



Memorandum

To: Vail Town Council

From: Commission on Special Events

Date: November 7, 2017

Subject: Commission on Special Events (CSE) funding decisions for 2018 Cultural/Recreational/Community (CRC) and Education/Enrichment (EE) proposals.

Action Requested: Informational only. No formal action required.

Background: The CSE presents the final decisions for 2018 CRC and EE funding allocations. The Town Code allows for an appeal of these decisions by 1) filing an appeal in writing within 10 days following the decisions of CSE (Oct 28); none have been received, or 2) Council has the option of calling up the CSE funding decisions within sixty days of the decision (before December 18, 2017). If neither of these actions occur, the funding decisions will be final.

The CSE received 49 proposals in response to the RFP for 2018 events/programs that was issued in August, 41 of these were funded. The "Special Event Rating Criteria" was used to evaluate all proposals with respect to how they align with a strategic approach to providing a diverse calendar of events that are well matched to the Vail brand and will exceed the expectations of the Vail guest. Cultural, Recreational and Community Events are measured primarily with respect to how well they will drive destination overnight visitation. Education and Enrichment Programs are evaluated by how they contribute to life-long learning, a sense of well-being, and enhanced quality of life.

The CSE believes this is a strong calendar of events aligned with the Town Council's mission of providing our citizens and guests with "an abundance of recreational, cultural and educational opportunities" that will continue to drive increased results and contribute to providing thought provoking educational and life enriching opportunities.

New in the 2018 RFP process was the addition of an innovative, online software tool for both application submitters and CSE reviewers. This first year program roll-out was met with positive responses and experiences from event producers, board and staff.

In addition, notable are the continued relationships the CSE holds with the Vail Economic Advisory Council, Vail Local Marketing District Advisory Council and Event Review Committee. The CSE recognizes and values the diverse input from these groups and integrates that feedback into planning and decision-making.

2017 Event Successes:

- **GoPro Mountain Games** continues to have the highest level of support from the CSE. After successful expansion into Lionshead in 2017, they plan to move the Dock Dogs competitions there in 2018. In addition, the children's Adventure Village will be moved to Golden Peak.
- **The Community Art Programs for the Town of Vail program** proved to be a winner for both locals and visitors. The program impressively garnered a 91 Net Promoter Score on their survey.
- **Taste of Vail** expanded their brand to a new event "Fall Food & Wine Classic". Despite challenges with the weather, the event succeeded in creating a unique experience at Gerald R. Ford Amphitheatre.
- **Vail Craft Beer Classic** was held for the first time in Vail, with over 30 breweries in attendance. For a new producer, they did well in navigating processes. The event returns for Father's Day weekend 2018 with a focus on increasing Vail business participation.

New and Exciting Events/Programs for 2018:

Community, Recreation and Cultural Events

- **Vail Lacrosse Tournament** – 6/18-20: National youth lacrosse tournament in its 24th year. Games played over three days.
- **Vail Mountaineers Hockey Club** – 11/2-4, 11/9-11, 11/16-18: VMHC has held the Vail Sportsmanship Hockey Tournament for almost 40 years.
- **The Steadman Clinic Vail Cup Series** – 1/14, 1/28, 2/18, 3/18: Community event open to ages 15 and younger, free of charge as an intro to snow sports competition.
- **Legacy Fighting Alliance** – May: Live Mixed Martial Arts sporting event, shown on AXStv, held at Dobson Arena.

Education and Enrichment Events/Programs

- **TEDxVail** – 2/8-11: TEDx was created in the spirit of TED's mission, "ideas worth spreading." It supports independent organizers who want to create a TED-like event in their own community.

Overview of Event Effectiveness – Economic Survey Results:

All publicly funded events are required to submit a post-event recap summarizing the event's strengths and weaknesses, contributions to the Vail economy and community. In 2017, the CSE chose to fund an independent, third party Economic Impact Survey, setting aside \$53,328 out of their events budget. The CSE has determined to fund this initiative again for 2018.

The survey results received to date have delivered an excellent picture of the economic benefits that the events program provides. A complete overview will be presented in February 2018 once the final data is compiled.

Topline 2017 survey data:

- ✓ **\$19 million direct economic impact** to Vail's businesses generated by 22 events tracked in 2017
- ✓ **\$18 economic impact payback ratio** generated by the 22 events evaluated
(i.e. \$18 in incremental economic impact per dollar of TOV event funding)
- ✓ **\$0.61 tax payback ratio** generated by the 22 events evaluated
(i.e. \$0.61 in incremental TOV & VLMD sales taxes per dollar of TOV event funding)

The table below shows financial results and other key performance indicators for 22 events that were surveyed in 2017. There are two more events to be included in the 2017 data, Taste of Vail, Fall Food & Wine Classic and Outlier Offroad Festival.

The figures below are considered very conservative as not all events were surveyed in this year's program. There are a total of 44 events/programs in the Community, Recreation and Cultural, Education and Enrichment and Council funded categories. The 2017 survey covers half; the quantity of event surveys is based on budgetary constraints.

| Estimated Economic and Sales Tax Impact of TOV Special Events in 2017 (TO DATE) | | | | | | | | | | |
|---|---------------------|-------------------------------|------------------------------|----------------------------|-------------------------------|--------------------------|----------------|-------------------------------------|----------------------|-----------|
| RRC Associates estimates 11/1/17 | | | | | | | | | | |
| 2017 Vail Special Events | | # of Events Evaluated to Date | Total Direct Economic Impact | Total TOV & LMD Tax Impact | Economic Impact Payback Ratio | Tax Impact Payback Ratio | Attendee Days | Direct Econ Impact per Attendee Day | Overnight Visitor %* | NPS* |
| CATEGORY | Budget | TOTAL | TOTAL | TOTAL | AVERAGE | TOTAL | TOTAL | AVERAGE | AVERAGE | AVERAGE |
| CRC | \$ 515,500 | 17 | \$ 14,813,923 | \$ 474,496 | \$28.74 | \$0.92 | 92,832 | \$ 159.58 | 56% | 56 |
| EE | \$ 118,500 | 4 | \$ 529,601 | \$ 16,211 | \$4.47 | \$0.14 | 7,095 | \$ 74.64 | 21% | 74 |
| Council | \$ 404,000 | 1 | \$ 3,929,765 | \$ 142,165 | \$9.73 | \$0.35 | 22,200 | \$ 177.02 | 47% | 66 |
| Totals: | \$ 1,038,000 | 22 | \$ 19,273,289 | \$ 632,872 | \$18.57 | \$0.61 | 122,127 | \$157.81 | 49% | 59 |
| *Calculated as averages across events, with each event is weighted equally. | | | | | | | | | | |

Overview of Event Effectiveness – Measurement Tools:

Analytical tools used by the CSE consist of monthly and bi-weekly DestiMetrics reports, sales tax data, on-going event survey program providing both qualitative and quantitative data for individual events, parking data, town of Vail community survey, as well as collecting feedback from the merchant/hotelier/restaurateur community

In addition, the event criteria 'scorecard' and its support tools such as the 'marketing checklist' have proven very effective. Quantitative measures such as brand strength, marketing expertise, media leverage, and community integration continue to be monitored against established objectives.

2018 Special Event Allocations-Strategic Overview

Commission on Special Events



November 7, 2017

COMMISSION ON SPECIAL EVENTS

Barry Davis

Chair, Commission on Special Events

Mark Gordon

Vice Chair, Commission on Special Events

Samantha Biszantz

Rayla Kundolf

Marco Valenti

Alison Wadey

Kim Newbury-Rediker



2017 CSE Successes

- Based on independent third-party survey data, the 2017 to date total **direct economic impact** is **\$14,813,923 million** on an investment of **\$515,000** for the Community, Recreation and Cultural category. (17 events surveyed thus far)
 - That's an average of **\$28.74** payback ratio per funding dollar.
- **Diverse** board with representation from: lodging, real estate, retail, restaurant and chamber areas offers varied view points and experiential perspectives.
- Implemented **online** RFP process for 2018, **saving paper** and **staff resources**.
- Identified areas for further **cooperation** between event producers. (Labor Day weekend)
- 2017 surveyed events with **Net Promoter Scores** over **80**:
 - Community Art Events - **91**
 - GoPro Mountain Games - **94**
 - Kids Adventure Games - **87**
 - Gourmet on Gore - **85**
 - Betty Ford Alpine Gardens - **83**



2018 Newly Funded Events - Community, Recreation & Cultural Events



Vail Lacrosse Tournament

Funded: \$5,000

Requested Funding: \$15,000

Dates: 6/18 - 6/20

Event Description:

- National youth lacrosse tournament in it's 24th year. Games played over three days.
- Youth lacrosse is one of the fastest growing industries in the U.S. and 50% of the teams travel from outside of Colorado.

Attendees: 2,000 athletes, 3,000 visitors

Funding Usage:

- Provide more onsite activation with staff and promoters of other activities in Vail.
- Increase ease of booking reservations and planning other activation and ancillary events in Vail.
- Improvement of marketing and brand awareness.

Funding Reasons:

- Great brand alignment
- Strong producer qualifications



2018 Newly Funded Events - Community, Recreation & Cultural Events

Vail Mountaineers Hockey Club

Funded: \$7,500

Requested Funding: \$20,000

Dates: Vail Sportsmanship Tournament

- Bantam & Midget Division - Friday, November 2-4
- Pee Wee Division - Friday, November 9-11
- Squirt Division - Friday, November 16-18

Attendees: 1,200 athletes, 3,500 spectators

Event Description:

- VMHC has held the Vail Sportsmanship Hockey Tournament for almost 40 years.
- Tournament is set up on 3 weekends in Nov. leading up to ski season and Thanksgiving. (Age groups 8-15 years)

Funding Usage:

- Cover costs for more qualified referees and medical trainers at every event.
- Increase children's ice time this year with no fee increase to provide access to as many children as possible.

Funding Reasons:

- Occupancy need weekends
- Bring in destination guests



2018 Newly Funded Events - Community, Recreation & Cultural Events

The Steadman Clinic Vail Cup Event Series

Funded: \$2,500.00

Requested Funding: \$5,000

Dates:

- 1/14 - Slopestyle - Golden Peak Terrain Park & Giant Slalom - Black Forest Race Arena
- 1/28 - Halfpipe - Golden Peak Terrain Park & Giant Slalom - Golden Peak Main Arena
- 2/18 - Moguls - Black Forest Arena & Giant Slalom - Golden Peak Main Arena
- 3/18 - Little Big Mountain - Head First Trail & Giant Slalom - Golden Peak Main Arena

Event Description:

- Community event open to ages 15 and younger, free of charge as an intro to snow sports competition.
- For both local and visiting families to come together to enjoy this community event and compete at Vail.

Attendees: 750 athletes, 600 spectators

Funding Usage:

- Offset the cost of the event as no entry fee is charged.
- Bibs, awards, staffing and hill usage.

Funding Reasons:

- Support local community
- Accessible, free event, any child can enter



2018 Newly Funded Events - Community, Recreation & Cultural Events

Legacy Fighting Alliance

Funded: \$17,500

Requested Funding: \$25,000

Dates: May

Event Description:

- Live Mixed Martial Arts sporting event. Start at 5:30 pm, with main card on AXS TV at 7:00 pm.
- Event will consist of up to 12 professional sanctioned bouts, held at Dobson Arena.
- AXS TV is a tv network dedicated to providing the best in music programming and festivals, comedy performances, current events and mixed martial arts promotions.
- AXS TV is a partnership b/n founder Mark Cuban, AEG, Ryan Seacrest Media, Creative Artists Agency (CAA), CBS

Attendees: 50 athletes, 2800 spectators on site, 300-500K domestic viewers for live event

Funding Usage:

- Talent acquisition
- Lodging, flights and travel expenses for talent/crew/staff
- Marketing/Advertising

Funding Reasons:

- Marketing reach and strength – 45 million homes, 188 PR media outlets, 41K fan emails, 26K Facebook
- Activation in the community - local youth martial artists and their families in demonstrations and exhibitions
- Benefit from the impact of a nationally televised sporting event from Vail
- Bring guests into town at off peak times in May



TOWN OF VAIL

2018 Newly Funded Events – Education & Enrichment



TEDxVail

Funded: \$15,000

Requested Funding: \$25,000

Dates: 2/8-2/11

Event Description:

- TEDx stands for Technology, Entertainment, and Design.
- Generate fresh ideas by including speakers in the audience, encourage them to meet the attendees, connect them via app/social media/adventures before/during/after TEDxVail, as well as design social spaces for interactions and new ideas related to Vail Valley.

Attendees: 900 attendees, TBD # of post event TEDxTalks video views

Funding Usage:

- Produce professionally edited videos of our TEDxTalks and upload them to the TED channel on YouTube, the videos will remain up on the internet.
- The funds will be used to offset production costs, such as marketing, venue rental, a/v equipment rental, professional editing services and production crew, high definition livestreaming equipment.

