



COMMISSION ON SPECIAL EVENTS MEETING
Vail Town Council Chambers
Wednesday, June 5, 2019 @ 8:30a.m.-10:00a.m.

AGENDA:

Meeting materials can be accessed after 5/31/18 at the following link:

[June Meeting Materials](#)

1. **@8:30a.m.: Administrative Items** (5 minutes)
 - a. Approval of the Minutes from the CSE Meeting on May 1, 2019
Davis motioned to approve, Kundolf second, passed 7-0
 - b. Meeting reminders:
 - July 3 CSE meeting – all agreed this date would be fine
 - Joint Meeting with VEAC & VLMDAC – June 11 at 8am at the Donovan
2. **@8:35a.m.: Event Recaps** (50 minutes)
 - a. Burton US Open – Whitney Heingartner (15 minutes)
 - Introductions of Team Burton Marc Murphy, Colby Sears, Megan Tracy
 - Played video, thank you from Donna and Jake Burton they love Vail
 - Seven years behind us here in Vail, 2022 will be ten years in Vail, 40 years overall for event and an Olympic year
 - Heingartner went through promo deck offering high level recap of sustainability efforts, media capture, music talent, attendance (slightly down-attributed to weather and music selections)
 - Run through of RRC research/ survey i.e. visitor type, daily spend, ROI,
 - Women brought a slightly higher percentage which at Burton we love to see
 - 52% Net Promoter Score, slightly down but still a positive story here
 - Just signed a three year plan with Red Bull Media House & Red Bull TV, people are engaging and watching for longer periods of time
 - Social media saw large increases in impressions and engagements
 - Barry Davis asked about action items and council's access to our comments
 - Gordon commented on how the CSE handles its funding and assesses how each tax dollar is spent and is curious how the council will be with that moving forward
 - Jenn Bruno commented that council is discussing and trying to determine next steps
 - Kundolf- Why couldn't the CSE just attend council recap so that event promoters don't have to recap twice
 - Kundolf – loves this event and it's one of the non-CSE events she likes to attend, everyone behaves themselves and it's a reflection of how well promoter does
 - Wadey – agrees with Jen Mason of quality over quantity but am curious about moving forward to increase the attendance

- Heingartner- We're looking at our music programming and our scheduling to best utilize time, but always reevaluating marketing efforts etc.
- Marc Murphy- At one of the highest years with a different music act we were \$10k over what we would consider a comfortable attendance level
- On venue there really isn't space for more people, but we are always looking
- Davis- 'Best Line' video was great. Also your environmental efforts area is a huge leader. It is also the highest level of talent and we need to stand behind that. I feel the same about the huge importance of focusing on female athletes and female focus
- Davis – What does level set mean? Heingartner responded It's really a balance of what music does the town want, the mountain want and Burton want, so what works well for all?
- Gordon- What is your impression of what the town wants for music?
- Murphy- I think that it may be more resort focused, looking to have some input into what bands would be and dictate what guest that would draw
- Gordon- I thought your musical selection was interesting and the Tune Yards were one of the best acts ever, and a couple others were really solid and would encourage you to keep pushing the envelope on that
- Bisantz- I agree with Mark Gordon and think this is one for the events that make Vail appear more forward thinking
- Valenti – I like how you keep working on moving people back and forth from locations and think that a pedestrian bridge at base of Gold Peak may be a great idea

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B. Spring Back to Vail – Peggy Wolfe (15 minutes)

- Newbury Rediker commented and apologized that she would have to leave in ten minutes
- Wolfe – Thank you for your continued hard work, I know this isn't funded by you but we appreciate your diligence. We really tried this year to make it a multiple day festival style event. I think we lay good ground work for moving forward
- This year's calendar we were outside of spring break but before closing weekend. It made it a challenging weekend but think that we did well
- RRC offered to different sets of data, one included only the concerts and the other included all activation for the four days.
- Wolfe ran through RRC data, various lodging partnerships and visitor types
- Liz Gladitsch from Vail Mountain is present to answer any marketing questions that you may have for her
- We want to start earlier by increasing partnerships with others and we've made a conscious decision to do that moving forward to that we can really move the needle
- Gordon – The 51 Instagram Posts were ones that Vail Mountain Posted? Gladitsch confirmed
- Wolfe also commented that RRC got 47 full surveys back and 11 that were partial to answer a question from Wadey
- Kundolf- I don't understand how it computed that \$9 room night information

