

Colorado Association of Ski Towns Meeting

Town of Vail Special Events



January 2015



Town of Vail Special Events

Kelli McDonald

Economic Development Manager
Office of Economic Development

Office: 1.970.479.2454
kmcdonald@vailgov.com

Barry Davis

Chair, Commission on Special Events



Formation & Function

SPECIAL EVENTS

- Formed in 2002
- 7 member citizen board appointed by Vail Town Council
- 2 Year Terms
- Tasked with delivering year-round diverse events calendar compatible with “Vail Brand”
- No events are produced by Town of Vail – event producers utilized
- Events are funded by business license fees and general fund dollars

Mission

SPECIAL EVENTS

The Vail Commission on Special Events (CSE) is accountable to deliver an annual Special Events Plan which ensures world class events that are fully aligned with Vail's brand. The CSE will effectively and efficiently allocate available budget behind this objective.

The Events Plan will deliver measureable results in terms of specific goals: economic impact, optimization of the event calendar, positive community experience and integration, as well as positive guest-centric results that lead to future loyalty.

Vail America Days

SPECIAL EVENTS



Goals

SPECIAL EVENTS

- Quality and quantity of events
- Vail Local Marketing District collaboration on overall strategy
- Community feedback survey
- Extensive media coverage

Objectives

SPECIAL EVENTS

Develop and deliver a calendar of events that accomplish the following:

1. Align events with the Vail Brand: Like Nothing on Earth
2. Drive Positive Economic Impact
occupancy - sales tax - group business
3. Generate funding leverage
4. Attract destination guests; from out of state, international and in-state who
book overnight rooms
5. Achieve an optimal event calendar
6. Achieve a superior community and guest experience: Net Promoter Score

GoPro Mountain Games

SPECIAL EVENTS



Strategic Plan

SPECIAL EVENTS

- Special events contribute to guest satisfaction, increased spending and sense of community
- Event funding decisions will be made in alignment with the strategies supported by the Vail Local Marketing District (VLMD)
- Cooperation and communication with other community organizations are essential to the success of the CSE's program
- Events that receive funding from the CSE must be compatible with the Vail Brand and be of a quality commensurate with Vail's image as a world-class resort
- The use of measurable criteria in event selection, funding and evaluation is critical to ensuring progress

Town Council Support

SPECIAL EVENTS

- “Buy in” that events are an important economic driver
- Town Council allocated \$3.5M from General Fund reserves since 2011 for brand special events including 2015 Alpine World Ski Championships, Burton US Open Snowboarding Championships and US Pro Challenge
- Town Council also funds other major brand events:
 - Vail Jazz Festival
 - Hot Summer Nights Concerts
 - Bravo! Vail
 - Vail International Dance Festival

Bravo! Vail

SPECIAL EVENTS



Vail International Dance Festival

SPECIAL EVENTS



Economic Impact

SPECIAL EVENTS

- Research from RRC Associates estimated a direct economic impact of over \$64M to Vail's businesses generated through 30 events tracked in 2013
- \$1.21 payback ratio (incremental TOV sales tax and VLMD tax revenue per dollar of event funding)
- Economic impacts associated with marketing, media exposure, branding, and guest satisfaction have not been quantified in monetary terms

Vail Farmers' Market & Art Show

SPECIAL EVENTS



Funding Process

SPECIAL EVENTS

Timeline

- ✓ Early September – Annual RFP for event proposals posted
- ✓ Mid-October – RFP's received
- ✓ Early November – Event producer interviews
- ✓ Late November – CSE funding decisions
- ✓ Early December – Town Council approval
- ✓ Late January – Agreements mailed to producers