Funding Reasons:

- Event producer was very responsive to CSE requests to move event and ancillary activities to Vail
- Strong brand fit with Vail, partnership with well-known educational programming platform



Looking Ahead: 2018 Strategies & Actions

2018

Review existing event scorecard criteria and event categories for RFP process:

- ✓ Adapt to economic conditions
- ✓ Expand categories as needed
- ✓ Align with new town council strategy/ direction

Encourage evolution of successful existing events:

- ✓ Extend event days – mid week
- ✓ Increase/diversify programming
- ✓ Optimize location and footprint

Address areas for improvement with event producers:

- ✓ Require conditions placed on their funding
- ✓ Ongoing check in with staff about producer performance

Remain mindful of event attendance volumes:

- ✓ Analyze Destimetrics occupancy reports
- ✓ Study community, intercept and event surveys for insight into guest experience
- ✓ Review parking counts
- ✓ Board actively attends events, first-hand experience

Continue commitment to fund independent, 3rd party surveys for designated events:

- ✓ 2018 will be the 3rd year for collecting event survey data.



TOWN OF VAIL



QUESTIONS?

THANK YOU

Commission on Special Events: 2018 Education & Enrichment Category: \$151,500

| | Event Name | Event Start Date | Event End Date | 2018 Final Funding Allocated (Preliminary until 12/19/17) |
|----|---|-----------------------------|---------------------------|--|
| 1 | Vail Centre Programmatic Support | 1/1/2018 | 11/30/2018 | \$ 45,000.00 |
| 2 | Vail Symposium 2018 Season | 12/7/2017 | 8/31/2018 | \$ 35,000.00 |
| 3 | Vail Veterans Winter Family (Jan) & Winter Mountain Adventure (March) | 1/21/2018 | 3/9/2018 | \$ 18,000.00 |
| 4 | Betty Ford Alpine Gardens | 11/1/2017 | 9/30/2018 | \$ 15,000.00 |
| 5 | TEDxVail | 2/1/2018 | 2/4/2018 | \$ 15,000.00 |
| 6 | Community Art Events for the Town of Vail | 1/1/2018 | 12/31/2018 | \$ 12,500.00 |
| 7 | Starting Hearts: 2nd Annual Day of Learning | 8/23/2018 | 8/25/2018 | \$ 7,000.00 |
| 8 | SKI for MS 2018 | 2/24/2018 | 2/24/2018 | \$ 4,000.00 |
| 9 | 8150 High Altitude Entrepreneurs - VailBiz Challenge | 3/4/2018 | 4/28/2018 | \$ - |
| 10 | Benches on Bridge Street | 7/16/2018 | 8/31/2018 | \$ - |
| 11 | Project Funway 2018 | 2/10/2018 | 2/10/2018 | \$ - |
| | Total | | | \$ 151,500.00 |

| Commission on Special Events: 2018 Community, Recreation & Cultural: \$837,290 | | | | |
|--|---|------------|------------|--|
| | Event | Start Date | End Date | 2018 Final Funding Allocated (Preliminary until 12/19/17) |
| 1 | 2018 GoPro Mountain Games | 6/7/2018 | 6/10/2018 | \$ 84,790.00 |
| 2 | Vail America Days | 7/4/2018 | 7/4/2018 | \$ 70,000.00 |
| 3 | Vail Craft Beer Classic | 6/14/2018 | 6/17/2018 | \$ 68,000.00 |
| 4 | Gourmet on Gore | 8/31/2018 | 9/3/2018 | \$ 60,000.00 |
| 5 | Vail Oktoberfest | 9/7/2018 | 9/17/2018 | \$ 60,000.00 |
| 6 | Vail Summer Bluegrass Series | 6/27/2018 | 7/18/2018 | \$ 50,000.00 |
| 7 | Taste of Vail Spring Wine & Food Classic | 4/4/2018 | 4/8/2018 | \$ 45,000.00 |
| 8 | Kids Adventure Games | 8/8/2018 | 8/12/2018 | \$ 40,000.00 |
| 9 | Vail Farmers' Market & Art Show | 6/17/2018 | 10/7/2018 | \$ 35,000.00 |
| 10 | Spring Back to Vail | 3/31/2018 | 4/15/2018 | \$ 30,000.00 |
| 11 | Vail Snow Days | 12/14/2018 | 12/16/2018 | \$ 30,000.00 |
| 12 | Kick It 3v3 Soccer World Championships | 7/27/2018 | 7/29/2018 | \$ 30,000.00 |
| 13 | Vail Holidays 2018 | 12/15/2018 | 12/31/2018 | \$ 26,000.00 |
| 14 | Vail Outlier Offroad Festival | 9/21/2018 | 9/23/2018 | \$ 25,000.00 |
| 15 | Taste of Vail Fall Wine and Food Classic | 9/20/2018 | 9/22/2018 | \$ 20,000.00 |
| 16 | Legacy Fighting Alliance | 2/3/2018 | 12/15/2018 | \$ 17,500.00 |
| 17 | Vail Lacrosse Shootout | 6/24/2018 | 7/4/2018 | \$ 15,000.00 |
| 18 | Vail Family Fun Fest | 6/23/2018 | 8/4/2018 | \$ 15,000.00 |
| 19 | Skate Vail's "Melee in the Mountains" | 4/27/2018 | 4/29/2018 | \$ 12,000.00 |
| 20 | Pink Vail 2018 | 3/24/2018 | 3/24/2018 | \$ 10,000.00 |
| 21 | 2018 Vail Valley Cup | 10/5/2018 | 10/7/2018 | \$ 10,000.00 |
| 22 | Vail Yeti Hockey Club | 1/5/2018 | 12/29/2018 | \$ 10,000.00 |
| 23 | PBR West Championships | 7/12/2018 | 7/15/2018 | \$ 10,000.00 |
| 24 | Vail Farmers Market Farm to Table Series | 6/29/2018 | 8/10/2018 | \$ 9,000.00 |
| 25 | Vail Arts Festival | 6/22/2018 | 6/24/2018 | \$ 8,000.00 |
| 26 | Vail Mountaineers Hockey Club | 8/5/2018 | 4/19/2019 | \$ 7,500.00 |
| 27 | Vail King of the Mountain Open | 6/16/2018 | 6/17/2018 | \$ 7,500.00 |
| 28 | Vail Beaver Creek Restaurant Week 2018 | 9/28/2018 | 10/7/2018 | \$ 7,500.00 |
| 29 | Vail Whitewater Races Series | 5/8/2018 | 6/5/2018 | \$ 7,000.00 |
| 30 | Vail Lacrosse Tournament | 6/18/2018 | 6/20/2018 | \$ 5,000.00 |
| 31 | 2018 Colorado Grand | 9/14/2018 | 9/15/2018 | \$ 5,000.00 |
| 32 | Vail Automotive Classic | 9/7/2018 | 9/9/2018 | \$ 5,000.00 |
| 33 | The Steadman Clinic Vail Cup | 1/14/2018 | 3/18/2018 | \$ 2,500.00 |
| 34 | Adaptive Spirit Annual Event | 4/4/2018 | 4/8/2018 | \$ - |
| 35 | World Figure & Fancy Skating Championships & Festival | 9/27/2018 | 9/30/2018 | \$ - |
| 36 | MC Presents art and antiques | 8/2/2018 | 8/4/2018 | \$ - |
| 37 | Slow Fashion Vail | 9/22/2018 | 9/23/2018 | \$ - |
| 38 | In the Hearth of the Rockies | 5/26/2018 | 5/27/2018 | \$ - |
| Total | | | | \$ 837,290.00 |



DRAFT

COMMISSION ON SPECIAL EVENTS MEETING
Antlers at Vail, Pronghorn/Caribou/Whitetail Room
Monday, October 9, 2017 @ 7:30am

AGENDA:

Meeting materials can be accessed at the following link:

<http://bit.ly/2xbkqU0>

CSE Members Present: Mark Gordon
Alison Wadey
Barry Davis
Rayla Kundolf
Samantha Biszantz
Kim Newbury Rediker
Marco Valenti

TOV Staff Present: Laura Waniuk, Event Liaison Specialist
Ernest Saeger, Special Events Coordinator

Others Present: Alan Himelfarb, Starting Hearts
Amy Lewis, EFEC
Eugenia Seyferth Ski and Snowboard Club Vail
Anya Strauss, TEDxVail
Doug Clayton, 8150 High Altitude Entrepreneurs
Stevenson Farnsworth, TEDxVail
Casey Parliament, Vail Mountaineers
Zach Bloom, Vail Mountaineers
Charla Blizzard, Vail Mountaineers
Laurie Asmussen, Eagle Valley Events
Christine Albertson, Pink Vail
Chris Chandler, Taste of Vail
Krista DeHerrera, 10th Mountain Roller Dolls
Carrie Mae Week, 10th Mountain Roller Dolls
Leon Fell, King of the Mountain Volleyball
Brian Hall, Vail Family Fun Fest
Helene Matteson, Kids Adventure Games
Beth Pappas, Vail Rec District / Kids Adventure Games
Mike McCormack, Vail Outlier Off-road Festival
Karen Courrtland Kelly, World Fancy & Figure Skating
Chris Harguth, Prep Baseball Reports

Richard tenBraak, Vail Automotive Classic
Andy Linke, Kids Adventure Games
Peter Moore, Prep Baseball Reports
Doug Landin, Vail Automotive Classic
Bob Ruder, Vail Automotive Classic
Helene Mattison, Kids Adventure Games
Eddie O'Brien, Colorado Grand
Lisa Reeder, Kids Adventure Games
James Deighan, Highline
Liz James, Vail Centre
Colleen Davis, Vail Centre
Joel Rabinowitz, Vail Rec District
Brittany Zanin, Aspen Chamber
Bailey Rose, Slow Fashion Vail
Holli Snyder, Colorado Mountain News Network
Mark Bricklin, Colorado Mountain News Network
Kris Sabel, Vail Symposium
Becca Aliber, Vail Veterans Program
Lauri O'Brien, Can Do MS
Colette Carey, Adaptive Spirit
Liz Campbell, Betty Ford Alpine Garden
Mac Garnsey, Vail Valley Foundation
Sarah Frankie, Vail Valley Foundation
Travis Yoakum, Vail Valley Soccer Cup
Kerri Thelen, Vail Valley Soccer Cup
Kristen Horpedahl, Vail Craft Beer Classic
Jason Ornstein, Vail Craft Beer Classic
Charles Blair Law III, Slow Fashion Vail
Sven Bean, Legacy Fighting Alliance

CSE Chair, Barry Davis, called the meeting to order at 7:33am.

Administrative Items

Approval of the Minutes of the CSE Meeting on September 6, 2017

- **Motion to approve the minutes of the CSE Regular Meeting on September 6, 2017 as presented.**

M/S/P: Kundolf/Bisantz/Unanimous. The motion passed 7-0

Review financials/Survey Results:

Waniuk noted that the CSE is on track to pass 2016 economic impact and will know for sure when remaining surveys come in.

2018 Budget:

Waniuk noted the same as last year.

Meeting Reminders:

- September: RFP System Training for CSE, set up appt before 9/20
- September 25: RFP Due by 4:00pm MST
- September 29: RFP + information provided to CSE for scoring
- October 3: Work session with Town Council
- October 4: NO REGULAR CSE MEETING
- October 9: RFP Meeting #1 (The Antlers at Vail) – 7:30am-7:30pm
- October 11: RFP Scoring due by **8:00pm**
- October 18: RFP Meeting #2 (The Antlers at Vail) – 8:30am-5:00pm
- November 7: Presentation to Council of 2018 funding decisions
- November 1: Regular CSE Meeting – 8:30am
- November 14: CSE 2018 Allocations to be presented to VEAC – 8:00am
- November 16: CSE 2018 Allocations to be presented to VLMDAC – 8:30am
- December 18: Last day for Council call-up for funding decisions

Application Deadlines and Interview Dates for CSE applicants: Interviews at Town Council Work Session on Tuesday, December 19. Deadline for letters of interest due to the Town Clerk, Patty McKenny, by Friday, December 8.

- CSE members whose terms expire on December 31, 2017 are Rayla Kundolf, Samantha Bisantz and Kim Newbury-Rediker.

Event Recap:

****motion to release final funding disbursement required***

Prep Baseball Reports West Championships

Please see presentation for further details.

Harguth noted they want to expand the all star team program to the tournament. Harguth noted their goal in 2017 is 75 teams. Harguth said they are going to partner with the national Prep Baseball Report organization to increase out of state teams. Harguth said the goal is to have enough rooms booked to only offer host hotels in Vail. Harguth noted negative comments were about parking, lack of shade, and coach's communication.

➤ **Motion to approve the final funding distribution to Prep Baseball Reports West Championships**

M/S/P: Wadey/Valenti /Unanimous. The motion passed 7-0

Event Recap:

****motion to release final funding disbursement required***

Vail Automotive Classic

Please see presentation for further details.

TenBraak noted they did not have their Wheels and Wings event because the jet center was under construction but will have it there in 2018. Landin noted local sponsorship support through Costco and Vail Valley Jet Center. Gordon confirmed there was no down valley component. Gordon asked if the event is coming back in 2018 and if it does, are they keeping the larger footprint in Vail. TenBraak said their footprint is limited in Vail Village due to Oktoberfest and Farmers' Market. Gordon asked if they are having Friday night event in Vail. TenBraak confirmed that they are. Wadey asked how much was raised for charity. TenBraak said \$8,000-\$9,000 which was for Vail Valley Veterans.

➤ **Motion to approve the final funding distribution to Vail Automotive Classic**

M/S/P: Valenti/Wadey /Unanimous. The motion passed 7-0

Event Recap:

****motion to release final funding disbursement required***

Kids Adventure Games

Please see presentation for further details.