- NPS score is respectable, I would also look at Hot Summer Nights, an event that struggled but has been brought back to life and I see parallels between that event and this event
- Kundolf- I think the event completely reinvented, in comparison to Powabunga it appears fresh and new and different. I don't see that here and think you should work on it.
- Kundolf- profit should matter, make it a good event and profit will come, make it what it is, a true Colorado event
- Davis- Bad data is frustrating, especially with this amount of money in play. Another frustration is blaming a bad snow year like last year, so I feel the same about blaming a good snow year
- Davis-currently in reviewing this event I don't want to throw good money after bad so I agree we need to see improvements and during this time period.
- Davis-Kudos to the silent disco, maybe look to expand that and other engagements around the clock
- Gordon-Does the town charge you for electricity? Wolfe responded that no, they do not.
- Gordon -Attendance figures for the concert from Police Department was 3400 and 3100 for concert evenings
- Do you hire a F& B vendor? Wolfe answered that we hire out the food and keep the alcohol sales within Highline.
- You remit sales taxes? Yes.
- Gordon- In 2018 council funded an extra \$120,000 which led to a \$31,839, this year, council gave \$300,000 which led to a \$27,241 in tax return, which leads me to believe that the investment shows a fundamental flaw in the model. I don't see an incentive for you guys as Highline, to bring in better bands and we need to rethink the overall model when this event doesn't give us the additional value
- Gordon -I do agree that starting earlier is a good idea but we need to discuss the model and reinvent.
- Gordon-If the ROI is present I don't mind spending money but I don't see that here.
- Gordon-I think council needs to rethink the model and I hope the minutes reflect my opinion on that.
- Kundolf- we can't speak for council in my opinion
- Gordon- we give advice and reviews to council is how I am to understand it.
- Gordon – I am not questioning council's responsibility and I am just acting fiscally responsible
- Davis- We have an institutional knowledge of reviewing events and that is why this recap occurred here today.
- Wadey- I do see this as a constructive process and we enjoy providing context
- Vlaar-This was also a collaboration with the mountain and the focus was on the music and that is where the money went to and this was the first response and effort to respond to the mountain's call to improve the event.
- Gordon- multiple organizations should have input
- Wolfe- We look at it beyond ROI which is measureable but the other elements and how can we put the closing weekend back on the map for Vail?

- Valenti- Two points I'd like to make- 23% passive rating in NPS and I see those as convertible and that's a positive. Secondly, my thought about this and Snow Days are that they are at strategic times and should have the resources to insulate it from weather.
- Bisantz- When \$300K is given for talent and production what goes to talent and what goes to production? Wolfe - I would have to look at that breakdown for you and will do.
- Bisantz- When was the funding released? Wolfe- Not until January was the money released from council.
- Davis- six additional months really helps you to find that talent? Wolfe-Yes it also gives us a chance to look at the overall model and other partnerships.
- Davis- I would also like to know what the production looks like year over year.
- Wolfe- The production costs generally go hand in hand based on requirements, bigger bands cost more in production
- Bisantz- Over the past number of years the money and timing was even less and you still managed the talent so it is hard for me to swallow all of that. I think you need to focus on putting on the event and the profit will follow.
- Wadey- I am hopeful that all of these parties can come to the right formula. - Wadey -Thank you for your openness and willingness to listen to our feedback.

Taste of Vail – Angela Mueller (10 minutes)

- Thank you for helping us to create a true food and wine event, it brought people in from all over the nation. It helped that we had great weather. We saw a great media presence that we hadn't seen in years past. We will share articles as they become available
- Signed La Croix, GMC and Guinness as new sponsors
- 56% were nonlocals and staying in Vail
- Our whole goal is to make a soft time in Vail busy and show Vail has a world class culinary destination
- 100% compostable and recyclable
- NPS score was 63%
- Kundolf- I've been funding this for years, the lamb event was outstanding, I'd like to see the picnic be freshened up a bit. I feel like the Grand Tasting could be more of a black tie event like it used to be
- Wadey- I thought the Grand Tasting was great, best it has been in years.
- Davis- happy to see continued success but I do think the Rose and Lamb could continue to evolve and a great place to focus your vision
- Bisantz- I think you are moving in the right direction, great wine and seminars were great, and I'm a cork dork. I do think it would be great if we could celebrate the Lamb Winner a little but more
- Motion to approve release of final funding Davis and second Kundolf, passed 7-

Pink Vail – Christine Albertson (10 minutes)

- Thank you to CSE and town staff for all that you do for us
- Great successes especially our NPS score of 69 and we've seen our sponsor opportunities have grown, this year we had lot of great local sponsors. Over \$200,000 in cash and in-kind
- We received great national exposure on the weather channel via Michael

