



## Memorandum

To: Vail Town Council

From: Economic Development Department

Date: 11/14/2021

### **Subject: Event Funding Agreement for Ambient Entertainment**

#### **PURPOSE**

The purpose of this memo is to provide information on the 2021 Ambient Family and Music Entertainment Program and to request that Council authorize the Town Manager to enter into an agreement with Resort Entertainment Group for Ambient Entertainment.

#### **BACKGROUND**

In the summer of 2020, the Vail Town Council approved an event funding request for a village entertainment program. The program consisted of pop up concerts produced by High Altitude Entertainment occurring in Vail Village, Lionshead and at Ford Park Lower Bench. The program was well received and subsequently the CSE received proposals from High Altitude Entertainment and Resort Entertainment Group to continue this type of programming in 2021. The two proposals received were larger in scale and cost than deemed appropriate based on budget, public health guidelines and the goals of the town. Town staff subsequently worked with Resort Entertainment Group and High Altitude Entertainment to modify their proposals to fit within the stated goals and approved budget.

Diane Moudy from Resort Entertainment Group and Scott Rednor from High Altitude Entertainment were asked to collaborate on a 2021 program that would address the goals of the town. The two parties agreed that Resort Entertainment Group would be the primary producer of the winter programming running from January 1 through Vail Mountain closing day. The talent available through Resort Entertainment Group is diverse and adaptable to performing and entertaining in a winter environment and strolling setting.

The successful program that was piloted from opening day through the new year's holiday, includes a strolling musician or duo in each village as well as family themed characters such as the dancing trees, snowman, penguin, snow princess, etc. Entertainment is being booked three days per week on non-holiday weeks and up to 7 days per week during peak periods. Entertainers are in the village from approximately 1:00 – 4:00 pm. The strolling and mobile entertainers are able to adapt to the changing traffic patterns in the villages to both create space when needed for public health and create a positive guest experience by moving to certain areas at other times.

Town staff will continue to work with both groups to identify the goals, budget, schedule, and entertainment for the summer months. A new contract will be created for summer programming. A similar approach will be taken for the early winter programming of the 2021/2022 season.

The total amount of funding approved for the Ambient Entertainment Program for the 2021 Fiscal Year is \$300,000, of which \$120,000 is being allocated for the winter program running through 4/15/2021. The summer program and early winter program will be contracted closer to the season in order to best design the programming to take public health orders into account. The subsequent contracts and event plans will be brought to council prior to execution.

#### **ACTION REQUESTED OF COUNCIL**

Authorize the Town Manager to enter into an agreement with Resort Entertainment Group, on a form approved by the Town Attorney, to produce the winter ambient entertainment program, in an amount not to exceed \$120,000.