Mattison noted they grew to about 50 teams in 2017. Mattison noted they sold out in three days in 2017. Mattison noted they changed the expo to Thursday and Friday in 2017 as opposed to Friday and Saturday. Wadey asked if the charity is announced through the Cliff Kid program and that it be included in the recap next year. Davis asked if Toyota is still under contract. Mattison said they will be back but not sure what level yet. Gordon asked how many total events. Mattison said 8 events and 19 total race days. Davis said he thinks they are improving event logistics. Kundolf asked where volunteers come from. Mattison said sports clubs, Battle Mountain High School, SOS, and Boys & Girls Club. Pappas said volunteer recruitment is always a challenge. Reeder added that the older kids who race the first day come back on course and help the next two days. Wadey asked if there is going to be a championship. Mattison said that is her goal and they need to figure out a date in the Town of Vail in September.

➤ **Motion to approve the final funding distribution Kids Adventure Games**

M/S/P: Rediker/Valenti /Unanimous. The motion passed 7-0

Event Recap:

****motion to release final funding disbursement required***

Gourmet on Gore

Please see presentation for further details.

Deighan noted that attendance was up but Saturday was down which has never happened. Deighan noted that Hurricane Harvey affected the attendance. Deighan noted that Labor Day weekend is challenging to grow due to the limited space and they actually reduced the number of vendors in 2017 to allow more pedestrian space. Deighan suggested having the conversation of Farmers' Market skipping that weekend and Vail Rotary Duck Race moving to another weekend. Davis asked if Gourmet on Gore could be moved to another weekend. Deighan said no, the four day weekend is key and people plan for it. Kundolf noted that the Vail Rotary Duck Race is not a CSE funded event and is a challenge. Wadey added that the Vail Rotary Duck Race is a good complement for kids. Deighan noted they had additional activation on the Gore Creek Promenade and Gourmet, Let's Go! Wadey asked how much they donate to Vail Veterans. Deighan said near \$10,000 total through two different donations.

➤ **Motion to approve the final funding distribution to Gourmet on Gore**

M/S/P: Kundolf/Bisantz /Unanimous. The motion passed 7-0

Event Recap:

****motion to release final funding disbursement required***

Kick It 3v3 Soccer World Championships

Please see presentation for further details.

Cramer noted that they were sold to Grand Sports Management in 2017. Gordon asked if the purchase adds staff for preparation. Cramer said yes and Brandon London will be assigned to Vail. London confirmed that they will have more staff and resources to focus on Vail and Colorado. Cramer added that they have a solid financial foundation through their new ownership.

➤ **Motion to approve the final funding distribution to Kick It 3v3 Soccer World Championships**

M/S/P: Kundolf/Rediker/Unanimous. The motion passed 7-0

Event Recap:

****motion to release final funding disbursement required***

Betty Ford Alpine Gardens

Please see presentation for further details.

Campbell said that the CSE funding allows them to expand on their educational programs. Campbell added that they added a three day photography trip. Campbell noted they are only capturing contact information from 10% of visitors. Campbell noted that Betty Ford Alpine Gardens is listed as the #2 place to visit in Vail on TripAdvisor. Waniuk noted their great net promoter score of 83. Waniuk added that the e-mail collection and marketing was much improved.

- **Motion to approve the final funding distribution to Betty Ford Alpine Gardens**

M/S/P: Valenti/Kundolf/Unanimous. The motion passed 7-0

Event Recap:

****motion to release final funding disbursement required***

Slow Fashion Vail

Please see presentation for further details.

Rose noted the weather was not very good. Rose said they captured as much media as they could to gain sponsorship traction with Fashion Revolution for 2018. Gordon noted that the public was happy and that it was a positive experience. Gordon added that it would be beneficial for the event to extend to Sunday to capitalize on Farmers' Market traffic. Davis asked if there was any feedback from local retailers. Rose said they had three local retailers and all participated or want to participate in 2018. Waniuk added that she would like to help with marketing at an earlier date.

- **Motion to approve the final funding distribution Slow Fashion Vail**

M/S/P: Rediker/Valenti/Unanimous. The motion passed 7-0

Event Recap:

****motion to release final funding disbursement required***

Vail Centre Programming

Please see presentation for further details.

Davis noted that they added a new board member, Stephanie Copeland who is in the Governor's Office. Davis said they have improved their partnerships and relationships with organizations like the Colorado Non-Profit Association and the Denver Chamber of Commerce. Davis said they increased their level 100 graduates significantly. Davis said they hosted a webinar with Yale University that had 500 participants from all over the world. Waniuk said the Entrepreneurship class was great. Waniuk asked how they plan to add participants to their university classes. Davis said through increased marketing and utilizing partnerships such as with the Governor's Office. Saeger noted that they did not use all of their granted in-kind days at Grand View and also canceled a lot of them last minute. Saeger added that this needs to be addressed in 2018. Saeger and Waniuk said they apologize for their video not working. Waniuk said she will e-mail it to the CSE for them to view.

- **Motion to approve the final funding distribution to Vail Centre Programming**

M/S/P: Wadey/Valenti/Unanimous. The motion passed 7-0.

| CSE 2018 RFP Presentation and Discussion Schedule | | | | |
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| Antlers at Vail, Caribou/Pronghorn/Whitetail Room; October 9, 2017 7:30 a.m. – 6:30 p.m. | | | | |
| | EDUCATION/ENRICHMENT (EE): | | | |
| cf: Colleen Davis | Vail Centre Programming | Jan 1-Dec 31 | Vail Centre | \$60,000 |
| <p>Bisantz suggested better environmental initiatives at events such as eliminating bottled water and paper print outs. Bisantz asked if there is a better way to hold attendees accountable for their certificate. Davis said many of the courses had pre-work and tasks that attendees were assigned. Davis noted that hopefully the Entrepreneurship program was the first in a series. Waniuk added that the price point of \$99-\$199 is the right range. Kundolf asked if there are more opportunities for sponsorship. Davis said corporate sponsorship is not a priority to keep the education courses clean and unbiased. Davis added that they are looking into partnerships with Walking Mountains for the Yale University Sustainability class. Davis noted that they do ask for money for events such as the Torch Light Gala.</p> | | | | |
| cf: Lauren Merrill | Community Art Events for the Town of Vail | Jan 1-Dec 31 | Alpine Arts Center | \$18,000 |
| <p>Merrill said they are proposing 20 events that are more activation orientated. Merrill said they want to draw in passerby attendees. Merrill said they plan to have events at Gerald R Ford Amphitheater during Tuesday Hot Summer Nights concerts. Merrill said their funding request would reduce the fee to \$20 per person. Merrill said they would encourage attendees to shop in local retailers and have dinner at restaurants afterwards. Davis confirmed that the Gerald R Ford Amphitheater was not funded by CSE in 2017. Merrill said yes. Davis asked where other funding is coming from. Merrill said revenue comes in from class registration. Rediker asked how many participants at each event. Merrill said it would be 40 participants. Merrill said they sold out a number of events in 2017. Bisantz asked if pricing needs to change for the events that are selling out. Merrill said she'd look at it but may lose locals at a higher price. Kundolf suggested finding a sponsor to help with materials supply. Waniuk added that their Net Promoter Score was 91 and the comments were very positive. Rediker asked if not funded at \$18,000 does that mean fewer events. Merrill said yes, number of events would decrease and would seek direction on activation events vs. normal events.</p> | | | | |
| cf: Kris Sabel | Vail Symposium Programming | Jan 1-Dec 31 | Vail Symposium | \$45,000 |
| <p>Sabel noted that each of their programs reach a broad audience. Sabel noted that their largest source of funding is private donations. Sabel noted that event registration is increasing but does not increase revenue dramatically. Gordon asked how many events are in Vail. Sabel said 80% of 40 events which depends on venue availability. Sabel confirmed that the number of events proposed in Vail is staying the same. Sabel said that 90% of their winter events are in Vail. Rediker added that many of the guests at The Antlers enjoy attending their programs. Rediker asked how they are partnering with other properties to promote this. Sabel said they can do a better job working with concierges to promote their events. Sabel added that they are fine tuning their marketing to capture a larger audience. Rediker said they do a great job aligning with the Vail brand. Sabel said resources are scarce but is a goal to increase attendance.</p> | | | | |
| cf: Becca Aliber | Vail Veterans | Jan 21, March 9 | Vail Veterans' Program | \$20,000 |
| <p>Aliber noted that they are rated a Gold Standard for veterans' therapy because they allow families and partner staff to attend their programs. Aliber added their alumni engagement is very positive. Aliber said that attendees shop, eat, and stay in Vail. Davis asked how much funding they get from other events in the Town of Vail. Aliber said she will get back to the CSE with the actual amount or percentage. Saeger noted that Highline uses them as their non-profit liquor license holder. Wadey asked if they have a strategy for regional and national marketing. Aliber said they focus more on public relations articles as opposed to marketing.</p> | | | | |
| cf: Doug Clayton | 8150 High Altitude Entrepreneurs – VailBiz Challenge | March 4 – April 28 | 8150 High Altitude Entrepreneurs | \$10,000 |

Clayton said they have 150 people on their e-mail list. Clayton said that Summit County has one of these type of events, but it is not very successful. Clayton said he received \$4,000 from Avon in the past but canceled the event and refunded the money. Clayton said the funding would be prizes as seed money for participants. Davis asked what didn't work in Avon. Clayton said they wouldn't let them use the word Vail and the Avon brand wasn't going to attract participants. Kundolf asked where this event takes place. Biszantz asked what the dates are. Clayton said dates are flexible and ideally in the Grand View first and then into Donovan during mud season. Wadey asked who would be on judges. Clayton said local entrepreneurs such as High Country Kombucha, Liberty Skis, Moe's BBQ, etc. Rediker asked what the goal is for number of teams. Clayton said 15 teams and most teams are at least 2 people. Wadey asked how to recruit those teams. Clayton said posters in coffee shops and where entrepreneurs work in the Valley including websites that appeal to them. Biszantz asked what the overlap with Vail Centre is. Clayton said there isn't one and are more complimentary. Waniuk added that the new economic development strategic plan will include entrepreneurship. Waniuk asked if \$5,000 prize will be attractive enough. Clayton said yes and he will also have in-kind prizes to offer. Wadey suggested making sure they apply the Vail brand to their discussion and planning.

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| cf: Alan Himelfarb | 2 nd Annual Day of Learning | August 23-25 | Starting Hearts | \$12,500 |
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Himelfarb said they plan to add a walk on the Vail Rec Path. Himelfarb said that Phillips Heart Care is going to continue as sponsor. Himelfarb said that they hope to have Drew Logan join them next year as a speaker and to be in the walk. Himelfarb said they want to be the national leader in heart education similar to Susan G Komen for breast cancer. Himelfarb said there are going to be over 30 defibrillators in the Town of Vail in the next two years. Himelfarb said they are asking for more money to fund their national speaker and the walk. Gordon confirmed that the national speaker and the walk is the reasons for increased funding ask. Himelfarb confirmed and noted they are also adding another day to their event. Rediker asked if the speaker will be at Donovan. Himelfarb said yes.

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| cf: Amy Lewis | Project Funway | February 10 | eFec | \$10,000 |
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Lewis said they want to open it up to designers in Summit County and possibly the Front Range. Lewis said the move to February will help with funding. Lewis said the event will take place at Dobson. Kundolf asked if there is a theme and if the adults and kids actually make the outfits. Lewis said yes they can make the designs with anything but fabric. Kundolf asked if they auction them off. Lewis said no but they use them as displays at the following year's event. Rediker said she is concerned that the funding may be used for operating costs and not the event. Lewis said they have other programs that support their foundation. Lewis said they host events to raise money to support their foundation to then solicit donations. Gordon asked if they paid for Dobson. Lewis said they received a 50% discount from Vail Rec District. Gordon noted that the CSE funds events and does not fund charities. Lewis said the events operating budget is around \$40,000 and that the CSE funds would go specifically towards the event operations. Davis asked what attendance would be. Lewis said they had 460 in 2017 and they were competing with the Grand Tasting at Taste of Vail. Lewis said she believes it will be higher with new date in February.

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| cf: Lori O'Brien | Ski for MS - A Jimmie Heuga Memorial Event | February 24 | Can Do Multiple Sclerosis | \$5,000 |
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O'Brien said they hope to increase participants to 200-250 mainly through additional marketing in the Front Range. O'Brien noted that Tyler Hamilton will be attending again in 2018. O'Brien said the additional money will be used for additional ski team members and Front Range marketing. Davis asked how many participants there were in 2017. Waniuk noted they had 150. Wadey asked where new participants would come from. O'Brien said Front Range. Waniuk asked if they partner with local businesses. O'Brien said yes and hope to improve this. Wadey asked for other locations. O'Brien said they have 6 other locations where they have the event but Vail is the only current Colorado location.

