



Staff Report

File #: 18-1796A, **Version:** 1

Subject:

Revision to the Elite Event Funding Guidelines from the Tourist Development Council.

Recommended Action:

Approval of the Tourist Development Council's (TDC) recommended revisions to the Elite Event Guidelines.

- The Elite Event program provides funding for eligible major events that generate a large number of attendees and room nights in the County.
- Recommended revisions were unanimously approved by the TDC.
- If approved, program revisions will become effective in the FY20 funding cycle.
- Substantive revisions include:
 1. Addition of fourth category cultural heritage events.
 2. Elimination of event sunset provision.
 3. Provides fast-track option for events to bypass evaluation and scoring, if the event received funding for the previous five (5) years.
 4. Addition of 'unique attendees' definition.
 5. Rating scale revised to mirror the scale used by the Capital Project Funding program.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Summary:

With Board of County Commissioners (Board) approval, the revised Guidelines to administer the TDC's Elite Event Funding Program will commence with the FY20 application and funding cycle.

Background Information:

The Elite Event Funding Program is one of the marketing programs administered by staff on behalf of the TDC. The original Elite Event Guidelines (Guidelines) were approved by the Board on February 7, 2012, and amended on January 29, 2013, April 15, 2014, and December 12, 2017.

On June 20, 2018, the TDC met to discuss their vision for the Program and directed staff to revise the Guidelines.

On October 17, 2018, staff presented the revised Guidelines to the TDC and they were unanimously approved.

The substantive revisions to the Guidelines include:

1. Fourth category added for Cultural Heritage Events.

2. Eliminated event sunseting.
3. Provided fast track option for events to bypass evaluation and scoring if they received funding for the previous five (5) years.
4. Added a definition for unique attendees.
5. Revised the rating scale to mirror the scale used by the Capital Project Funding Program.

Fiscal Impact:

N/A

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Elite Event Funding Guidelines (redline version)

Elite Event Funding Guidelines (clean version)