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To: Vail Town Council

From: Economic Development Office

Date: November 21, 2017

Subject: Update about Town Council Call-up Items and King of the Mountain Event
Producer request for consideration of full funding

Summary:

The Commission on Special Events presented their recommended funding allocations for 2018 cultural, recreational and community events and education and enrichment programming at the last meeting. At that time the Town Council requested that Vail Centre and Betty Ford Alpine Garden attend a future meeting to present information about their requests, including more detail about the programming, budget, past year outcomes, and benefits to the Vail community and residents. Due to some scheduling conflicts with the November 21 meeting date, it is proposed their presentations are made on December 5. Please confirm this date is acceptable or suggest another meeting date to review this matter.

In addition there was a brief discussion about an email to the Town Council and Commission on Special Event (CSE) from Leon Fell, event promoter for the 2018 King of the Mountain Volleyball event, requesting further consideration to fund his event at his full request of \$15,000. The CSE received his funding request of \$15,000, but after the producer interview and board deliberation, the event was awarded \$7,500, noting that Mr. Fell has consistently failed to comply with the marketing checklist, branding guidelines and marketing collateral approval deadlines. In addition, Mr. Fell's interaction with town staff has been discourteous in tone and communication.

It was thought this item might be considered an "appeal", but the Town Code, Section 3-6-8, states the following, "an appeal to the Town Council may be made by an adjacent affected property owner or by the Town Council itself by a majority vote". Event promoters do not qualify as having the ability to "appeal" these decisions.

At this time, if Town Council wanted to further review the matter, they may consider "calling-up" this item as there is a sixty day window for "call-ups" which ends December 18.

ACTION REQUESTED

1. Confirm December 5 as date for presentation by BFAG and Vail Centre.
2. Decide whether or not to call up funding for King of the Mountain Volleyball event