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| cf: Holli Snyder | Benches on Bridge Street | July 16 – August 31 | Colorado Mountain News Media | \$35,000 |
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Snyder said it would be 15 functional art pieces that would be on display mid July through August. Snyder said she is working with Art in Public Places and that it would be an ongoing event. Snyder noted that Vail Daily and Colorado Mountain News Media would help significantly with marketing. Valenti asked if this would displace the current benches. Snyder said she is working with Art in Public Places on locations and probably wouldn't all be on Bridge St. Bisantz noted that in other locations she has seen businesses sponsoring each individual art installation. Snyder said she is open to it and wants to make sure that the non-profits don't have any costs. Wadey asked if Art in Public Places is funding. Snyder said she asked but did not receive any funding. Kundolf noted that Bravo did a similar program with violins and that businesses may support the artists. Snyder said artists are local and the non-profit would be able to choose their artist. Wadey asked if they are providing the benches. Snyder said they are creating them from scratch. Waniuk asked how it is ensured that the designs are on brand with the Town of Vail. Snyder said it would be part of their application with a board that would review a sketch. Rediker asked for clarification of the event. Snyder said they are on display for 4-6 weeks followed by an auction with proceeds going back to non-profits. Kundolf asked if they build off-site. Snyder said yes except for possibly one event in partnership with Alpine Arts Center. Bisantz asked how much full page ad in Vail Daily costs. Bricklin said around \$1,200. Kundolf said the art magazine spread is around \$2,900. Wadey asked about cross promotion with other events. Snyder said yes and that they would utilize social media. Gordon asked where the funding is going. Snyder said it is going to website, digital branding, application creation, insurance, and security. Waniuk noted that if funding is lower the number of benches may go down. Saeger added that finding 15 spots in the Village may be difficult. Wadey added that Lionshead would be a good option.

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| cf: Liz Campbell | Betty Ford Alpine Gardens Programming | January 1 – September 30 | Betty Ford Alpine Gardens | \$20,000 |
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Campbell said they will host an exhibit on rivers and another on Patrick Dougherty for an art installation in Ford Park through Art in Public Places. Gordon asked what the installation is going to be. Campbell said he uses Willows and creates structures that people enter/exit such as villages. Kundolf asked if Art in Public Places is providing funding. Campbell said Art in Public Places is paying for structure and Betty Ford Alpine Gardens is hosting the photography exhibit, possibly a movie, and a speaking engagement. Waniuk asked why they are asking for more funding in 2018. Campbell said costs are higher for their programs such as virtual reality. Campbell said their goal is to increase quality not quantity. Campbell added that they do have a lot of donors but not a lot of sponsors. Rediker noted that parking challenges at Ford Park negatively affects net promoter scores for many events at Ford Park.

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| cf: Anya Strauss | TEDxVail | February 1 – 4 | TEDxVail | \$25,000 |
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Gordon asked where the event will take place in Vail. Strauss said there will be a rehearsal dinner on Thursday and Friday in Vail. Strauss said the daytime Saturday event would like to be in Vail. Strauss said the Sunday event will take place in Vail once they are confirmed as an official TEDx organization. Strauss said they have a hold on Lion Square Lodge. Strauss said they want to host the entire event in Vail and want feedback from the CSE. Wadey said she would expect the entire event to be in Vail for the request of \$25,000. Coughran said there is not a venue in Vail that has theater seating for 500 and that they moved the event to Battle Mountain High School to make it more accessible for the Valley. Coughran said the Vail Mountain School is 40% smaller than Battle Mountain. Strauss said video production is a large percentage of the cost. Gordon asked if attendees are mostly local. Strauss said it is both and hotel partnerships do happen but speakers mainly stay at homes. Strauss said that 30% are destination guests. Kundolf asked if they fill the Vilar Performing Arts Center. Coughran said yes they mostly do. Coughran said Vail Mountain School seats 300. Rediker noted that venues on the Mountain do not contribute to Vail's sales tax. Rediker asked for relationship with Vail Symposium. Coughran said they are a partner only as a 501c3 but do not support financially and this allows them to manage money through their accounts. Wadey suggested utilizing Vail's hotels as much as they can. Coughran said it has to be during ski season. Coughran said Dobson would be too large and too expensive.

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| | | | Total EE Funding Requested: | \$260,500 |
| | CULTURAL/RECREATIONAL/COMMUNITY (CRC) | | | |

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| cf: Euginnia Seyferth | The Steadman Clinic Vail Cup | January 14 – March 18 | Ski and Snowboard Club Vail | \$5,000 |
| <p>Seyferth said this event has been occurring for years and is a way for kids to start their snow sports competition. Seyferth said the series is free for any kid who wants to attend. Seyferth said that they have local lodging partners. Gordon confirmed that they are not submitting another event for funding. Seyferth said that the Junior Championships will not be here for the next two years but they will bid on it for 2019. Seyferth said in years past the funding is for increasing the quality of the event such as bibs for the kids. Seyferth said they have a website called Vailcup.com that is not live yet.</p> | | | | |
| cf: Angela Mueller, Chris Chantler | Taste of Vail: Fall Wine and Food Classic | September 20-22 | Taste of Vail | \$30,000 |
| <p>Mueller said Taste of Vail is scheduled at a time to bring people to town when people usually aren't here. Mueller noted there were lifestyle events including biking, hiking, and yoga. Davis asked what the next level is. Mueller said they want to expand the grand tasting to include more wineries and to increase marketing. Gordon asked if they sold out. Mueller said they did at the number they set it at but there is room to grow. Chantler said they chose a manageable number based on food and beverage asks. Wadey asked if the fear is wineries may not attend if it isn't bigger. Mueller said yes and growth attracts sponsors and more wineries. Chris said they would increase marketing to bring more destination travelers. Rediker asked how much they want to grow. Mueller said they want to grow it 25%. Gordon asked why the funding is going up double. Mueller said that's because this is what they should have asked for in year one.</p> | | | | |
| cf: Angela Mueller, Chris Chantler | Taste of Vail: Spring Wine & Food Classic | April 4-8 | Taste of Vail | \$55,000 |
| <p>Mueller said this event is happening April 4-8, 2018. Gordon asked what reinventing the grand tasting means. Mueller said it will be in a new location and smaller tables to increase attendee experience. Chantler said they are asking wineries to only showcase their very best. Kundolf asked if it is going to be a black tie affair. Mueller said she is discussing this idea. Gordon asked what the extra \$15,000 is for. Mueller said for marketing and to have a Denver marketing event to engage the press. Bissantz asked why Rosé moved to Arrabelle from The 10th. Mueller said The 10th isn't large enough. Chantler said they looked at the streets of Lionshead but got pushback from businesses.</p> | | | | |
| cf: Angela Mueller | Vail Farmers' Market and Art Show | June 17-October 7 | Vail Farmers' Market and Art Show/ Meadow Drive Partnership | \$40,000 |
| <p>Mueller said she is looking at 17 Sundays in 2018. Mueller said that the estimated attendance in 2017 was 218,000. Mueller said she is going to add a chef series to link the Farm to Table Dinners with the Farmers Market. Davis asked if vendors have to commit to all. Mueller said they have some vendors that share tent space and/or swap weekends. Davis asked for her thoughts on Labor Day Weekend. Mueller said it is prime weekend for farmers and that yes it is very busy. Rediker asked why 17 weeks is needed. Mueller said that farmers have produce from June 17th to minimal amounts left in early October. Mueller added that the Farmers Market brings people into town. Kundolf suggested that craft vendors being eliminated from bigger weekends. Mueller said vendors may be lost if they aren't guaranteed their weekends. Wadey said she believes it is up to the Town of Vail to make a decision about Labor Day Weekend regarding the number of events. Gordon said that more than likely the guests in town are not complaining about the number of people in town. Mueller said they are going to talk to Gourmet on Gore as it relates to working together on a liquor license.</p> | | | | |
| cf: Angela Mueller | Vail Farmers' Market - Farm to Table Dinners | June 29th, July 13th, August 3rd | Vail Farmers' Market and Art Show/ Meadow Drive Partnership | \$11,000 |

Mueller said her staff drives to Palisade on Wednesday before the event to pick up fresh produce. Davis asked if any restaurants gave her negative feedback. Mueller said no she has not received any. Wadey asked what the feedback is for ticket pricing. Mueller said a small amount have said it is a little expensive but they are increasing to \$110. Davis asked where increased funds would go. Mueller said it would go to marketing. Rediker said it is a great event that attracts a lot of out of town visitors. Wadey asked if restaurants are paid. Mueller said they supply product to the chefs who then make the meals and then speak. Waniuk said the guests were 32% overnight and 41% were second homeowners.

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| cf: Angela Mueller | Vail Holidays | December 15 th - 31 | REN Productions- <i>Does not include Fireworks- rqst</i> | \$27,500 |
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Mueller noted they are adding an ugly sweater run in 2018 which will include brunches. Mueller said the Kris Kringle market will be over two days; Saturday and Sunday, ice skating at Solaris, and then the tree lighting. Mueller said a low quality ice skating event costs \$45,000 minimum. Gordon asked what that is for. Mueller said talent, hotels, travel, and production costs. Kundolf commented that the schedule is early because most travelers don't arrive until the 18th or 19th of December. Waniuk said this schedule was put together by many of the staff at Town of Vail. Rediker said that locals are able to participate with the current schedule. Rediker also said she loves the ugly sweater race and suggested a Santa run similar to Breckenridge.

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| cf: Karen Cortland Kelly | World Figure & Fancy Skating Championships & Festival | September 27-30 | World Figure & Fancy Skating Championships & Festival | \$20,000 |
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Waniuk said they received two days of in-kind use of Dobson. Kelly said two days at Dobson and two hotel rooms for two nights. Davis asked what the attendance was. Kelly said that they need more help and would like to fill the 600 person capacity. Davis asked where he could learn more about the event. Kelly said it is art that is skated on the ice and similar to National Geographic. Waniuk asked what the results were for the live streaming. Kelly said she will send it over.

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| cf:Laurie Asmussen | Vail Arts Festival | June 22-24 | Eagle Valley Events | \$16,000 |
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Asmussen said she is in the process of forming a task force or advisory board to help grow and build the event. Asmussen is looking at a strategic plan timeline of 3 to 5 years to get it to the end goal. Davis asked what the local gallery feedback is. Asmussen said the goal is to marry the artist and the local gallery. Kundolf said local galleries like the idea of an emerging artist. Wadey said the Lionshead merchants appreciate the activation. Gordon suggested talking to Lauren Merrill at Alpine Arts Center. Asmussen said absolutely and plans on it.

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| cf: Cynthia Brooks | MC Presents Art and Antiques | August 3-5 | MC Presents | \$10,000 |
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Brooks confirmed dates are the Thursday, Friday, and Saturday. Rediker asked how many people they see in a day. Brooks said they would see 1,000-1,500 in a day. Waniuk asked what the breakdown is between art vs antique. Brooks said it is generally 50/50. Davis asked where vendors come from. Brooks said all over the country. Kundolf asked if this is in any other Colorado towns. Brooks said no but in the past it was in Vail and once in Frisco. Davis asked why the event did not come back after 2009. Brooks said it was due to the economy and it wasn't profitable for the vendors. Brooks said they were doing it in Lionshead and that was not the clientele they were looking for.

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| cf: Kristen Horpedahl, Jason Ornstein | Vail Craft Beer Classic | June 14-17 | Team Player Production | \$75,000 |
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Horpedahl said they are expanding to 4 days with a Thursday dinner. Horpedahl said they will offer a “Shop Vail” program. Horpedahl said hopefully year two it will be easier to grow sponsorship and generate more revenue. Kundolf said not to forget about the Grand Junction market and to cross promote with their Breckenridge event. Horpedahl said they do cross promote with Breckenridge. Waniuk asked if their footprint is going to grow. Horpedahl said maybe a little but not much. Waniuk said how they will expand the tasting. Horpedahl said they are looking at offering flight tastings at the bar. Kundolf said to communicate with the Welcome Center to make sure people know it is happening. Valenti asked if there will be additional food offerings. Horpedahl said yes and Ornstein said they would like to pair the restaurants with the beer offerings. Gordon asked what the extra \$7,000 is for. Ornstein said it is going right back into marketing. Saeger said that the Vail Valley Mountain Bike Association was their non-profit liquor license partner and thousands of dollars were donated to them which went directly back into our local trails. Wadey said it was the right time of the year.

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| cf: James Deighan | Spring Back to Vail | April 14-16 | Highline | \$40,000 |
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Dieghan said pond skimming will take place on the final weekend of the season and Spring Back will take place two weekends prior. Dieghan said that Vail Resorts did get the message from Council and CSE that they want events to be bigger and better. Davis said we do not know Vail Resorts budget. Kundolf asked if the \$40,000 is for pond skimming or the concert. Dieghan said it is for both and it adds to the talent budget for the concert.

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| cf: James Deighan | Vail America Days™ | 4-Jul | <i>Does not include Fireworks- rqst \$33,500</i> | \$75,000 |
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Deighan said the funding increase is out of necessity for items such as security. Deighan said it is hard to sell sponsorship for a one day two hour event. Kundolf said she would like to see more floats as opposed to trucks with advertisements. Waniuk added that this is a Town of Vail event that Highline manages. Wadey asked why this isn't a signature event and is still in CSE budget. Waniuk said it has been discussed, but not formally proposed to the Council by previous CSE's. Dieghan added that it has been discussed by several councils.

