


# FY26 ELITE EVENT RECOMMENDATIONS

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# PROGRAM CHANGES

1. Budget increase from \$2M to \$3M
  2. Increase in funding maximums
  3. Redefined category criteria
  4. Clarified broadcast requirements
  5. Introduced Planned P.R. / Media Coverage as funding criteria
  6. Introduced Eco-Friendly Practices as consideration
  7. Ability to accept applications year-round, if funds available
  8. Utilized D.I. Calculator tool to standardize economic impact and room nights
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# REMINDERS

1. Funding not guaranteed year-to-year.
  2. Priorities as described during Public Information Webinar
    - Award events with proven ability to generate visitation, impacts, and exposure.
    - Out-of-market spending in VisitSPC strategic markets.
    - Projections substantiated via previous studies or hard data.
      - Zip code report (Ticketed Events) vs Jacobs Method (Non-Ticketed)
  3. Recommendations based on **Value** to VisitSPC.
    - Room Nights & Attendance
    - Broadcast Value
    - Marketing & P.R. Value
    - Sponsorship Value
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# FUNDING CATEGORIES & ELIGIBILITY

		Funding Range
Category 1	Must meet/exceed all (3) criteria: 50k attendees, 15k room nights, 500k broadcast views	\$150k to \$250k
Category 2	Must meet/exceed (2) of (3) criteria: 50k attendees, 15k room nights, 100k broadcast views or \$50k of PR/Media Coverage	\$75k to \$150k
Category 3	Must meet/exceed (1) of (3) criteria: 20k attendees, 7,500 room nights 500k broadcast views or \$100k of PR/Media Coverage	\$50k to \$75k
Category 4	Must meet/exceed 10k attendees or 3k room nights	\$25k to \$50k
Category 5	Must meet/exceed 5k attendees	Up to \$25k

# APPLICATION REVIEW

## 1. Materials

- Funding Recommendations Spreadsheet
- Program Guidelines

## 2. History / Progression

	FY22	FY23	FY24	FY25	FY26
Budget	\$2M	\$2M	\$2M	\$2M	\$3M
# of Applications	20	35	47	51	50
Total Funding Requested	\$1,035,000	\$1,940,000	\$2,593,800	\$2,960,000	\$3,590,000
# Applications Recommended	18	31	33	33	44
Total Funding Recommended	\$1,000,000	\$1,460,000	\$1,820,000	\$1,865,000	\$2,685,000

# APPLICATION REVIEW

## 3. VisitSPC Committee

- Executive Staff: Brian Lowack, Steve Grimes, Kylie Diaz, Kathryn Reagan
- Senior Staff: Katie Bridges, Craig Campbell, Eddie Kirsch, Jason Latimer, Jessica Morrow
- Agency Support/Resources

## 4. Process

- Administrative & Legal Review
  - Eligibility Assessment & Category Placement
  - Evaluation: High, Middle, Low Range
  - Funding Recommendation
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# **RATING CRITERIA**


## **Data / History**

- Attendees (as provided by organizer)
- Room Nights (D.I. calculator)
- Economic Impact (D.I. calculator)

## **Marketing / Sponsorship**

- Value of Paid Media & Public Relations Plans
- Value of Sponsorship Proposal, Broadcast & Brand Exposure

## **Other Considerations**

- Timing of Event: Peak vs Non-Peak, Conflicting
  - Sustainability Initiatives
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# RECOMMENDATION FORMULA

Category	Range	Low	Middle	High	M v S Split
1	\$150k to \$250k	\$150k	\$200k	\$250k	Negotiable
2	\$75k to \$150k	\$100k	\$125k	\$150k	Negotiable
3	\$50k to \$75k	\$55k	\$65k	\$75k	Negotiable
4	\$25k to \$50k	\$30k	\$40k	\$50k	70% M / 30% S
5	Up to \$25k	\$15k	\$20k	\$25k	70% M / 30% S (except where noted)



# SUMMARY

**50 Total Applications**

**43 Applications + 1 Bundle Recommended for Funding**

**FY26 Recommended Funding: \$2,685,000**

**Remaining for Open Applications & Business Development Opportunities: \$315,000**

**New Data & Measurement Tools Forthcoming**



THANK YOU



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