

Presentation, Discussion, and Potential Direction:

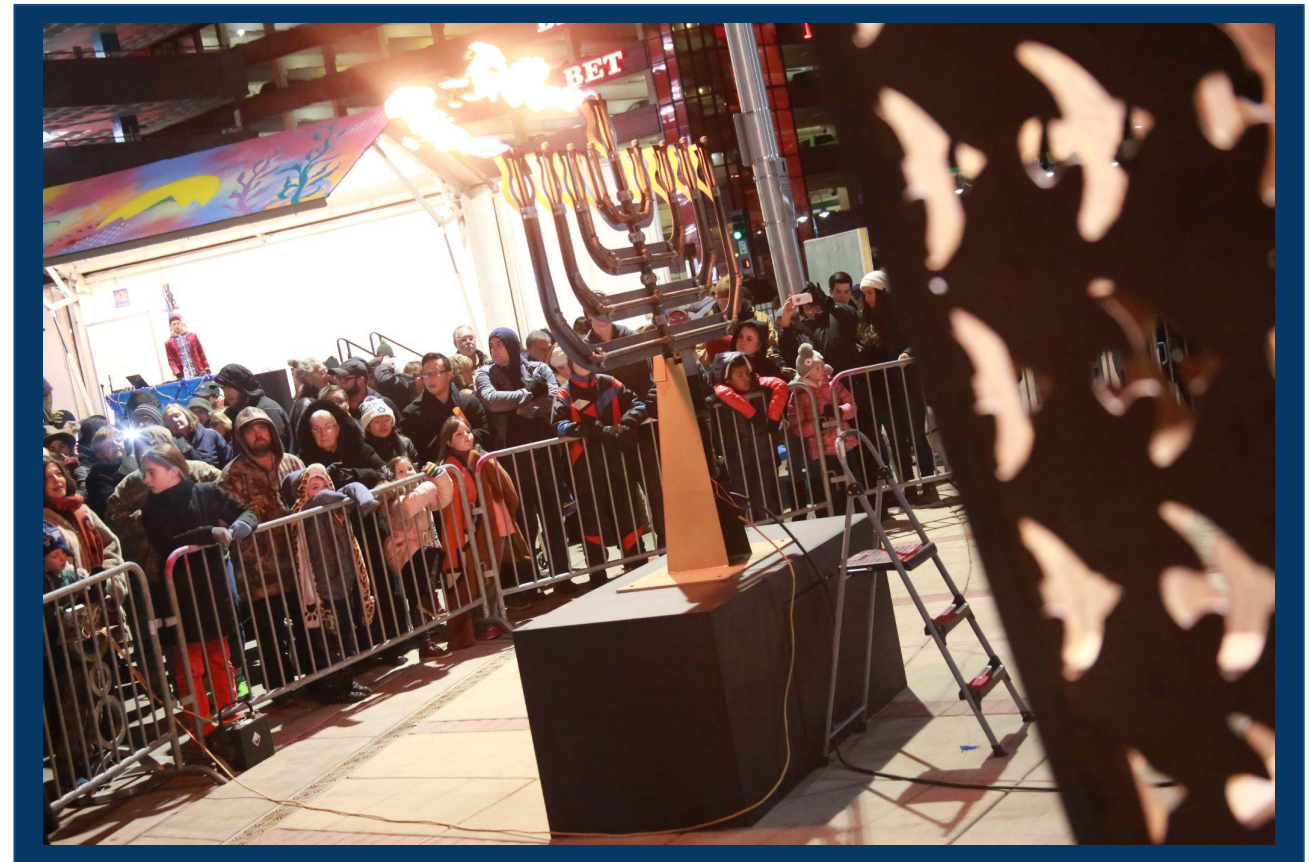
- 1) Activation Coordinator Position; and
- 2) Amend Sponsorship Allocation Process