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| cf: James Deighan | Gourmet on Gore | August 31 – Sept 3 | | \$75,000 |
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Deighan said they need money and more space to make this event what it wants to be. Davis asked if they can do it on another weekend. Deighan said no because it is a four day event and Memorial Day is needed. Deighan said he would be open to including farmers from the Farmers Market into the event. Kundolf suggested using the Gerald R Ford Amphitheater as an expansion. Deighan said this event needs to take place in the town. Deighan would like the Farmers' Market to be reduced in size and move the Vail Rotary duck race to Monday. Davis asked if there is any possibility to see this event on another weekend. Deighan said they would do a different type of event on another weekend but Gourmet on Gore cannot move. Gordon asked if we could move or extend the event down Meadow Drive since the hospital will have a new entrance. Deighan said why can't the Farmers Market move down there instead. Deighan asked why the Farmers' Market can't take one weekend off. Davis said the key to the Farmers' Market is consistency. Bisantz said the restaurants do well financially at this event which is very special. Wadey suggested having the conversation with Vail Rotary to move the Duck Race to Monday. Davis asked to walk away with three action items; 1. Moving the Vail Rotary Duck Race 2. Partnership with Farmers' Market to extend and include the event 3. Moving the weekend to a stand alone three day event. Deighan said he will have a conversation with his team about a different weekend. Rediker reiterated that the CSE funds have not grown but continue to receive higher asks from new and existing events. Davis asked for communication from Deighan so we can fund accordingly.

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| cf: James Deighan | Vail Oktoberfest™ | Sept. 7 - Sept. 9 And Sept. 14 - Sept. 16 | | \$75,000 |
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Deighan noted that they stepped up their venue looks this year. Deighan noted that the Lionshead merchants love the event. Deighan said they would like to put up a huge tent in Solaris and extend to Gore Creek Dr but cannot because of Farmers' Market. Deighan said next year they would like to extend up I-Bridge on Saturday only. Biszantz asked if the \$75,000 would allow them to expand to Solaris. Deighan said yes but it would take help from other partners. Davis asked if they could collaborate with Farmers' Market on Sunday to keep up the Oktoberfest tent. Deighan said there isn't enough space and there are liquor license issues. Davis asked if similar funding gets the same product but more money gets a bigger product. Deighan said yes and confirmed.

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| cf: James Deighan | Snow Days | December 8 - 9 | | \$40,000 |
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Deighan suggested CSE and or council fund Snow Days as they have Spring Back to Vail in the past. Gordon noted that \$64,000 was the highest amount ever funded for Snow Days. Deighan said that the \$24,000 difference will not bring Rolling Stones but it does bring the talent level higher and crowd size larger. Kundolf noted that Vail Resorts wanted to move the event closer to Christmas. Waniuk asked if the event will be one concert night in 2018 as it is now scheduled to be in 2017. Deighan said yes.

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| cf: Eddie O'Brien | Colorado Grand | September 14-15 | Colorado Grand | \$10,000 |
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O'Brien said the event includes about 270 participants. O'Brien said Ski Club Vail provided volunteers in return for a donation. O'Brien said they give out a Colorado Highway Patrol scholarship to each town they drive through of \$8,000. Kundolf asked what the \$10,000 is for. O'Brien said it is staying in the community and will be used for organizations like Ski Club Vail for volunteers. Waniuk added that per their RFP, the funds will be used for programs, décor, marketing, and finish line announcer. Gordon asked why it wasn't here in 2017. O'Brien said they had an internal conversation and felt they couldn't put it on this past year. Rediker asked that the scholarship recipient be from the Town of Vail.

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| cf: Mac Garnsey | GoPro Mountain Games | June 7 - 10 | Vail Valley Foundation | \$85,000 |
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Garnsey said they are looking at a new speed slacklining event. Garnsey said their big change is hoping to move all dogs over to Lionshead and Adventure Village to Golden Peak. Gordon asked why they asked for less this year. Garnsey said they aren't cutting anything and it is what they said they would do over the years. Gordon asked what events are outside the town. Garnsey said the Enduro due to early season conditions, Steep Creek Kayak in Red Cliff, and part of the disc golf event in Minturn. Wadey asked if they could be consciousness of retailers and the environmental impact of the swag that vendors are giving out. Garnsey said they plan on having one on one conversations with vendors to identify what they are giving out. Garnsey said they will do their best to not locate their vendors near competing retailers. Rediker said to educate where pets can and cannot go in Lionshead.

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| cf: Chris Harguth | Prep Baseball Reports (PBR) West Championships | July 12 - 15 | PBR Colorado and 5280 Tournaments | \$10,000 |
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Harguth noted that they increased from 32 to 50 teams in 2017. Harguth noted the investment in fencing was a big improvement. Kundolf asked if 2018 dates are July 12-15. Harguth confirmed these are the dates. Waniuk asked if the dates are going to change. Harguth said they will not change as Ford Park is not available otherwise. Wadey asked if the timing was an issue. Harguth said it is a good weekend because it functions as an end of season final tournament. Waniuk suggested they include parking information in their program for 2018.

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| cf: Chris Huntington | Vail Yeti Hockey Club | January 5 – Dec 7 | Vail Yeti Hockey Club | \$25,000 |
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Huntington said they are going to play in the Black Diamond Hockey League comprised of Bozeman, Jackson, and Sun Valley. Huntington said they will still play in the Mountain West Hockey League. Huntington said they are going to have skating nights in Solaris, more involved with youth hockey players, and have a few family nights with games starting earlier. Huntington added that they will go up to six security guards at their games. Huntington added they would like home and away jerseys and provide bus trips for fans to out of town games. Wadey asked how many family nights. Chris said they plan on one in January and one in February with starting time of 6:30pm. Davis asked why he is asking for a large increase in funding. Huntington said they will use them for activation events, cutting travel and hotel costs, ice time fees, etc. Davis confirmed that the season would still happen if not funded fully. Huntington said yes it would but it would be very hard to be successful. Wadey asked if there is a team fee to players. Huntington said no there is not because they want the best talent they can get. Huntington said he is even looking into picking up player per diem as well.

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| cf: Sven Bean | Legacy Fighting Alliance | TBD | Legacy Fighting Alliance | \$25,000 |
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Bean said they will have 30 nationally televised events in 2017. Vaughn with AXS TV Fights, Executive Producer, said their network is in over 40 countries and 50 million households. Davis noted that the criticism in the past is that this has not aligned with the Vail Brand. Bean said Vail has always been a place for sports and MMA has become a true sport with professional athletes. Bean said it is mixed martial arts and is about integrity and honesty. Bean said the viewership is very broad. Gordon asked what the date is. Bean said they are flexible to the extent of Dobson being available and can come during the down time in Vail. Gordon asked where the attendees are coming from. Bean said they create these us against them scenario and identify best ticket selling athlete and find the best opponent to compete against them. Davis asked if they receive funding from other markets. Bean said from casinos yes. Davis asked if they can do the event without funding. Bean said it could potentially be a break even at best but cannot give a firm answer because he would need to speak with partners and TV partners before confirming. Wadey asked what the ticket price is. Bean said it is \$25-\$100. Rediker asked if there is a community outreach component. Bean said yes absolutely and they have done this at other events.

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| cf: Krista DeHerrera | Skate Vail's "Melee in the Mountains" | 29-Apr | The 10th Mountain Roller Dolls | \$12,000 |
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DeHerrera said the additional money will go towards labor for load-in/out for the skating floor. Gordon asked if they are still going to do the open skate dinner with the public. DeHerrera said yes and that they will move the mix up bout to Friday night instead of Saturday morning. DeHerrera said the Vail Rec District confirmed the dates are available. Kundolf asked what if 25 teams want to come. DeHerrera said the schedule and timing wouldn't allow for it. DeHerrera said the long term goal is to increase the number of teams and to be recognized from Women's' Flat Track Derby Association which would help with marketing support. Kundolf asked where teams would be coming from. DeHerrera said Idaho, Ohio, Utah, Nebraska, New Mexico, Wyoming, etc.

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| cf: Zach Blom, Casey Parliament | Vail Mountaineers Hockey Club | All Year | Vail Mountaineers Hockey Club | \$20,000 |
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Parliament said their events are to make hockey more affordable for participants. Davis asked what the funds are for. Blom said it helps bring the costs down for greater access for kids. Parliament said it is going towards the ice time over the weekend of the Sportsmanship Tournament. Davis asked if it is at Dobson. Blom said overflow is in Eagle. Davis asked what percentage. Blom confirmed that it is the smaller percentage of the games. Rediker said they bring people into town when we need them. Davis asked if there is in-kind from TOV. Blizzard said the Town of Vail gives 8 sessions. Blom said 8 sessions is about one half day. Kundolf asked if this is the usual timeframe. Blom said yes.

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| cf: Kerri Thelen | Vail Valley Cup | October 5-7 | Vail Valley Soccer Club | \$15,000 |
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Thelen said there were 2,000 room nights in 13 hotels in Vail alone this past weekend. Thelen said their goal for 2018 is to expand games to being on Friday. Yoakem added that the event is a family affair and most come every year. Waniuk asked if there is room for growth in terms of number of teams. Thelen said they are not in competition with league play and are trying to create more divisions that are showcase level and encourage college coaches to attend. Rediker asked what they would do with the additional \$5,000. Thelen said it would be used for staffing and to pay for college coaches to come.

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| cf: Mark Foster | Vail Lacrosse Tournament | June 18 – 20 | Vail Lacrosse Tournament | \$15,000 |
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Foster noted that 50% of players travel to Vail from outside of Colorado. Foster noted that 90% of revenue is generated through team fees. Davis asked how \$15,000 will help the event. Foster said a majority will be used for marketing and there are plenty of opportunities to expand their brand nationally. Foster said there is an opportunity to use Solaris Plaza for event activation. Davis asked if it sells out. Foster said yes. Wadey asked what the age group is. Foster said 11 years old to Juniors in high school. Wadey asked if families come for both lacrosse events. Foster said the gap between the events means a lot of coaches will stay but no direct competition. Wadey asked if they encourage teams to stay in Vail. Foster said they use Peak travel and have had Marriot as their host in the past. Rediker asked if the Vail Rec District has approved their dates. Foster said he will get an e-mail from them confirming. Wadey asked if Vail Mountain School is available next year. Foster said they are working on it with Joel Rabinowitz.

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| cf: Beth Pappas | Vail Whitewater Series | May 8, 15, 22, 29, June 5 | Vail Recreation District | \$8,000 |
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Gordon asked why this event is the only Colorado mid week competition. Pappas said the venue of the I-Bridge is convenient compared to other areas. Pappas said the \$2,000 in additional funding is to improve the spectator experience through a DJ and/or band and to buy branded race bibs. Gordon asked if this could be used in conjunction with the GoPro Mountain Games. Pappas said they could have the conversation but their sponsors differ and may conflict.

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| cf: Leon Fell | King of the Mountain Volleyball | June 16-18 | King of the Mountain Volleyball | \$15,000 |
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Fell said they have an agreement with the AVP pro tour to bring their AVP first program which is a junior program and qualifier for the national championships. Fell said they have an agreement in principle with USA Volleyball to be a partner in their grassroots events. Fell said 2 or 3 of the top beach players will be coming to do the juniors clinic. Fell said they plan to work with the Vail Craft Beer Classic for marketing purposes. Fell said they are going to create a BBQ at the Vail Racquet Club for the families that are in town. Kundolf suggested partnering with the Vail Craft Beer Classic Fathers Day brunch. Fell said it conflicts with their play times. Gordon asked if he has hired someone to do the marketing and/or website. Davis asked if one of his team members left the organization. Fell said no and that he does

the operations. Fell said he brought in someone in the last minute that didn't work out well. Waniuk asked if he plans to update the website. Fell said he doesn't plan to update the look and feel.

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| cf: Dan Cramer, Brandon London | Kick-It 3v3 National Soccer Championship | July 27 - 29 | | \$40,000 |
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Cramer said they added more out of state teams in 2017 including 7 teams from Oklahoma. Gordon asked if the new ownership will help with resources. Cramer said yes it will. Gordon asked what would happen if we went back to a regional level event. Cramer said it is difficult for them to put it on. Waniuk asked how they take the event quality up a notch. Cramer said they have a team in place, have the resources of marketing agencies, and will increase their social media presence. Cramer said they have more events in Colorado. Gordon said it is important that they go back to their survey results and make sure they read the comments from their attendees.

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| cf: Beth Pappas, Helene Mattison, Andy Linke | Vail Kids Adventure Games | August 8-12 | Kids Adventure Games, LLC | \$40,000 |
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Pappas said they think they can grow race numbers by tweaking some elements of the race. Pappas said they may have clinics for younger kids and work with local organizations to bring in more educational type elements. Gordon asked how many other events. Mattison said nine events. Gordon asked how many of the other provides funding. Mattison said five. Linke added that Vail is the only five day event as opposed to 2-3 days at other events. Waniuk noted the ancillary events will help grow the event. Wadey said it is a sure thing that they are going to knock it out of the park. Gordon noted they are asking for \$40,000 but they got \$42,000 in 2017. Valenti said that their venue and operational plan changes were great. Rediker suggested partnering with a non-profit and ask them to provide volunteers as a way for them to raise money.

