



Legislation Text

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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

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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 round of BLTAC mini-grant awards for projects to be completed in 2017.

BACKGROUND

Six (6) proposals were submitted to the Brighton Lodging Tax Office for a grand total request of \$20,800.00 The BLTAC is recommending award of \$16,300.

On January 25, 2017 the BLTAC met to interview grant applicants. The Committee used an Evaluation Criteria consisting of the following evaluation criteria and associated "points available":

Criteria maximum score points - 100

1. Organization qualifications and relevant experience/projects (comprehensive experience in promoting the city and specific community venues and events that result in an increase in visitors to the community). 15 points

2. Clear documentation of budget request and use of funds including a detailed budget narrative, budget justification and demonstration of ability to leverage and/or match other sources of funds. 50 points
3. Concept Proposal (adherence to Lodging Tax City Ordinance 2121 use of tax to promote lodging and positive economic impact to the community). 35 points

Based on the presentations and scored points, the Committee made the following Recommendations in which set agreements will contain certain terms and conditions for reporting requirements to the committee.

Brighton Lodging Tax Committee Recommendations:

1. Richard Lambert Foundation

“Turtle Trek 15K & 5K”

REQUEST: \$1,500 GRANT AWARD RECOMMENATION: Recommendation NOT to FUND

The Turtle Trek 15K & 5K is slotted annually for the third Saturday in September and held at Barr Lake State Park. The Turtle Trek is an event that brings children, adults, families and communities together to commemorate the memory of loved ones who have died and share a common thread by walking with each other. In 2016 nearly 200 people came together to join in the event both as a participant or volunteer and in 2017 we expect the number to increase to 250-300.

The Turtle Trek 15K & 5K is the largest event to raise funding for the organization to continue to offer free support programs as well as making professional counseling accessible and affordable to all.

2. Brighton Cultural Arts Commission:

“Excellence in Arts Awards Ceremony”

REQUEST: \$1,300 GRANT AWARD RECOMMENDATION: \$1,300

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