

Presentation, Discussion, and Potential Direction:

- 1) Activation Coordinator Position; and
- 2) Possible Amendment to Sponsorship Allocation Process

March 22, 2023

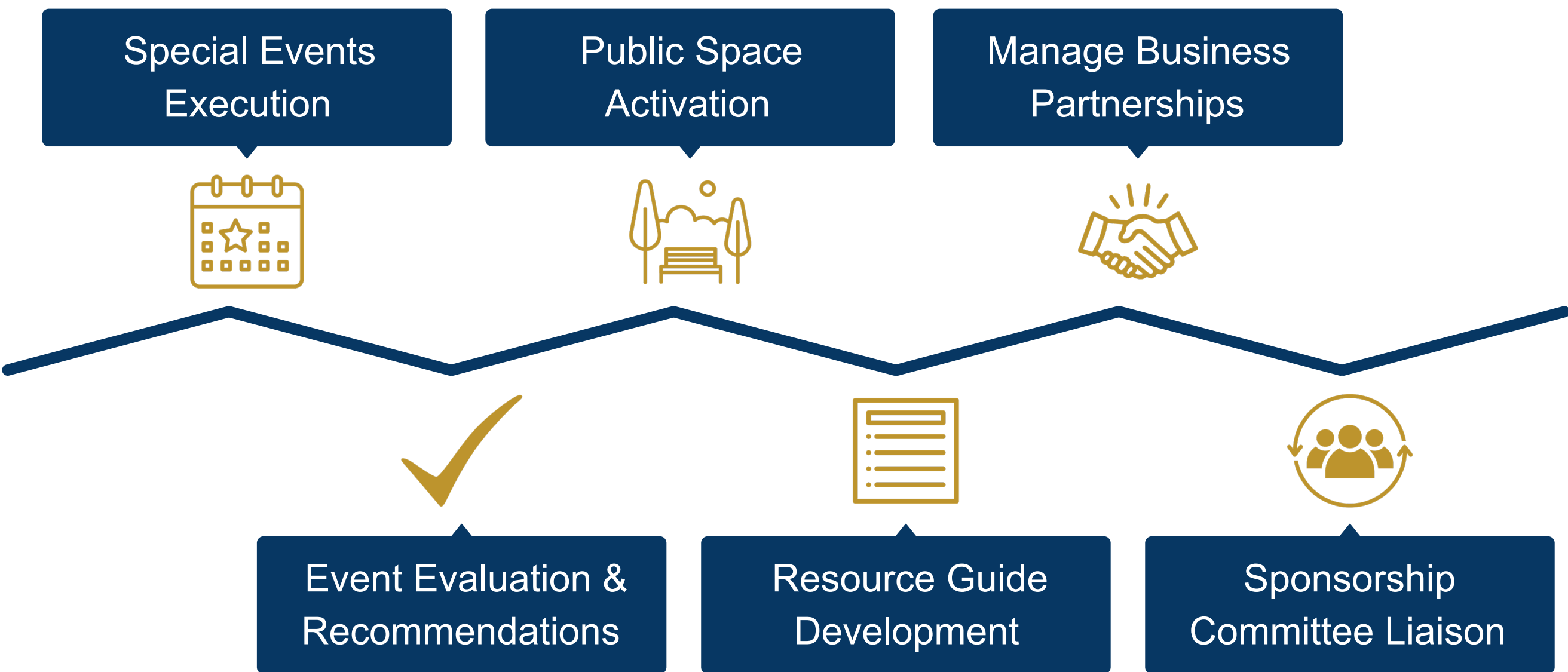


Two Requests Today

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

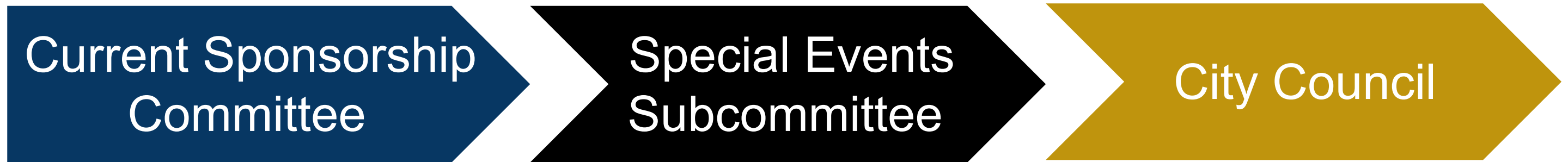