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| cf: Mike McCormack | Outlier Offroad Festival | Sep 21 - 23 | Uncommon Communications/ Greenspeed Project | \$35,000 |
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McCormack noted that they were up against weather and the threat of weather. McCormack said Saturday demo was up, XC race was down, and Enduro was up. McCormack said they would like to have an invite only downhill race, extend the enduro to three days, and add demo passes to all race participants. McCormack would like to look at moving to Lionshead and is in discussion with Vail Mountain. McCormack would like to add cheap tacky cover band music in bars and add pub crawls. Gordon asked where the \$10,000 would go. McCormack said it would extend to talent and purse. Gordon said there could be more work down promoting that this event is coming and happening. Davis noted that the website wasn't updated this summer and would like to see it updated earlier. Kundolf added that the marketing and communication for awareness should be increased. McCormack agreed and will do a better job next year.

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| cf: Jim Soran by | Vail Lacrosse Shootout | June 24-July 4 | International Lacrosse Promotions | \$20,000 |
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Gordon asked what the extra \$5,000 in funding request is for. Soran said it is for marketing to try and expand some divisions. Gordon asked if it is for more spectators. Soran said yes. Valenti asked why the dates cannot be changed. Soran said it is the same dates they have been for 40 years and is traditional. Bisantz asked if they are going to expand vendors. Soran said yes and already has at least one new vendor for 2018. Wadey asked if they plan on growing their community involvement. Soran said yes, they plan on getting in touch with the local lacrosse players to participate.

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| cf: Baily Rose Charles Blair Law III | Slow Fashion Vail | September 22 - 23 | Baily Rose & Blair Law | \$23,600 |
| Law noted that they originally projected for 10 vendors and they had 12 and hopes to increase that by at least 50% in 2018. Law said they would use more resources toward marketing which was a guerilla strategy in 2018. Rose said they would like to help vendors curate their product for the Vail market. Gordon asked how much they asked for last year. Law said \$38,000. Gordon said it was very impressive that they pulled it off with the \$5,000 that CSE awarded them. Kundolf asked what the sponsorship partnership was. Law said the vendors helped with educational signage and not as much financially. | | | | |
| cf: Colette Carey | Adaptive Spirit Annual Event | April 4 – 8 | Adaptive Spirit | \$40,000 |
| Carey said it is a networking event for the telecommunication industry. Kerry said they are going out to dinners with large groups. Rediker asked if they overlap with Taste of Vail. Carey said yes and also have with Pink Vail. Carey said their home base has been the Cascade. Carey said their major gala is in Cascade. Carey said they are starting to see the importance of having the Vail community involved. Carey said the funding would go specifically to a tent or viewing area on Saturday race day for the public to attend. Wadey asked where the conference attendees are coming from. Carey said predominantly from the US but some International. Gordon asked if it is instructional. Carey said it is mainly a teaching event and have had speakers such as the chairman of the FCC. Gordon asked what the money is going toward and how does it benefit the Town of Vail. Carey said the money would go to a tented or seating area at the race so the public can attend and be involved. Rediker asked if they would still have the event if the funding amount was lower. Carey said they would use what they received and that the \$40,000 was specifically from bids to create this viewing area. Kundolf confirmed that this is for one day. Carey said it would be for one day. | | | | |
| cf: Loida Alegre | In the Hearth of the Rockies | October 12th- October 14 | In the Hearth of the Rockies | \$15,000 |
| Alegre said the event will support the Eagle River Youth Coalition. Wadey said this is scheduled as presented on Memorial Day Weekend. Davis asked where participants will come from. Alegre said it will be regional and partner organization MOPS, Mothers of Preschoolers has a large database. Wadey asked who the contestants are. Alegre said this year it would be mothers who love to cook but in the future it could be grandfathers, etc. Wadey asked if she has thought about partnering with local restaurants and chefs. Alegre said yes that is a goal. Rediker asked how this is an attraction beyond the contestants. Alegre said it would be a silent auction with a main event competition and dinner as a charity fundraiser. | | | | |
| cf: Ariel Rosenberg | Vail Summer Bluegrass Series | June 27, July 4, July 11 & July 18 | Lakeside Stride | \$50,000 |
| Rosenberg said his dates are confirmed. Rosenberg said he is looking at continuing partnerships with Bud Light, Antlers, and Never Summer. Rosenberg said they are hoping to enter a float in the Vail America Days parade since they have a concert that night. Rosenberg is proposing to start the 4 th of July concert content at 2pm or 3pm to help keep people around after the parade. Rosenberg plans on hosting Bluegrass in the Gardens again except for the 4 th of July. Kundolf suggested making the float a quality float. Davis asked what the beer sales were like. Rosenberg said they had about \$10,000 in beer sales but a majority of that revenue goes back to the Arrabelle. Gordon asked if they could sell tickets to a VIP area. Rosenberg said they tried it and it resulted in more confusion than anything but won't rule it out. Gordon said maybe its side tables with food. Wadey said they had a VIP area behind the stage for Vail Jazz and may be an option. Rosenberg said he will continue to look at options. Davis asked if not funded at \$50,000 what would happen to the event. Rosenberg said the content and talent would decrease and would do his best to have the event at the same level if funding was lowered. | | | | |

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| cf: Christine Albertson | Pink Vail | March 24 | Vail Valley Medical Center | \$15,000 |
| Albertson noted that their net promoter score went up to 79 with their move to Golden Peak. Wadey asked how Golden Peak worked. Albertson said it was great and accommodated the crowd. Waniuk asked what the extra \$5,000 would be used for. Albertson said they would advertise through social media, digitally and radio. | | | | |
| cf: Brian Hall | Vail Family Fun Fest | June 24, July 1, 8, 15, 22, 29 & Aug. 5 | Blue Creek Productions, Inc. | \$22,400 |
| Hall said they would like to add an entertainment or kid's stage for performances. Kundolf asked what the additional funding request would be used for. Hall said it is going to be put it into marketing and promotions. Wadey said Lionshead merchants love the food traffic but he needs to improve marketing and communications. Waniuk said his imagery is great and suggested adding an Instagram account. Hall agreed. | | | | |
| cf: Rich TenBraak | Vail Automotive Classic | September 7 - 9 | Vail Valley Concours | \$7,500 |
| TenBraak noted that they plan to attain more sponsorship in 2018. Davis asked who may be new in 2018. TenBraak said Barret Jackson is coming back and hope to secure more. TenBraak said Slaugh took a full time job but hope to continue to partner with her. TenBraak said they have hired Erin Holden specifically for sponsorship. Gordon said RFP had Friday night BBQ at Vail Valley Jet Center. TenBraak said they haven't confirmed schedule details but hopes to have cocktail reception in Vail on Friday or Thursday. Gordon noted the more events that are done in Vail the better. Ruder added that by starting the event in Vail, people are more likely to book lodging in Vail. Valenti asked if there is going to be an auction in 2018. TenBraak said they are hoping to have one but still needs to confirm the partnership with the third party auctioneer. | | | | |
| | | | Total CRC Funding Requested: | \$1,158,000 |

➤ **Motion to adjourn the October 9, 2017 CSE special meeting at 6:39pm.**

M/S/P: Wadey/Valenti/Unanimous. The motion passed 7-0



DRAFT

COMMISSION ON SPECIAL EVENTS MEETING Vail Town Council Chambers Wednesday, October 18, 2017 @ 8:30am

AGENDA:

Meeting materials can be accessed at the following link:
<http://bit.ly/2z0zufS>

CSE Members Present: Mark Gordon
Alison Wadey
Barry Davis
Rayla Kundolf
Samantha Biszantz
Kim Newbury Rediker
Marco Valenti

TOV Staff Present: Laura Waniuk, Event Liaison Specialist
Ernest Saeger, Special Events Coordinator
Patty McKenny, Town Clerk

Others Present: Angela Mueller, REN Events
Joel Rabinowitz, Vail Rec District
Danita Dempsey, Fest, LLC

CSE Chair, Barry Davis, called the meeting to order at 8:33am.

Administrative Items

Approval of the Minutes of the CSE Meeting on October 9, 2017

- **Motion to approve the minutes of the CSE Regular Meeting on October 9, 2017 as presented.**

M/S/P: Valenti/Rediker/Unanimous. The motion passed 6-0 (Wadey absent)

Review financials/Survey Results:

Waniuk noted that these have not changed since last week's meeting on October 9th.

Final 2018 CSE Budget:

Waniuk asked that the CSE votes on fireworks funding.

- **Motion to approve the fireworks funding at the same amounts as 2017.**
M/S/P: Kundolf/Valenti/Unanimous. The motion passed 6-0 (Wadey absent)

Meeting Reminders:

- October 18: RFP Meeting #2 (The Antlers at Vail) – 8:30am-5:00pm
- November 7: Presentation to Council of 2018 funding decisions
- November 1: Regular CSE Meeting – 8:30am
- November 14: CSE 2018 Allocations to be presented to VEAC – 8:00am
- November 16: CSE 2018 Allocations to be presented to VLMDAC – 8:30am
- December 18: Last day for Council call-up for funding decisions

Application Deadlines and Interview Dates for CSE applicants: Interviews at Town Council Work Session on Tuesday, December 19. Deadline for letters of interest due to the Town Clerk, Patty McKenny, by Friday, December 8.

- CSE members whose terms expire on December 31, 2017 are Rayla Kundolf, Samantha Biszantz and Kim Newbury-Rediker.

Discussion 2018 Funding Allocations
(See Below)

CSE 2018 RFP Presentation and Discussion Schedule**Antlers at Vail, Caribou/Pronghorn/Whitetail Room; October 18, 2017 8:30 a.m. – 6:30 p.m.**

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| | EDUCATION/ENRICHMENT (EE): | | | |
| cf: Colleen Davis | Vail Centre Programming | Jan 1-Dec 31 | Vail Centre | \$45,000 |

Kundolf said she hears the younger leadership program is good. Saeger said it is not a youth leadership program and had participants of all ages in his leadership class. Bisantz said they need to focus sponsorship to increase revenue. Gordon said they are partnering with impressive universities for their programs. Wadey said they are very mindful of their pricing models which help our locals. Rediker noted that it is rather expensive compared to credit hours at a top 20 college/university. Rediker said they need to bring their costs down. Gordon said it is an important part of education in our community. Gordon said Vail Symposium is leisure learning while Vail Centre is educational. Wadey noted they give out scholarships to locals. Valenti noted that Saeger had mentioned their abuse of in-kind which shows they may be bad stewards. Saeger noted their in-kind ask for use of Donovan and Grand View. Davis asked if they fund at a lower amount than last year due to abuse of in-kind. Waniuk noted that the CSE can designate funding to specific programs. Davis suggested funding at \$45,000. Bisantz suggested they reduce their swag and increase their sustainable practices. Gordon asked if they were surveyed. Waniuk said yes it was. Waniuk noted their survey was only through their university programs.

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| cf: Lauren Merrill | Community Art Events for the Town of Vail | Jan 1-Dec 31 | Alpine Arts Center | \$12,500 |
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Kundolf said it is an educational experience for both the community and our guests. Davis said it is a fantastic event and pointed that the CSE has a limited budget. Valenti said it is great that she has a willingness to add onto other events. Gordon said they should request she activates at other events. Davis said pencil in at \$12,000. Gordon said this might be the only event they are raising. Bisantz said she would like to see activation at other events and to keep the current events.

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| cf: Kris Sabel | Vail Symposium Programming | Jan 1-Dec 31 | Vail Symposium | \$35,000 |
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Kundolf said with extra funding they could really improve their programming. Redikers said their programs and reach are much better than the past. Rediker said they continually try to grow and have a great new Executive Director. Valenti said he does support their programming but they need to continue to change. Bisantz said they need to evolve and their current demographic is 50+. Wadey said they are capable of turning it around. Davis suggested they need to close their generation gap and ask that they work on their digital and social media marketing. Waniuk noted that they have had a lot of turnover due to limited resources and funding. Saeger noted that they are asking for \$40,000 of in-kind use of Grandview and Donovan. Davis said pencil in \$35,000.

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| cf: Becca Aliber | Vail Veterans | Jan 21, March 9 | Vail Veterans' Program | \$18,000 |
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Davis suggested penciling in \$18,000. Valenti said he wants to stay at \$20,000 because of what they have done on a national stage. Gordon asked if their event in Florida is called Vail Veterans. Valenti said yes. Rediker said she is at \$20,000 and this event does bring people into town and puts heads in beds. Davis said a discussion needs to occur whether this and Pink Vail need to move out of the Education and Enrichment category. Kundolf said she is ok with \$18,000 and that a lot of events in town use them as their non-profit. Gordon said he is open to \$20,000 but would rather hold the extra \$2,000 until their budget shakes out. Wadey said they need to step up their national program and that they have been receiving a lot of money from other for profit events. Bisantz noted that there are many donors such as Larkspur that gives them revenue. Davis asked if they can apply as a CRC event next year. Kundolf agreed and that they need to work on national awareness. Waniuk noted that this event is not open to the public. Valenti said the interaction with veterans in town is the activation. Gordon said they should add a ski with or meet and greet with the vets. Davis said they should add a community event such as a ski down to a reception. Rediker said she does not want to make this required but rather have it as a conversation to see if it makes sense. Bisantz asked that they not have the

same dates as Burton. Saeger said Burton's dates are a week later this year due to it being an Olympic year.