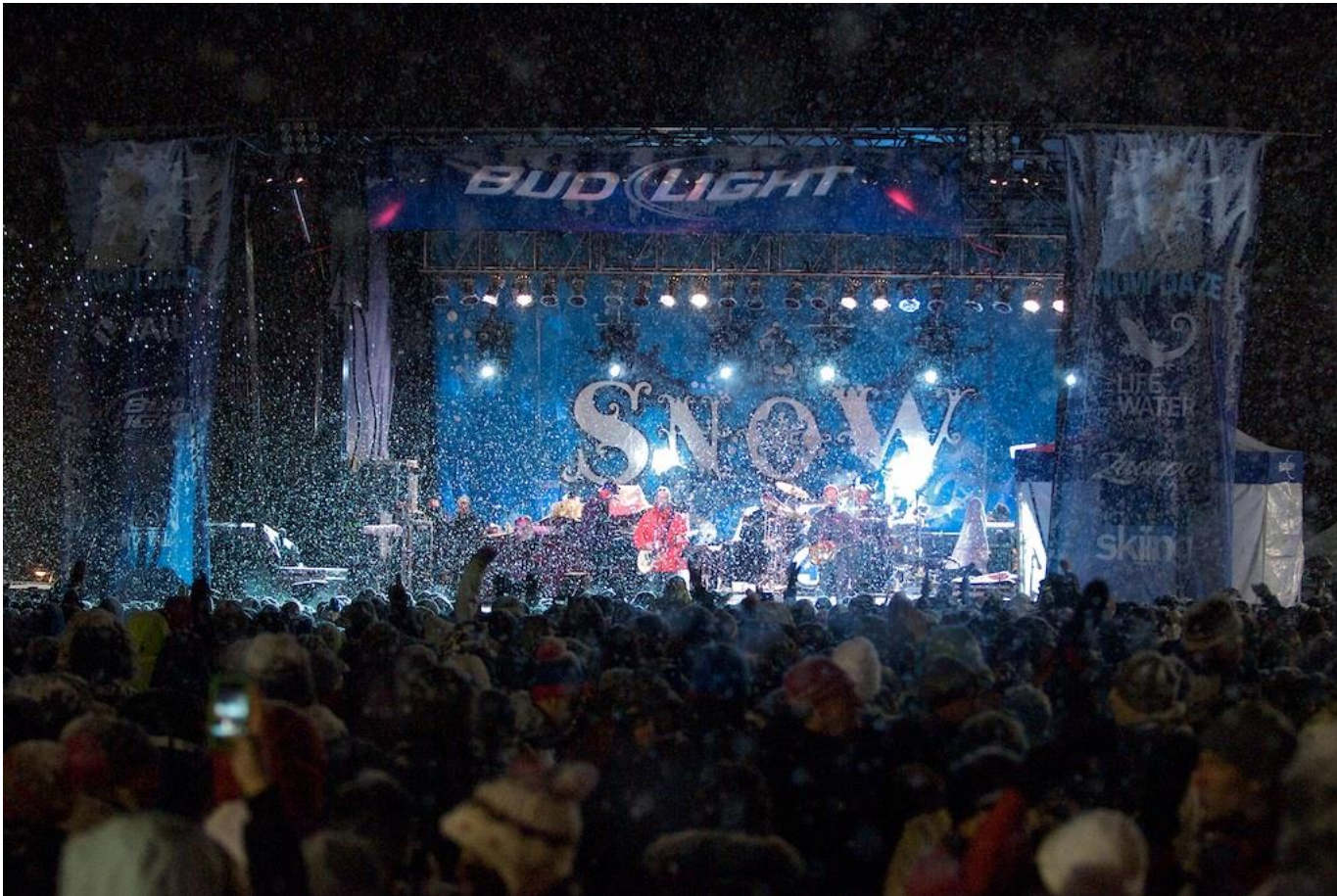
Funding Criteria

SPECIAL EVENTS

- Decision making based on strategic criteria developed in cooperation with, and research gathered by Vail Local Marketing District:
 - ✓ Increase room nights and sales tax revenues
 - ✓ Optimize calendar: “the right events at the right time”
 - ✓ Demographic match
 - ✓ Support the “Vail Brand” message: Like Nothing on Earth
 - ✓ Media exposure and sponsorship leverage
 - ✓ Producer qualifications
 - ✓ Build sense of community and promote atmosphere of vitality, fun and celebration

Snow Daze

SPECIAL EVENTS



Staffing & Support

SPECIAL EVENTS

Town of Vail Office of Economic Development

- Economic Development Manager – FTE
- Special Events Coordinator – FTE
- Events Marketing Liaison – PT contractor

Implementation & Permitting

- Agreements written to distribute funds in payments triggered by specific actions
- Provide marketing guidance and approval process
- Encourage “activation” in community
- Weekly event review by Event Review Committee (ERC) includes reps from police, fire, public works, sales tax, environmental health, transit and town manager’s office

Follow up

- Debrief at ERC after major events to discuss & evaluate operational elements

Burton US Open

SPECIAL EVENTS



Event Categories

SPECIAL EVENTS

- Cultural & Music – Bravo! Vail, Vail International Dance Festival, Vail Jazz Festival, Hot Summer Nights
- Athletic – 2015 Alpine World Ski Championships, Burton US Open, GoPro Mountain Games, Lacrosse, Soccer, Volleyball tournaments
- Culinary – Gourmet on Gore, Taste of Vail, Restaurant Week
- Community & Charitable Events – Vail Farmers' Market, Vail America Days, Vail Arts Festival, Pink Vail, Vail Holidaze

Event Venues

SPECIAL EVENTS

- Vail Village
 - ✓ Solaris
 - ✓ Gore Creek Drive
 - ✓ Covered Bridge & Bridge Street
 - ✓ International Bridge & Whitewater Park
 - ✓ Meadow Drive
- Lionshead
 - ✓ The Arrabelle at Vail Square
 - ✓ Dobson Arena
- Gerald R. Ford Park
 - ✓ Athletic Fields
 - ✓ Amphitheatre
- Vail Mountain

Oktoberfest – Gore Creek Drive

SPECIAL EVENTS



International Bridge – Whitewater Park

SPECIAL EVENTS



Vail Kids Adventure Games – Bridge Street

SPECIAL EVENTS



Vail Holidaze – Slifer Plaza

SPECIAL EVENTS



2015 FIS Alpine World Ski Championships

SPECIAL EVENTS



Why 2015?



2015 FIS ALPINE WORLD SKI CHAMPIONSHIPS

- Worldwide exposure
- International relationships
- Brand the resort

What are the goals?

2015 FIS ALPINE WORLD SKI CHAMPIONSHIPS

- Host to the world
- Grow the sport
- Exciting competition and celebratory festival atmosphere
- Innovation & technology
- Colorado, Vail & Beaver Creek on a world stage
- Friendly, accessible
- Inspiring next generation of skiers/racers

By the Numbers



2015 FIS ALPINE WORLD SKI CHAMPIONSHIPS

- 700 athletes from more than 70 nations
- 1,500 members of the media
- Broadcast to more than 75 countries
- Nearly 850 million viewers
- \$58 million costs
- 2,500 volunteers
- Economic impact \$120 million++
- On site spectators: 15,000/race; 5,000+/celebrations

During the Championships

2015 FIS ALPINE WORLD SKI CHAMPIONSHIPS

- February 2-15, 2015
- Race (Red Tail Stadium)
 - 5 races, men's and ladies'
- Opening and closing ceremonies, awards, bib draws
- Ancillary entertainment:
 - ticketed concerts, artistic performances, folks, art exhibits
 - culinary events

QUESTIONS

THANK YOU!