Activation Coordinator Needed



Sponsorship Process

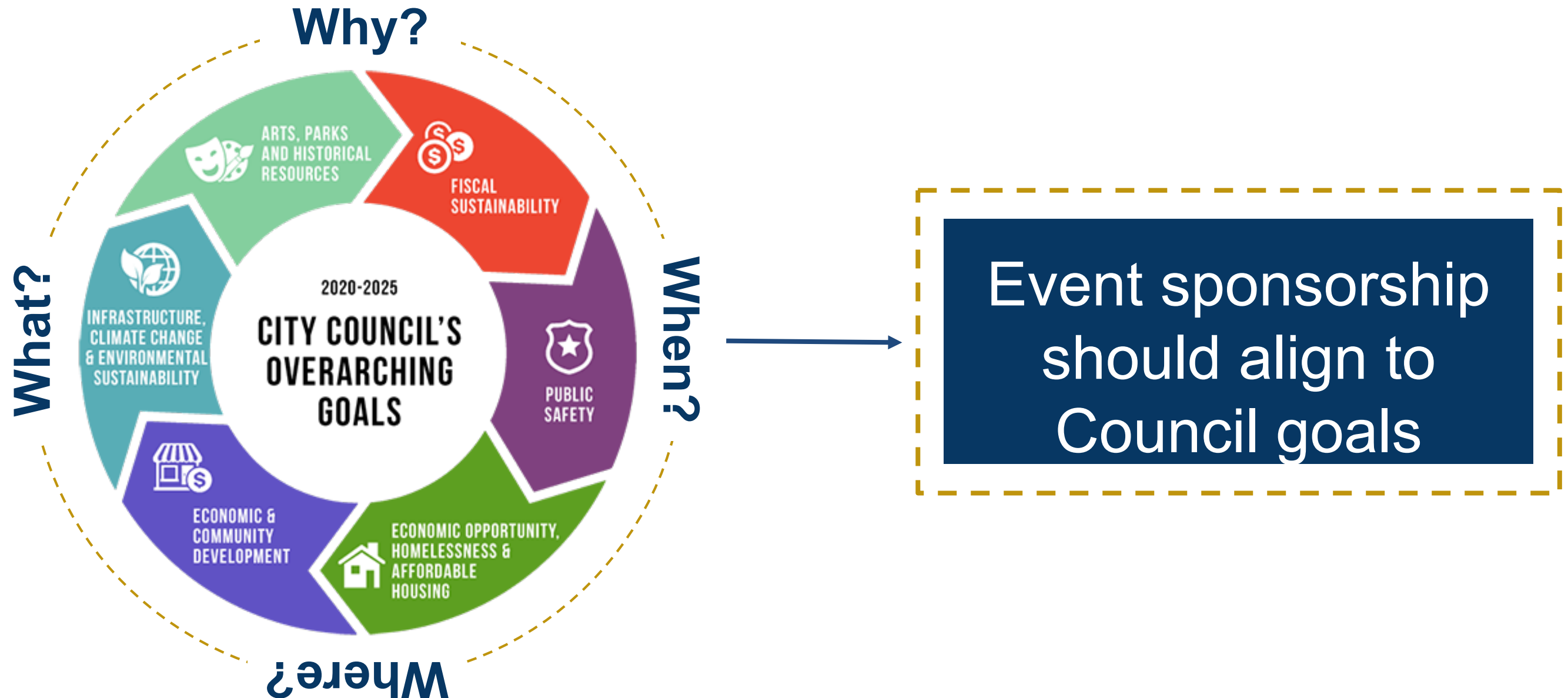
Current Process



New Process



Amend Sponsorship Allocation Process



Recommended Motions

- 1.1 move to create an Activation Coordinator position allocating \$150,000 from Room Tax funds.
- 1.1 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