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| cf: Doug Clayton | 8150 High Altitude Entrepreneurs – VailBiz Challenge | March 4 – April 28 | 8150 High Altitude Entrepreneurs | \$0 |
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Kundolf said it is a great opportunity for our community. Biszantz said this should be part of Vail Centre and not a stand alone event. Davis said a \$5,000 prize would not go far for entrepreneurs. Wadey said there are examples of entrepreneurs being successful in our community and this could only increase. Biszantz said it did not seem like he was very organized. Waniuk suggested asking for a business plan and schedule if funded. Valenti said it is not a good platform to fund someone on the basis that they may have to return it if it doesn't work. Davis said to pencil in at \$3,000. Valenti asked to add feedback to promoter.

Valenti suggested reducing funding of 8150 High Altitude Entrepreneurs. Saeger said he is asking for Donovan and Grand View in-kind. Biszantz said she does not understand the event and is it for only people in Vail. Wadey said they plan to recruit from Boulder to put heads in beds. Gordon suggested he work on his plan further and reapply in 2018. Biszantz said she does not believe it should be for Boulder businesses. Rediker suggested asking to come back next year with a better plan. Valenti said let him know he made it through the first round with funding but was ultimately cut.

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| cf: Alan Himelfarb | 2 nd Annual Day of Learning | August 23-25 | Starting Hearts | \$7,000 |
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Biszantz asked where the walk is going to take place. Saeger said it starts at Donovan and goes towards Lionshead on the Vail Rec Path. Saeger said their event with their bus is on the International Bridge. Gordon said non-profits and for profits should be funded the same based on their actual event, not on the philosophy that is a non-profit vs. for profit organization. Wadey said the event was packed and had educational sessions with doctors and nutritionists. Wadey said they have a great reach and is a good brand for the Town of Vail to partner with. Kundolf said she attended their gala and there were many stories from attendees who spoke to the education. Rediker asked if it would be a great brand in Edwards or is it a good brand because it is in Vail. Rediker suggested they should go to Vail Health for support. Davis said pencil in at \$7,000. Waniuk suggested changing the name of the event and adding Vail to the name. Biszantz said it is a great weekend and could be the summer Pink Vail.

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| cf: Amy Lewis | Project Funway | February 10 | eFec | \$0 |
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Davis said it is a new event to Vail and it was a fun event at the Westin. Davis said the event encourages sustainable practices. Gordon said it is similar to Pink Vail and they spoke too much about it being a charity. Wadey said it is a straight charity ask, not an ask for event funding. Saeger said they have asked for Dobson in-kind and their date is the same as TEDxVail. Rediker said it felt like a charity ask and not for the event.

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| cf: Lori O'Brien | Ski for MS - A Jimmie Heuga Memorial Event | February 24 | Can Do Multiple Sclerosis | \$4,000 |
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Davis said it is on brand and the event has deep Vail roots. Wadey said it is a great activation with music and volunteers. Valenti suggested \$4,000 in funding.

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| cf: Holli Snyder | Benches on Bridge Street | July 16 – August 31 | Colorado Mountain News Media | \$0 |
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Wadey said it could be cool but is tough. Davis said he saw the potential for conflict with art galleries and artists. Valenti said the space does not exist for her planned number of benches. Kundolf said they would have to pick good artists. Gordon said this could be submitted as a CRC event in 2019. Waniuk confirmed that Art In Public Places did not fund this event. Kundolf suggested Colorado Mountain News Media sponsor their own event.

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| cf: Liz Campbell | Betty Ford Alpine Gardens Programming | January 1 – September 30 | Betty Ford Alpine Gardens | \$15,000 |
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Kundolf said they have great programming for all. Gordon agreed but said he needs to take into account the CSE budget and suggests keeping the level the same as a true compliment. Valenti said the sculpture would be a great addition. Davis said the CSE needs an umbrella to roll up all educational programs. Davis said it is purely ambient, world class, but a drop in the bucket compared to the amount of money they receive from donors and other organizations.

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| cf: Anya Strauss | TEDxVail | February 1 – 4 | TEDxVail | \$15,000 |
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Davis noted they are going to move the event to Vail. Gordon said it is on brand with Vail. Kundolf noted they do hit a lower age demographic. Davis confirmed it is a 3 day event with multiple speakers and multiple locations. Rediker said they have events at the Antlers. Valenti asked if the talks are posted on You Tube and available to all. Waniuk said yes. Wadey said it is unusual that they presented the event as not all being in Vail and then switching to Vail which eludes to their need for revenue. Wadey asked where they receive other funding. Waniuk noted their budget in their RFP. Davis said pencil in \$15,000.

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| | CULTURAL/RECREATIONAL/COMMUNITY (CRC) | | | |
| cf: Euginnia Seyferth | The Steadman Clinic Vail Cup | January 14 – March 18 | Ski and Snowboard Club Vail | \$2,500 |

Davis said this is a cool event because any kid can enter. Davis said the Town of Vail logo will be included on their bib. Davis asked if we fund them less will it happen. Gordon said yes.

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| cf: Angela Mueller, Chris Chantler | Taste of Vail: Fall Wine and Food Classic | September 20-22 | Taste of Vail | \$20,000 |
| Valenti said this is an opportunity to optimize the calendar. Gordon said he would give more money if he had it. | | | | |
| cf: Angela Mueller, Chris Chantler | Taste of Vail: Spring Wine & Food Classic | April 4-8 | Taste of Vail | \$45,000 |
| Kundolf said she wants to make sure that the Rose event does not change. Gordon said it is a great event but the CSE does not have the budget to increase. Rediker said she increased funding because the event has improved over the past 3-4 years. Wadey asked Mueller if the lamb is donated. Mueller said most of the lamb is donated but not the equipment costs. | | | | |
| cf: Angela Mueller | Vail Farmers' Market and Art Show | June 17-October 7 | Vail Farmers' Market and Art Show/ Meadow Drive Partnership | \$35,000 |
| Wadey said she receives a lot of phone calls on how people can get on the wait list. Wadey suggested the possibility of increasing their vendor fees to alleviate reduced funding. Bisantz said lower funding level is mainly budgetary. | | | | |
| cf: Angela Mueller | Vail Farmers' Market - Farm to Table Dinners | June 29th, July 13th, August 3rd | Vail Farmers' Market and Art Show/ Meadow Drive Partnership | \$9,000 |
| Davis said it is a great event and there is always great interest from pedestrians. Gordon said he keeps it the same due to budget constraints. Bisantz said the attendee has disposable income and believes that the price could be increased and that guests should have to pay a premium. Waniuk said the social experience of meeting different people is intangible. Rediker said this is a great partner event with other events already going on it town. Gordon noted that flat funding is an endorsement. | | | | |
| cf: Angela Mueller | Vail Holidays | December 15 th - 31 | REN Productions- <i>Does not include Fireworks- rqst</i> | \$26,000 |
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| cf: Karen Cortland Kelly | World Figure & Fancy Skating Championships & Festival | September 27-30 | World Figure & Fancy Skating Championships & Festival | \$0 |

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| cf:Laurie Asmussen | Vail Arts Festival | June 22-24 | Eagle Valley Events | \$8,000 |
| Kundolf said she wants to see how this event can change and improve. Davis said he is concerned that it has been the same for years. Wadey said she hopes to grow and change it this year. | | | | |
| cf: Cynthia Brooks | MC Presents Art and Antiques | August 3-5 | MC Presents | \$0 |
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| cf: Kristen Horpedahl, Jason Ornstein | Vail Craft Beer Classic | June 14-17 | Team Player Production | \$68,000 |
| Rediker said they had a few bookings for the event which is good since the event is in Vail Village and The Antlers is in Lionshead. Davis said it is on brand and at a good time. Davis said staying flat this year is a compliment. | | | | |
| cf: James Deighan | Spring Back to Vail | April 14-16 | Highline | \$30,000 |
| Bisantz asked what the Council funded. Waniuk said they approved the \$100,000 funding earmarked for talent specifically. Davis confirmed that funding is for pond skimming. Bisantz said pond skimming would be the only closing day activity since the concert is two weeks prior. Valenti said it is a good closing day benefit. Gordon asked if pond skimming is needed. Valenti asked if partnership is with Vail Restors. Saeger said yes. Saeger said we would be one of the only mountain towns outside of Beaver Creek without pond skimming. Rediker said this event does not put heads in beds at any of the hotels she has worked at. | | | | |
| cf: James Deighan | Vail America Days™ | 4-Jul | <i>Does not include Fireworks- rqst \$33,500</i> | \$70,000 |
| Kundolf said it is a great event and asks that they have more floats. Rediker confirmed that it was an increase in ask from 2016. Waniuk said insurance costs are part of the increased ask. Bisantz said she believes this ask is out of pure necessity and it is a great day in the Town of Vail. Waniuk said they do work hard for additional sponsorships. Gordon said the CSE budget is tight and would be ok with the same funding as last year. Rediker said she believes that the | | | | |

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| Council should be funding this event and not CSE. | | | | |
| cf: James Deighan | Gourmet on Gore | August 31 – Sept 3 | | \$60,000 |
| <p>Saeger noted that he proposed the idea of moving the duck race to Monday with Vail Rotary, however at this time they are not open to it. Rediker said a move to Monday would help Gourmet on Gore. Wadey said she believes the conversation can be continued. Rediker said the Antlers does not receive any bookings specifically for this event. Davis asked if there were any further conversations about collaboration with the Farmers Market. Saeger said no, not that he is aware of. Waniuk said their survey said 39% reason for coming to Vail. Biszantz noted that there are many events that are similar such as Taste of Vail Spring and Fall. Davis asked if they need to consider funding one of these style events more than other. Rediker said 62% said they come just for Taste of Vail. Waniuk noted that she sees this as a different demographic from Taste of Vail. Gordon suggested continuing working with Vail Rotary to move the duck race to Monday. Gordon suggested that Highline and Vail Rotary collaborate and co-promote the duck race.</p> | | | | |
| cf: James Deighan | Vail Oktoberfest™ | Sept. 7 - Sept. 9 And Sept. 14 - Sept. 16 | | \$60,000 |
| <p>Biszantz said it is a great two weekends. Saeger said he spoke with Solaris and they are open to the idea of a large tent over the ice rink.</p> | | | | |
| cf: James Deighan | Snow Days | December 8 - 9 | | \$30,000 |
| <p>Biszantz said she decreased funding because it is now only one night of concerts. Biszantz said there could be more collaboration with Vail Holidays. Waniuk said the demographic is not the same between the two events. Gordon asked if they have announced a band. Saeger said no. Gordon said it is concerning since they have known for a year what their budget was. Rediker said the time has passed for Snow Days and the Antlers is a lodging partner but do not get any reservations. Rediker said snow is the driver at this time of year and not a concert. Biszantz said she would prefer Vail Resorts to support either Spring Back or Snow Days. Wadey said the fun factor of our town continues to decrease year after year and this would be chopping off another one. Gordon asked who the bands were in 2016. Saeger said Michael Franti and Lettuce. Davis asked if funding at \$30,000 is worth it. Waniuk pulled up their survey and noted the visitor demographics. Gordon agrees with Wadey that we would be losing the fun aspect of Vail. Wadey asked Valenti how important this is to Vail Resorts. Valenti said he cannot answer that question since he is an agent of Vail Resorts. Waniuk said Vail Resorts marketing dollars are more focused on bringing a destination guest. Waniuk said their marketing strategy is not to put on a concert for in town guests or the community. Valenti asked if it is a full weekend of events. Saeger said they have vendors in Mountain Plaza. Valenti confirmed that strategic partners are on the mountain as well. Waniuk said Vail Resorts may evolve to only have their strategic partners as sponsors of this event and not be an owner of the event. Waniuk noted their history of funding. Waniuk said if funding is lower they would reduce marketing and it would take them longer to load-in/out. Gordon confirmed that the event will take place in Solaris. Wadey said are we funding this because Vail Resorts does not want to. Davis said the CSE does not know their strategy but wishes they did. Mueller said she understands that Vail Resorts budget is going to significantly decrease in 2019. Rediker said she believes it is tired and not interesting anymore. Waniuk suggested imagining how the Council may react if Snow Days is not funded. Biszantz said as a younger person and bar owner that people still get excited about Snow Days. Biszantz said all bars are slammed after all concerts. Davis confirmed that Biszantz funded at \$30,000 because it is a one day event. Gordon suggested having a meeting with CSE, Vail Resorts, Staff, and Council to discuss strategy. Biszantz suggested cutting Spring Back and adding it to Snow Days because Spring Back is already receiving \$100,000 from Council. Wadey said if fun events go away would it impact Vail Resorts because people would start to go elsewhere. Wadey said that most guests do not see the difference between Vail Resorts and Vail and it is not fair for one to cut and ask the other to support. Biszantz said early December will never draw families and it will be younger</p> | | | | |

people and locals. Rediker asked what the CSE funding percentage contribution is. Waniuk said it is small and Vail Resorts is putting in a lot more.

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| cf: Eddie O'Brien | Colorado Grand | September 14-15 | Colorado Grand | \$5,000 |
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Davis said he believes that the event would come regardless of funding. Gordon and Wadey said they believe their brand is 100% on brand with the Town of Vail. Wadey said they have hired someone to be their admin and many were disappointed that it did not happen this year. Saeger noted their improved operations in 2017.

