



## Legislation Text

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### *Department of the City Manager*

Reference: Brighton Lodging Tax Advisory Committee Recommendations

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

Through: Philip Rodriguez, City Manager

Prepared By: Chontel Trujillo, Assistant City Manager of Operations

Date Prepared: October 3, 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.

The Brighton Lodging Tax Advisory Committee (BLTAC) is presenting their recommendations for the BLTAC Regular Grant awards for projects to be completed in 2018.

#### **BACKGROUND**

Nine (9) proposals were submitted to the Brighton Lodging Tax Office for a grand total request of \$370,318.00. The BLTAC is recommending to award \$274,700.00.

On September 19, 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

#### **CRITERIA BY WHICH COUNCIL MUST CONSIDER THE ITEM**

**1. BrightonMusic Choir and Orchestra (Brighton Music):** This project is requesting funding for The Guys and Dolls Concert. This Concert will combine singers and actors from Platte Valley Players and musicians from BrightonMusic Orchestra. There will be two performances, one at the Brighton Armory on April 21, 2018 and the other at the First

Presbyterian Church on April 22, 2018.

Request: \$2,000.00

BLTAC Recommendation: \$2,000.00

**2. City of Brighton Arts and Culture (2018 Art in the Park):** The 2018 Brighton Art in the Park will be a one-day festival that will allow for local, statewide, and national artists to display and sell their artwork. Art in the Park will give patrons the opportunity to meet and talk with artists, buy unique art, enjoy live musical performances and artist demonstrations, and partake in interactive art activities.

Request: \$10,000.00

BLTAC Recommendation: \$10,000.00

**3. Office of Youth Services (Image Summit):** This event is a product of the Office of Youth Services and is endorsed by the Brighton Youth Commission. The Image Summit will host many state and local government officials and offer a structured learning environment that encourages school districts to bring their government and leadership teams to Brighton.

Request: \$ 59,000.00

BLTAC Recommendation: \$45,000.00

**4. City of Brighton Special Events (2018 Summerfest Headliner):** The 2017 annual flagship summer event for the City was held at Carmichael Park. This event has been successful in the past with having over 7,000 in attendance throughout the day. For 2018, the goal is to bring a notable national artist and/or band as the headliner for Summerfest. Staff will be looking for talent around the \$10,000 range. The cost of stage and sound, a large covered seating area and other needs will be paid through SCFD funding and sponsorship efforts. By being able to bring a notable national artist, it will attract visitors to Brighton, as well as those from the community to attend this summer event.

Request: \$12,000.00

BLTAC Recommendation: \$7,000 to be used towards talent only.

**5. The Armory Performing Arts Center (Live at the Armory 2018 Concert Series):** The Armory Performing Arts Center is the premier entertainment venue in the city of Brighton. Staff is anticipating to continue to build success with the “Live at the Armory 2018 Concert Series” by continuing to bring regional and national level entertainment to the Armory. The goal for the “Live at the Armory 2018 Concert Series” is to attract visitors to the community, while providing Brighton residents with a local quality entertainment option, to provide great economic development opportunities for local businesses, create lodging opportunity for those visiting Brighton for a show, and to promote Brighton as a premier entertainment option in the Denver Metro Area.

Request: \$80,000.00

BLTAC Recommendation: 75,000.00

**6. Brighton Youth Commission (SPEAK Walk):** The Brighton Youth Commission is a city commission made up of twenty two young people and six adult Partners who all strive to research and address matters affecting youth and families in the City of Brighton. The commission is asking to fund the 7<sup>th</sup> Annual S.P.E.A.K. Walk which will take place on May 2018. The walk consists of a theme “Lighting up the Darkness!” This walk will begin at sunset with pre-walk festivities leading up to it. These festivities will include a variety of booths that walkers can interact with. During the course of the walk, walkers will carry their lantern with them as they work to share their light.

Request: \$15,700.00

BLTAC Recommendation: \$15,700.00

**7. Brighton EDC (Brighton Business Improvement Plan):** This program is designed to help businesses access capital that will be vital to business retention and expansion. It is designed to help increase property values, keep businesses vibrant and competitive, and prove to the business that Brighton is willing to reinvest in the business community. We believe this program will be very successful in enhancing Brighton as a great place to live, work, shop and visit.

Request: \$75,000.00

BLTAC Recommendation: 50,000.00

**8. Brighton Chamber of Commerce** (*Discover Brighton*): The identity of the Greater Brighton Convention & Visitors Bureau (CVB) has been established through the “Discover Brighton!” brand. The CVB is a non-profit organization, proudly representing the community of Brighton for businesses and visitors to enhance the opportunities for growth through tourism and travel as well as business exposure. The Brighton Chamber of Commerce is fully committed to executing initiatives that have direct and measurable impact toward driving lodging revenue, new wealth, and awareness of the quality offerings in Brighton.

Request: \$102,500.00

BLTAC Recommendation: \$65,000.00

**9. Brighton Cultural Arts Commission** (*P.E.A.C.E Project*): The Brighton Cultural Arts Commission is requesting funding for the Public Education of Arts and Culture for Everyone (P.E.A.C.E.) Project. The P.E.A.C.E Project’s objectives include a symposium bringing arts and culture organizations throughout Colorado together to receive timely and relevant information from leaders in the arts and culture industry, to provides a minimum of 200 elementary children in four schools with a 24 week after school arts program, and to attract participants from all over Colorado as well as from the Denver Metro area to learn art techniques from renown national and international artist, through the Artist Salons.

Request: \$14,118.00

BLTAC Recommendation: \$5,000.00

#### **FINANCIAL IMPACT**

A. BrightonMusic Choir and Orchestra Inc. “ <i>Brighton Music</i> ”	\$2,000.00
B. City of Brighton Arts and Culture- “ <i>2018 Art in the Park</i> ”	\$10,000.00
C. Office of Youth Services “ <i>Image Summit</i> ”	\$45,000.00
D. City of Brighton Special Events “ <i>2018 Summerfest Headliner</i> ”	\$7,000.00
E. Live at the Armory “ <i>2018 Concert Series</i> ”	\$75,000.00
F. Brighton Youth Commission “ <i>SPEAK Walk</i> ”	\$15,700.00
G. Brighton EDC “ <i>Brighton Business Improvement Plan</i> ”	\$50,000.00
H. Brighton Chamber of Commerce “ <i>Discover Brighton</i> ”	\$65,000.00
I. Brighton Cultural Arts Commission “ <i>P.E.A.C.E Project</i> ”	\$5,000.00
Total Allocation:	\$274,700.00

#### **General Fund:**

##### **Revenues:**

Lodging Tax Grant Revenue	<u>\$127,700.00</u>
Total:	<u>\$127,700.00</u>

##### **Expenditures:**

##### **Arts & Culture:**

City of Brighton Arts and Culture- “ <i>2018 Art in the Park</i> ”	<u>\$10,000.00</u>
City of Brighton Special Events “ <i>2018 Summerfest Headliner</i> ”	<u>\$7,000.00</u>

Youth Services:

Office of Youth Services <i>"Image Summit"</i>	<u>\$45,000.00</u>
Brighton Youth Commission <i>"SPEAK Walk"</i>	<u>\$15,700.00</u>

Economic Development:

Brighton EDC <i>"Brighton Business Improvement Plan"</i>	<u>\$50,000.00</u>
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Total Allocation:	<u>\$127,700.00</u>
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**STAFF RECOMMENDATION**

Approval of BLTAC Regular Grant award recommendations totaling \$274,700.00.

**ATTACHMENTS**

- Resolution