



Memorandum

To: Vail Town Council

From: Economic Development Department

Date: 5/4/2021

Subject: Event Funding Agreements for Summer Ambient Entertainment

PURPOSE

The purpose of this memo is to provide information on the 2021 summer ambient entertainment program and to request that Council authorize the Town Manager to enter into funding agreement for the event.

BACKGROUND

As part of the 2021 Council and Commission on Special Events funding process, \$300,000 was allocated for Ambient Entertainment in the Villages. Town of Vail financial policies require that any contract valued at over \$50,000 receive Town Council approval prior to being executed. High Altitude Entertainment, D.B.A. Shakedown Bar will be sent a funding agreement from the Town Clerk's office upon council approval.

The 2021 funding agreement has been modified from previous years to address learnings from the 2020 funding cycle and COVID-19 impacts. The payment schedule for events has been modified to the following; Payment one, in the amount of 33% of the total funding contribution will be made no sooner than 60 days prior to the event, and after an update has been presented to CSE to confirm that the scope of the event as presented has not significantly changed. Payment two will be made no sooner than 30 days prior to the event, in the amount of 33% of the total funding contribution, and upon completion of the special event permit application. Payment three will be made after the completion of the event, and pending approval of the final payment by CSE after the event recap is presented to CSE. The payment dates have been set much closer to the event date to allow staff and CSE to more accurately evaluate the current public health orders and the likelihood that the event will be able to be held successfully.

EVENT DETAILS

The summer ambient entertainment proposal from Shakedown Bar mimics the pop up concerts from the summer of 2020. Shakedown bar has proposed to produce approximately 37 pop up concerts between June and October at the cost of \$4000 each for a total contract cost of \$150,000. The shows, branded as "Shakedown Presents" will alternate between Lionshead Village and Vail Village and mostly occur over the weekends between mid June and the end of September. The final schedule will be coordinated with the Economic Development Department

staff and High Altitude Entertainment to minimize conflicts with other event and village operations.

ACTION REQUESTED OF COUNCIL

Authorize the Town Manager to enter into an agreement with High Altitude Entertainment, on a form approved by the Town Attorney, to produce the summer ambient entertainment “Shakedown Presents” concerts for \$150,000.

ATTACHMENTS

[Shakedown Presents CSE proposal.](#)