

2014 Events Supplemental Appropriation Request

SNOW SCULPTURE / OKTOBERFEST 2014

2014 Budget

- ☞ In the 2014 budget, staff had budgeted \$24,000 specifically to support community events.
- ☞ Staff has reevaluated how to support events in 2014.
- ☞ This is a larger dollar commitment since the City will be responsible for more 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
- ☞ 4th year of this event
- ☞ Downtown Businesses are in support of this
event.



OKTOBERFEST

- ☞ Shoulder Season event - late September
- ☞ 3rd 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. (\$5000)
- ✎ All other costs will be directly billed to City (\$20,000)
- ✎ OKTOBERFEST - Staff will partner with Grimm, Thunder Mountain and Clear Channel to support Oktoberfest event.

CMC Recommendation

- ☞ On 11/20/2013 the CMC unanimously recommended that the Loveland City Council consider a recommendation that:
- ☞ “The City 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 with a performance agreement and measurements,” of event attendance, etc.

Council Action

☞ Consideration and discussion

☞ Make a motion to approve the Ordinance and supplemental appropriation on first reading.