March 22, 2023

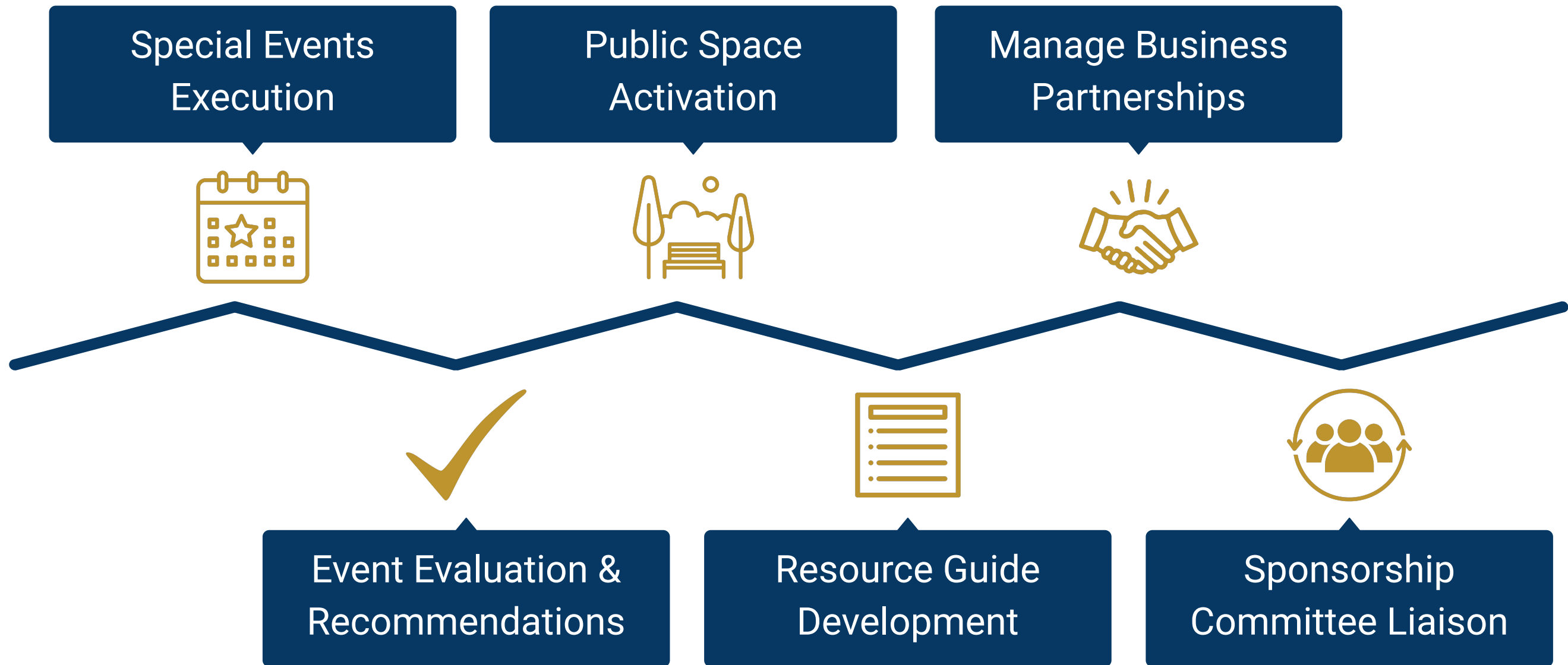


Two Requests Today

1. Create Activation Coordinator from Room Tax fund
2. Amend sponsorship allocation process



Activation Coordinator Needed



Sponsorship Process

Current Process

Current Sponsorship
Committee

Special Events
Subcommittee

City Council

New Process

New Sponsorship
Committee

City Council

Amend Sponsorship Allocation Process



Recommended Motions

1. I move to create an Activation Coordinator position with Room Tax funds.
2. I move to direct staff to modify the special event sponsorship allocation process.

Previous Sponsorships



Year	# of Sponsored Events	Amount	Total Permitted Events
FY19/20	51	\$266,705	146
FY20/21	5	\$39,000	56
FY21/22	45	\$221,527	123
FY22/23	Not Yet Open	TBD	125*

*Through 3/15/23