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| cf: Mac Garnsey | GoPro Mountain Games | June 7 - 10 | Vail Valley Foundation | \$84,790 |
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Rediker said it is a great event but feels they are willing and able to find additional funding. Rediker said funding could go to other events. Kundolf agreed. Gordon said he liked that they reduced their funding ask this year and it may influence other events to do the same. Davis said he likes that they are moving dock dogs to Lionshead. Wadey said they did a great job increasing their sustainability but could still do better. Gordon asked how this event affects their businesses. Valenti said they partner with GoPro and it is a benefit but agrees that there are direct competitors in retail, food and beverage. Rediker said she has heard that a lot of attendees are day trippers and that's because hotels are full. Valenti said there are a lot of VIP groups coming into town. Bisantz asked if the decrease is fair. Gordon confirmed this is the first year they have asked for a decrease. Davis said this is a signature event and does not want to nickel and dime them. Davis suggested \$85,000. Rediker asked why this isn't in the Council as a signature event. Saeger noted that staff has discussed this but believes that the CSE does a great job pushing this event to improve and grow. Gordon said it might be time to push Council to give money to CSE that is specifically earmarked for events like GoPro Mountain Games. Davis said they may be overstepping their boundary requesting Council funds. Valenti said as the CSE they need to speak with their dollars and agrees with the \$85,000. Gordon said CSE should have a discussion with Council about increasing funding. Gordon said this discussion came up at Council on 10/17 and will be a conversation to continue. Davis said they need to be mindful of competition with retailers in town.

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| cf: Chris Harguth | Prep Baseball Reports (PBR) West Championships | July 12 - 15 | PBR Colorado and 5280 Tournaments | \$10,000 |
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Rabinowitz said they need to do a better job with communications and planning. Wadey said she attended a similar tournament in Steamboat Springs that was light years ahead with live broadcasts.

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| cf: Chris Huntington | Vail Yeti Hockey Club | January 5 – Dec 7 | Vail Yeti Hockey Club | \$10,000 |
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Davis said it is a good product. Bisantz said it is family friendly and it also gets younger people into the town who go out to restaurants and bars after. Bisantz said they could raise more money through sponsorships. Waniuk said their owner is working very hard to increase their reach and marketing.

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| cf: Sven Bean | Legacy Fighting Alliance | TBD | Legacy Fighting Alliance | \$17,500 |
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Kundolf said their schedule flexibility and the opportunity to bring it at an off time is great. Davis said this is a financial slam dunk and wishes he could find this \$25,000 elsewhere. Davis said the direction the CSE received from Council was about events that fit the Vail brand. Davis asked if the people that would attend this event in May would then come back to town at another time. Rediker said Mixed Martial Arts is evolving and becoming much more mainstream. Bisantz said she watched the Mayweather fight with a room full of young professionals that live in Vail. Davis confirmed that it is \$25,000 or nothing. Rediker said this event would not need to be during our peak times. Rediker said it could bring future guests into Vail during off times in May or November. Rabinowitz said it is a sell out and is broadcast on TV to a large market. Rabinowitz said if they bring an upcoming fighter from the Front Range it is going to bring guests. Wadey said the off peak time would bring business to town. Bisantz said this may not be the Vail brand today but it could be in the future. Bisantz said if the Vail brand is arts festivals and the Colorado Grand, the Vail brand is going to die. Rediker asked if the Town of Vail would receive advertising in the broadcast. Davis asked what the Dobson capacity is. Saeger said it would be more than likely 2,000-2,500. Bisantz noted that if funded lower they will pursue additional funding. Davis said roller derby is produced by moms, teachers, and librarians and that's why it is on brand with Vail. Rediker said this hits the health and wellness market. Wadey said this would increase sales tax and business at a very off peak time. Gordon noted that Jenn Bruno said she encourages heads in beds at their meeting with Council. Davis said this event must be in May.

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| cf: Krista DeHerrera | Skate Vail's "Melee in the Mountains" | 29-Apr | The 10th Mountain Roller Dolls | \$12,000 |
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Wadey said they were expanding from 4 teams to 6 teams and this growth is not a great bang for their buck.

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| cf: Zach Blom, Casey Parliament | Vail Mountaineers Hockey Club | All Year | Vail Mountaineers Hockey Club | \$7,500 |
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Rediker said this would bring more money to town than Snow Days. Wadey said the families do have money and will spend it. Rabinowitz said they do receive in-kind use of Dobson. Wadey clarified that this money is not going to regular season games and that it is going to events.

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| cf: Kerri Thelen | Vail Valley Cup | October 5-7 | Vail Valley Soccer Club | \$10,000 |
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Davis said it is a homegrown event and the calendar time is spot on. Rediker said the Antlers was 100% full with soccer teams. Rabinowitz said they are maxed out on teams and they were actually overbooked. Davis asked what they could do with an extra \$5,000. Saeger said from the 10/9 minutes it would be for staffing and to pay college coach recruiters to come. Rediker said it improves the event for them but not exactly for the Town of Vail.

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| cf: Mark Foster | Vail Lacrosse Tournament | June 18 – 20 | Vail Lacrosse Tournament | \$5,000 |
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Rabinowitz said it is a great tournament and they are highly organized. Gordon asked why they are just now asking for funding. Rabinowitz said he believes it gives them an opportunity to expand their reach. Rabinowitz said they find it easier to work from Edwards to Vail instead of all in Vail. Wadey said she would like them to use Vail Mountain School and partner with Vail hotels. Rabinowitz said they have had Vail Mountain School in the past and may again in the future. Waniuk said it is good alignment with VLMDAC mid week marketing. Davis said a small investment could go a long way.

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| cf: Beth Pappas | Vail Whitewater Series | May 8, 15, 22, 29, June 5 | Vail Recreation District | \$7,000 |
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Saeger noted that with additional funding they would increase spectator experience through a DJ/band and branded race bibs. Rediker asked if she can vote on Vail Whitewater Race Series since she is on the VRD board. McKenny said she does not have to abstain.

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| cf: Leon Fell | King of the Mountain Volleyball | June 16-18 | King of the Mountain Volleyball | \$7,500 |
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Waniuk asked what the CSE can do to ensure a higher quality experience for event attendees. Waniuk said the funding agreement states that if you do not comply funding can be withheld. Saeger added the ERC policy this year that Leon must contact Saeger directly for requests and not to go directly to different departments. Rabinowitz said he is very hard to work with but he could increase the price to find the additional funding. Rabinowitz said his website is abysmal. Rabinowitz confirmed that his operations director did leave a few weeks before his event. Waniuk noted his event has a very good ROI but his net promoter score was 33. Valenti added that being combative is not a good representation of the Vail brand. Davis said this is still an event worth funding due to the return. Gordon said he is comfortable requiring the event to meet standards prior to checks being cut. Davis said there needs to be a drastic improvement at customer

interface, marketing, cooperation with town staff and website quality.

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| cf: Dan Cramer, Brandon London | Kick-It 3v3 National Soccer Championship | July 27 - 29 | | \$30,000 |
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Kundolf said their new ownership group has a lot of financial backing. Waniuk said their marketing has not been either quality or quantity. Saeger noted their permitting issues such as not responding to questions and submitting their vendors to the sales tax department on time. Rediker said they bring a lot of heads in beds. Bisantz asked why this event receives more funding than other sporting events. Rabinowitz said there is more potential with this event because they don't have the field needs as other tournaments. Rabinowitz said in its glory days it would sell out the entire town. Waniuk noted their high economic payback ratio. Valenti pointed out that the detractors may show that those people may not come back. Gordon confirmed that they said they would move to another town if not funded. Rabinowitz said to take referee complaints with a grain of salt. Rediker asked if they could decrease funding with the message that they need to improve their planning and organization.

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| cf: Beth Pappas, Helene Mattison, Andy Linke | Vail Kids Adventure Games | August 8-12 | Kids Adventure Games, LLC | \$40,000 |
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Bisantz said they are being successful with sponsorships and they may be able to find additional funding easier than other events. Waniuk said they hired someone new to increase their marketing and promotions.

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| cf: Mike McCormack | Outlier Offroad Festival | Sep 21 - 23 | Uncommon Communications/ Greenspeed Project | \$25,000 |
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Rediker said the Antlers gets a lot of bookings from this event. Waniuk asked to have requirements on website updates by a certain date, survey distribution in a timely manner, communication, and marketing. Wadey asked if we can work with Vail Resorts to move it to Lionshead. Valenti suggested the website be updated 6 months in advance.

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| cf: Jim Soran | Vail Lacrosse Shootout | June 24-July 4 | International Lacrosse Promotions | \$15,000 |
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Davis said the bang for the buck is one of the best. Davis said they bring plenty of families and is a great value. Rabinowitz said it is a great event that brings teams and families to town. Wadey said they need to integrate with the local lacrosse organizations more.

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| cf: Baily Rose Charles Blair Law III | Slow Fashion Vail | September 22 - 23 | Baily Rose & Blair Law | \$0 |
| Valenti said the brand and presentation of the event was not in alignment with Vail. Valenti said they need to be asked to be a world class event. Wadey said retailers had some negative feedback. Gordon said the vendors that were there had quality product. Gordon said he would like it to continue into Sunday. Gordon added that it is the only sustainably focused event that we have. Waniuk said their scope was too large for the first year. Davis questioned whether they are giving them \$5,000 to be nice or do they believe this will actually improve the event. Gordon said the vendors that were there were very happy and believes that more will come next year. Rediker asked if they are set on being in Vail Village or could they use Dobson. Gordon said they do have retailers in Vail that are willing to participate. Valenti said that Patagonia is very much aligned with sustainability but still has a long way to go. Gordon said he does not believe only giving them one shot is right. Saeger expressed his concerns that they are not event producers and do not have the time to grow or produce this event. Bisantz suggested they work with the farmers market instead of allocating any funding. | | | | |
| cf: Colette Carey | Adaptive Spirit Annual Event | April 4 – 8 | Adaptive Spirit | \$0 |
| Kundolf said they have a great mission but is ok with low or no funding. Bisantz said she doesn't believe that one set of stands would make it a community event. | | | | |
| cf: Loida Alegre | In the Hearth of the Rockies | October 12th- October 14 | In the Hearth of the Rockies | \$0 |
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| cf: Ariel Rosemberg | Vail Summer Bluegrass Series | June 27, July 4, July 11 & July 18 | Lakeside Stride | \$50,000 |
| Kundolf said they need to keep this at \$50,000 due to Arrabelle limitations. Bisantz asked how many years this event has been going on. Waniuk said this is the fourth year and he has been funded the same the past three years. Wadey said she has faith that the Arrabelle and Bluegrass can continue to work out their issues. Davis said the talent change could still bring the same amount of people. Rediker said he had a solid plan on how he was going to grow the event such as the July 4 th activation and show. | | | | |
| cf: Christine Albertson | Pink Vail | March 24 | Vail Valley Medical Center | \$10,000 |

Rediker said she believes Vail Health should contribute more. Waniuk said this is a strong brand alignment that we get through funding and supporting. Valenti asked if they do not fund would the Town of Vail logo still be used on their marketing. Waniuk said they may or may not use the Town of Vail brand if they aren't funded.

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| cf: Brian Hall | Vail Family Fun Fest | June 24, July 1, 8, 15, 22, 29 & Aug. 5 | Blue Creek Productions, Inc. | \$15,000 |
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Wadey said he dropped the ball on marketing and communications. Bisantz said she does not see how it is a revenue generator for town. Wadey said revenue generation comes from families coming to town and spending money at restaurants.

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| cf: Rich TenBraak | Vail Automotive Classic | September 7 - 9 | Vail Valley Concours | \$5,000 |
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Davis said if he had to support one car event it would be this as opposed to Colorado Grand. Gordon asked if they add a condition that they have to have a second event in Vail outside of the Sunday car show. Bisantz asked if they are both funded at the same amount should they both have to put on the same amount of events. Waniuk confirmed they will be required to host an additional Thursday or Friday event in Vail.

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| cf: Brian Nolan | Vail Beaver Creek Restaurant Week | | Group 970 | \$7,500 |
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Valenti said looking at other towns' restaurant week events; this could be much more of a bigger event. Valenti added there were issues with the website. Wadey said the website crashed two days before the event started. Saeger confirmed that it was up and running prior to the event. Davis asked if they are going to have a team to put it on. Gordon asked why their website isn't vailbeavercreekrestaurantweek.com as opposed to diningaltitude.com. Mueller said it is owned by someone else. Bisantz said the funding should support out of town guests as opposed to taxpayer money being used. Wadey said it generates sales tax. Valenti said there are out of town guests coming into town. Rediker said she asked the guests at the Antlers if they knew about restaurant week and no one she asked did. Wadey said they do plan on adding more activation. Wadey asked if this would bring guests back to town. Rediker said they are not making their decision to come to Vail based on saving money at a restaurant. Gordon asked if the money would be solely for marketing. Wadey said they want to add events with activation. Bisantz asked why the donation goes to the Vail Valley Foundation. Wadey said it is because the Vail Valley Foundation allows them to access to their database. Davis said they need to be put on notice that they pull it back together for 2018. Davis asked if the Vail Valley Foundation database was beneficial and whether they should look at using the 10% in different ways. Waniuk noted that Beaver Creek matches what Vail funds.

➤ **Motion to adjourn the October 18, 2017 CSE special meeting at 2:08pm.**

M/S/P: Wadey/Valenti/Unanimous. The motion passed 6-0 (Kundolf absent).