

# *2021 Special Event Allocations-Strategic Overview*

## Commission on Special Events



November 3, 2020

# COMMISSION ON SPECIAL EVENTS

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# 2020 CSE Successes Pandemic Response

- Worked with Eagle County Public Health and event partners to adapt operations to ever changing public health orders
  - Successfully hosted the Vail Farmers Market, Art Festival, Vail Jazz in the Park, Vail Wine Classic and Vail Craft Beer Classic, Shakedown Presents Concerts and more in the middle of a global pandemic
- Developed the new Lower Bench concert and event venue as a COVID response
- Re-evaluated and reallocated event funding mid year based on changes to scale and scope of events due to the pandemic
- Based on independent third-party survey data, the 2018 to date total **direct economic impact** is **\$15,378,495.75 million** on an investment of **\$453,000** for the CRC and EE categories. (15 events surveyed thus far)
  - That's an average of **\$33.95** payback ratio per funding dollar.



# 2020 Event Highlights -

## **Vail Farmers Market**

**Funded:** \$65,000

**Dates:** Sundays 6/24-10/3

### **Event Description:**

- The Vail Farmers Market modified their operations, vendor density, and entrance procedures to comply with public health orders and successfully produced the market in person
- A virtual market website with delivery and pickup was developed to support those guests who were not comfortable attending in person
  - All sales were run through the Vail Farmers Market to retain sales tax in the Town of Vail

## **Shakedown Presents**

**Funded:** \$140,000 – Council Funding \$26,000 - CSE

**Dates:** July through October

### **Event Description:**

- Shakedown Bar produced concerts at the Lower Bench for a capacity controlled crowd of 175 per show and in village pop up concerts



# 2020 Event Highlights – continued

## **Vail Craft Beer Classic**

**Funded:** \$50,000

**Dates:** 8/14-8/15

### **Event Description:**

- Team Player Productions successfully produced one of the only Beer tastings in the state or country in 2020
- The lower bench was utilized as the venue with multiple sessions of 175 guests at a time

## **Vail Wine Classic**

**Funded:** \$45,000

**Dates:** 9/18-9/19

### **Event Description:**

- Based on the success of the Vail Craft Beer Classic and the less restrictive guidance from Eagle County Public Health, Team Player Productions moved the Breckenridge Wine Festival to Vail
- The event successfully sold out with a short lead time



# 2020 Event Highlights - Continued

## Vail Jazz

**Funded:** \$75,000 – Council Funded

**Dates:** Fridays June 14 – August 28

### **Event Description:**

- Re-imagined the Jazz concert programming and relocated from the Arrabelle to the Lower Bench
- Successfully produced the first live music experiences in Vail post COVID

## Vail Family Fun Fest

**Funded:** \$15,000

**Dates:** Saturdays July 11 – August 8

### **Event Description:**

- Developed a COVID safe operating plan to allow family programming to continue this summer, including crowd favorites such as the “water balloon toss of death (death death death death death)
- Estimated attendance over the series of 1,577



# Looking Ahead: 2021 Strategies & Actions

- Continuing to fund many of our events that were canceled or modified due to COVID-91
  - CSE Evaluated the event producers plans and adaptability to changing public health orders going forward
- Funded some events that are partially virtually but focused on in person events
- CSE will continue to work with event producers to reimagine and adjust events based on changes to public health orders.
- Scale and scope of events will be reworked to comply and provide safe and responsible events.
- A new 60 day preview of funded events will be required to confirm scope and scale of events in 2021 matches the proposal



# Questions?

Thank you to the Town Council for the leadership and support in 2020 and 2021 to continue to prioritize events as an economic development/recovery effort.

Questions...

