



Legislation Details (With Text)

File #: ID-116-17 **Version:** 2 **Name:**
Type: Resolution **Status:** Agenda Ready
File created: 2/24/2017 **In control:** City Council
On agenda: 3/7/2017 **Final action:**

Title: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BRIGHTON, COLORADO APPROVING THE FIRST OF TWO LODGING TAX MINI GRANTS AWARD CYCLES FROM THE LODGING TAX FUND IN THE AMOUNT OF SIXTEEN THOUSAND THREE HUNDRED DOLLARS (\$16,300) FOR CALENDAR YEAR 2017; DESIGNATING THE RECIPIENTS AND AMOUNTS OF SAID GRANTS; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENTS WITH THE RECIPIENTS OF THE 2017 ALLOCATION ON BEHALF OF THE CITY; AND SETTING FORTH OTHER DETAILS RELATED THERETO

Sponsors:

Indexes:

Code sections:

Attachments: 1. Lodging tax resolution Feb 2017.pdf

Date	Ver.	Action By	Action	Result
3/7/2017	2	City Council		

Department of City Manager

Reference: Lodging Tax Advisory Committee Recommendations

To: Mayor Richard N. McLean and Members of City Council

Through: Clint Blackhurst, Acting City Manager

Prepared By: Chontel Trujillo, Assistant City Manager of Operations

Date Prepared: February 24, 2017

PURPOSE

Per City Ordinance 2121 Section 3-40-170 b, the Brighton Lodging Tax Advisory Committee shall study, investigate and advise City Council as to the development and promulgation of policies for the implantation, support and use of revenues from the lodging tax for economic development, special events, cultural arts facilities, advertising and marketing, promotion of tourism and other activities related thereto. In particular, the Committee will advise the City Council on allocation, budgeting and appropriation of funds from the Lodging Tax Fund consistent with the provision of Section 3-40-50, **Use of the tax.**

In 2017, there will be three rounds of Brighton Lodging Tax Fund grant cycles. This will permit two (2) mini-grant cycles (awarding of BLTAC mini-grant funds anticipated to occur in March 2017 and June 2017) in addition to an annual grant cycle for award of funds in 2018.

The Brighton Lodging Tax Advisory Committee (BLTAC) is presenting their recommendations for the first

This project is requesting funding to host the third Annual Brighton Excellence in the Arts Award which will celebrate some of our cultural arts "champions" who promote Brighton via their involvement in the arts. Our Excellence in Arts Awards will be presented in the fall of 2017 during a special evening event at the Eagle View Adult Center.

3. **Adams County Fair**

"Adams County Fair Entertainment Lodging Grant"

REQUEST: 5,000.00

GRANT AWARD RECOMMENDATION: \$5,000

This year the Adams County Fair will be held from Wednesday, August 2 through Sunday, August 6. The 2017 edition of the fair is poised to outpace the extremely successful 2016 Fair! We are excited to announce a terrific and outstanding entertainment lineup, including a concert series featuring Dan and Shay, High Valley, and Appetite 4 Destruction, a Guns 'N Roses Tribute Band; a third appearance from the Professional Bull Riding Association; a free, interactive Kids-Zone featuring trampolines, rock wall, obstacle courses, pedal tractors, agricultural magic show, illusionist circus, and other fitness-related activities; and the return of the ever popular Demolition Derby featuring RV's and Mini Vans with a fireworks show and concert by Helle's Belles ,an AC/DC Tribute Band, on the Entertainment Stage. There will be more announcements coming this spring.

4. **Platte Valley Player (PVP)**

"Summer Musical- A Funny Thing Happened on the way to the Forum."

REQUEST: 5,000.00

GRANT AWARD RECOMMENDATION: \$5,000

Platte Valley Players is requesting a \$5,000 Lodging Tax Grant for their 2017 "Summer Musical production of A Funny Thing Happened on the Way to the Forum" to be performed June 16-22, 2017 for six (6) performances at the Armory Performing Arts Center. The proposed grant would be used to cover the facility rental fees and licensing for the production. This will allow PVP - a non-profit community theatre- to provide their best and most professional work while still keeping their ticket prices affordable to patrons.

5. **City of Brighton Special Events**

"Summerfest"

REQUEST: \$5,000

GRANT AWARD RECOMMENDATION: \$5,000

The City of Brighton Special Events department is requesting a Lodging Tax "Mini Grant" in the amount of \$5000 to provide a headlining musical act at the 2017 Summerfest event. A \$5000 grant from the Lodging Tax Committee will be combined with grant money from the Scientific Cultural Facilities District (SCFD) to hire a headlining musical act for the festival. Matching funds from our presenting sponsor will pay for the stage, sound, and supporting acts throughout the day. In previous years, the event has ended at 4:00pm, however, with a larger headlining act, we will be able to extend the festival hours with a performance by a notable regional artist on the Main Stage. Many will benefit from the extended hours, including our vendors, festival patrons, and the non-profit that will

operate our newly added beer garden.

6. **Brighton Montessori School**
“End of the Year Block Party”

REQUEST: \$3,000

GRANT AWARD RECOMMENATION: Recommendation NOT to FUND

The Brighton Montessori School would like to throw a community block party focused on the "child". This grant would enable us to provide a community-centric event while driving traffic to Brighton from nearby areas and driving revenue through booth sales at party and increased recognition and enrollment. Brighton Montessori School is Brighton's only non-profit Montessori school and has been in existence for 40 years serving over 800 Brighton families in that time.

STAFF RECOMMENDATION

Approval of BLTAC Mini Grant award recommendations totaling \$16,300.

ATTACHMENTS

Resolution