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## Memorandum

**To:** Vail Town Council

**From:** Commission on Special Events

**Date:** November 3, 2020

**Subject:** Commission on Special Events (CSE) 2021 funding decisions: Community, Recreation, & Cultural (CRC) and Education and Enrichment (EE) proposals.

**Action Requested:** Informational only. No formal action required.

**Background:** The CSE presents the final funding allocations for 2021 CRC and EE events and programs. The Town Code allows for an appeal of these decisions by Council having the option of calling up the CSE funding decisions within sixty days of the decision (before December 21, 2021). If this action does not occur, the funding decisions will be final.

The CSE received 61 proposals in response to the RFP for 2021 events/programs that was issued in August, 52 of these were funded. The total dollar amount requested was \$3,610,469.00, \$1.6 million of which was for daily music and family entertainment proposals. Total funding of \$780,046, a 30% reduction from original 2020 CSE funding, was available for allocations. 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. Community, Recreational, and Cultural 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. Additional rating criteria were added to the scorecard for 2021 related to the event and the event producer's ability to responsibly adjust to changing public health orders.

The daily music and family entertainment proposals were evaluated by staff and CSE, and were determined to be a continuation of economic recovery efforts approved by town council in direct response to the pandemic. Because this programming does not fit within the budget or mission of the CSE, the proposals were forwarded to town council for consideration. At their meeting on October 20, Town Council approved publishing a Request for Qualifications for the music and family entertainment as an additional economic recovery response to the public health crisis.

For 2021, the CSE voted to again fund many of the events that are returning to Vail  
10/30/2020 CSE 2021 Funding Summary

after being impacted in 2020 by the COVID-19 pandemic. Many of the staple events have adapted their overall attendance goals and operations plans to remain flexible in order to fit within anticipated public health orders.

### **New and Exciting Events/Programs for 2021**

#### Community, Recreation & Cultural Events

- **The North American Van Show** – Funding was awarded in mid 2020 as part of a reallocation process due to COVID. The inaugural event was ultimately canceled due to a combination of COVID and the California wildfires. Funding was awarded for 2021.
- **Lionshead Farmers Market** – Funding was awarded to create a new Lionshead Farmers Market. The event is scheduled to run from June 20 through September 5<sup>th</sup> 2021.
- **Triple Bypass** – The 2021 Triple Bypass will move to a new date and a new finish location in Vail. The ride, which has occurred in July and finished in Avon, CO for the last 38 years, will take place on August 21, 2021 and will finish at Ford Park.

#### Education & Enrichment Events/Programs

- **Startup to Scale Up** – An entrepreneurship training by the Northwest Small Business Development Center
- **A Matter of Laugh and Death** – A men's mental health awareness event presented by speak up reach out, using comedy as an ice breaker.

#### Additional Notes:

- The following events were not allocated funding for 2021. This list does not include the daily music activation proposals which will be reviewed separately based on the RFQ.
  - Vail Mountaineers Hockey Club Avalanche Alumni Weekend, Tour of Vail Cycling Weekend, Bourbon and Bacon Festival, Vail Film Festival, Shakedown Presents Dobson Concert Series, Elevate the 80's and 2 new proposals for Vail Oktoberfest

### **Overview of Event Effectiveness – Measurement Tools:**

The CSE in 2020 and 2021 will continue to evaluate the effectiveness of events using a few tools and criteria. CSE will continue to contract with an event survey company to collect data from certain events. Attendance will be estimated through existing tools owned by the Town to support the surveys and event recap data. Each event that receives funding will be required to present a recap to the CSE including the available survey data, attendance estimates, sales tax and lodging occupancy data.

## 2021 CSE Funding Allocations

Event Name	Approved Funding
"A Matter of Laugh and Death"- Men's Mental Health Awareness Event	\$ 7,000.00
"Night of Heroes" - Eagle County 8th Annual Public Safety Awards	\$ 5,000.00
\$20.21 Vail-Beaver Creek Restaurant Week	\$ 11,075.00
2021 Vail Film Festival	\$ -
42nd Annual Vail Sportsmanship Tournament (2021)	\$ 8,860.00
49th Annual Vail "King of the Mountain" Open	\$ 8,860.00
Bourbon and Bacon Fest Vail	\$ -
Cindy Eskwith Memorial Soccer Tournament 2021	\$ 8,860.00
Community Leadership Academy	\$ 4,000.00
Dancing in the Streets (working title)	\$ -
Education & Engagement Programs	\$ 26,730.00
Elevate the 80's (working title)	\$ -
Gourmet on Gore	\$ 35,440.00
Jonny Moseley's SKI for MS: Vertical Challenge	\$ 4,300.00
Kick It 3v3 Soccer - 2021 Summer National Championships	\$ 17,720.00
Kids Adventure Games	\$ 26,580.00
LetsGO Vail	\$ 4,430.00
Mountain Youth Family Education	\$ 3,000.00
Oktoberfest - Full Send Productions	\$ -
Outlier Offroad Festival 2021	\$ 13,290.00
Plants Are an Answer	\$ 22,000.00
Powabunga Festival	\$ 39,870.00
Shakedown Presents Winter 2021 Dobson Arena Concert Series	\$ -
Startup to Scaleup Business Planning Workshop	\$ 6,500.00
Taste of Vail, Fall Food and Wine Classic	\$ 15,505.00
Taste of Vail, Spring	\$ 36,326.00
TEDxVailCOUNTDOWN	\$ 4,000.00
The Lionshead Farmers Market	\$ 26,580.00
The North American Van Show 2021	\$ 13,290.00
The Triple Bypass Bicycle Ride	\$ 17,720.00
Through the Lens	\$ 7,000.00
Tour of Vail Cycling Weekend	\$ -
Town of Vail's Art Series	\$ 14,000.00
Vail America Days	\$ 53,160.00
Vail Arts Festival	\$ 7,088.00
Vail Astronomy Nights 2021	\$ 17,720.00
Vail Automotive Classic	\$ 4,430.00
Vail Classic Invitational	\$ 7,088.00
Vail Craft Beer Classic	\$ 44,300.00
Vail Family Fun Fest 2021	\$ 13,290.00

Vail Farmers' Market & Art Show	\$ 53,160.00
Vail Farmers' Market Farm-to-Table Dinner Series	\$ 13,290.00
Vail Lacrosse Shootout	\$ 12,404.00
Vail Lacrosse Tournament 2021	\$ 4,430.00
Vail Mountaineer Hockey Club's Avalanche Alumni Weekend	\$ -
Vail Oktoberfest - Highline	\$ 53,160.00
Vail Oktoberfest - Team Player Productions	\$ -
Vail Symposium - 2021 Seasons Winter and Summer	\$ 31,000.00
Vail Veterans Program	\$ 20,000.00
Vail Whitewater Series	\$ 6,202.00
Vail Yeti Hockey	\$ 15,948.00
Wine Classic at Vail	\$ 35,440.00
Total Funded	\$ 780,046.00