Holton

- Gordon- Are you happy with the move to Golden Peak? Yes, it has allowed it to grow and we think it can continue to do so.
- Motion for final funding Davis, Second Kundolf, passed 7-0- Wadey noted that all recaps should be held to the same standard and provide the same information
- Miano commented that he may not have shared all the information that event producers sent to him but he will make a more conscious effort in the future
- Vlaar – we should have a work session to come to a consensus on the recap template that we can share with event producers
- Gordon- agreed, it's been a long time since we have discussed the recap process

3. @9:15 a.m.: Event RFP Discussion, CSE (30 minutes)

- Miano – this came about because of the brainstorm behind pursuing different events that we would like to see, a way to attract a specific event etc.
- Noted that he reached out to Burton in regards to a skateboarding event
- Vlaar- our agency had commented how our marketing agency had suggested teen events and is there a way that we can be more proactive, but we could add to a work session. We had discussed a teen ninja idea
- Wadey- this sounds like it could be more of a staff level discussion
- Kundolf- VLMD is in summer and is all teen. I will also admit that the teen ninja concept could be a nice hit here in town
- Valenti suggested we reach out to Team Player Productions about certain needs and opportunities
- Gordon- asking for specific events is difficult but it would be relatively easy to add a preamble talking about events that appeal to family with teens etc.
- Miano noted he will put a introduction letter together and share with the CSE
- Gordon- that would be great and letting event producers know a bit of background about Vail and what are needs are
- Kundolf mentioned reaching out to the Colorado Film Institute about potential “shorts” and movie premiers

4. @10:20a.m.: New Business and Community Input (5 minutes)

- Vlaar- an offer has been extended for the special event coordinator position
- Miano- Unsettled has decided that his Vail event will be cost prohibitive and will be sharing a letter of explanation with the CSE and Miano will share
- This would reopen a \$10,000 fund balance for the Education and Enrichment category and Miano will send out the previous funding requests

- Davis- Will he be showing up to ask for more money in the fall? Miano A) Unsure
- Davis asked if we could also reach out to those event producers
- Bruno suggested that town council could allow the funds to be moved into the next year
- Vlaar- The Vail Valley Foundation reached out to council in regards to GoPro Mountain Games moving to a signature event status funded via town council as it is already identified as a signature event it just hasn't been consistently funded as such
- Gordon- Have we given them what they've asked for each year?
- Wadey- Not this year.
- Davis- This board was created to take certain things off the councils plate and now things are returning to councils plate, so council needs to decide how they'd like to move forward. It would be beneficial if we could have a 30 minute discussion with council to get an idea of direction to most effectively move forward.
- Vlaar- great suggestion and we'll reach out to council. It ultimately is their decision
- Gordon – yes, it is 100% councils decision
- Davis- Yes, they have a full agenda though and I don't know if that's what they are going to want to do that?
- Kundolf- Is there a specific pot of money for signature events?
- Bruno – Our signature events get a 3% bump per year, but council has yet to discuss the Mountain Games and we do like you to discuss most of the events and we appreciate your efforts, but the CSE was not created to take things off our plate but rather to create events that would drive tourism
- Gordon- there used to be unlimited ask periods which was crazy and they began to hone into a CSE model
- Wadey- Our budget hasn't increased and nobody is coming down in what they ask for as far as event producers so I would ask that if events get moved over to signature events that the funds they were getting from CSE don't go with them so that we can continue to assist event producers . Our budget needs to remain robust.
- Kundolf- Mia and Alison should go have a conversation about funding because we don't have the benefit of a 3% increase.
- Miano- Explanation of mountain games gift bag and tickets
- Vlaar- Thank you to Jenn Bruno and Esmarie Fessler for attending

Davis Motion to adjourn, Kundolf second, motion passed 7-0

Upcoming events to attend:

- GoPro Mountain Games – 6/6-6/9
- King of the Mountain Volleyball Tournament – 6/14-6/16
- Vail Lacrosse Tournament – 6/17-6/19
- Rocky Mountain Burger Battle – 6/20
- Vail Craft Beer Classic – 6/21-6/23
- Vail Summer Bluegrass -6/26-7/17 (In Solaris)
- Vail Lacrosse Shootout Tournament – 6/29-7/7
- Vail America Days – 7/4

Adjournment @10:00a.m.

Next CSE Meeting:

Wednesday, July 3, 2019 – 8:30-11:00a.m. - Vail Town Council