> year of this event
- ☞ Downtown Businesses are in support of this event.



# OKTOBERFEST

- ☞ Shoulder Season event - late September
- ☞ 3<sup>rd</sup> Annual event
- ☞ Over 8,000 attendees in 2013
- ☞ Focuses/highlights our growing microbrewery industry – featuring over 5 Loveland breweries.
- ☞ Opportunity to grow this event to a destination event with addition of new partners: Grimm, American Eagle, Clear Channel, Thunder Mountain.



# PROCESS/ RECOMMENDATION

- ✎ It is Staff's recommendation that we support these two community events with \$25,000 per event. Total recommendation of \$50,000.
- ✎ Staff will not be producing the events, rather staff will manage event coordinators/sponsors.
- ✎ SNOW - Put out RFP for Event coordinator for Snow Sculpture in the Dark. Pay coordinator flat fee.
- ✎ All other costs will be directly billed to City
- ✎ OKTOBERFEST - Staff will partner with Grimm, American Eagle and Clear Channel to support Oktoberfest event.

# MOTION

- ☞ We are seeking a recommendation to City Council:
- ☞ I move that we appropriate an additional \$50,000 of lodging tax collections to the 2014 budget to support two shoulder season community events; Snow Sculpture in the Dark and Oktoberfest.