



75 South Frontage Road West
Vail, Colorado 81657
vailgov.com

Commission on Special Events
970.477.3551
970.479.2157 fax

August 20, 2015

TO: Special Event Producers

Subject: Funding Requests for Special Events in 2016

The Town of Vail has consistently been a leader in the promotion and execution of events that grow partner brands, generate revenues, and support causes both locally and globally. The Commission on Special Events is seeking innovative and exciting proposals for Special Events throughout 2016 and beyond that support the collective vision of Vail as the world's "Premier International Mountain Community".

"Special Event Rating Criteria" (Attachment A: Event Definitions and Evaluation Criteria) will be used to evaluate all proposals with respect to how they align with a strategic approach to providing a diverse calendar of events that are well matched to the "Vail" brand and will exceed the expectations of a sophisticated and international clientele. Producers will self-select one of two categories when they submit their RFP. Recreational, Cultural and Community events are measured primarily with respect to how well they will drive destination visitation. Educational and Enrichment events are evaluated by how they contribute to life long learning, a sense of well being and enhanced quality of life. These categories have different criteria and scorecards tailored to the type of event.

Producers should submit all of the required information electronically in PDF format, utilizing the attached "2016 RFP Application" form to the Commission on Special Events no later than 4:00 p.m. on Monday, October 19, 2015. Please limit your files to 2MB or less. If you would like to request an editable version of the application form, please email Laura Waniuk at lwaniuk@vailgov.com. An additional hard copy (unbound on 8 ½ x 11 size, minimum 30% PCW paper) is also required and must be delivered before 4pm on Friday, October 23rd.

Please address any questions via email to Sybill Navas, Coordinator, Commission on Special Events. Questions will **ONLY** be accepted over email to: snavas@vailgov.com

- Monday, September 21: Deadline to submit questions about the RFP via email.
- Thursday, October 1: An RFP amendment with all submitted questions and answers will be posted on the website and emailed to each submitter.

Qualifying applications will be reviewed by the CSE at their regular monthly meeting on Wednesday, November 4, 2015. Final funding allocations will be determined by the CSE at a special meeting on Wednesday, November 11, 2015. Applicants will be notified of their status by December 18, 2015, following the review of the CSE's decision by the Vail Town Council.



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**VAIL COMMISSION ON SPECIAL EVENTS
2016 EVENT FUNDING APPLICATION**

Please describe in space below or attach additional documents if space provided is not adequate.

NAME OF EVENT: _____

PROPOSED DATE(S): _____

AMOUNT OF CASH FUNDING REQUESTED: _____

PRODUCING ENTITY: _____

1. President or Executive Director's Name:

2. Name and Title of Person Completing the Application:

3. Business Address:

Physical Address: _____

Mailing Address: _____

4. Contact Info:

Telephone: Main: _____

Telephone: Cell: _____

Fax: _____

E-Mail Address: _____

5. Event and/or Organization Website: _____

6. Number of years your organization has been in business: _____

7. Mission Statement:

8. Organization's tax status: For Profit or Non-Profit*/Not-for-Profit*

Non-Profit (501C-3) or Not-for-Profit (501C-6) organization

If applicable, please attach current State Department of Revenue Certificate with this application.

Does the Event benefit a charity? If yes, please name the beneficiary:

EVENT DESCRIPTION:

(Contact information that may be useful is provided in "Attachment D")

1. Is this a new or existing event? If existing, please describe the location(s) of the event in previous years and the number of years it has been produced.

2. Detailed description of the event and its activities. If the event will have a culinary component, please include feedback from the Vail Restaurant Group.

3. Where will the event be located within the Town of Vail? Please list the specific venues that you plan to utilize, including dates and times, and whether or not you have contacted them to confirm availability. The Event Producer is responsible for booking and securing any necessary venues.

4. Will any portion of the event take place outside of the Town of Vail? If yes, please explain.

5. People:

- Number of participants (athletes, artists, exhibitors, etc.) anticipated:

- Number of volunteers needed: _____

- Number of event staff: _____

- Total Number of spectators/attendees anticipated and estimate:

- % Local: _____

- % In-state (non-local): _____

- % out of state: _____

- % International: _____

6. Description of potential benefits to the Town of Vail, including an estimated # of incremental room nights and increased spending generated. What return on investment (ROI) should the Town of Vail expect?

➤ **BUDGET:**

1. **Provide** a complete and detailed event budget proposal, including anticipated revenues and expenses. Explain how you intend to allocate funds to marketing efforts. Be sure that you factor in any expenses that may be incurred as requirements of the Town of Vail's Special Event Permit.

(Link to the online Special Event Permit: www.vailpermits.com)

2. What % of the total event budget is the CSE being asked to fund? _____

3. Describe briefly how you will use the funds that you are requesting from the CSE.

4. Should the CSE decide not to support this event, will it still occur?

5. What is the \$ amount of sponsorships from alternative sources reflected in the event budget?

6. What % of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.)

7. If possible, would you intend to host the event in Vail beyond 2016? If yes, for how many years beyond 2016?

8. Do you anticipate requesting funding from the CSE next year? If yes, given that the CSE encourages the development of additional sponsors in order to leverage their own investments, and anticipates that as events become established they will become less reliant on public funds, please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting next year.

➤ **MARKETING:**

1. Please provide a detailed description of your marketing plan and indicate how the budget will support the program. (For example: break out by media, channel, geographic reach and demographic.)

If needed, please attach additional sheets with detail.

2. Explanation of potential for sponsorships and media exposure.

3. Detail “activation” opportunities to promote your event in the community.

4. Specify any marketing support you are requesting.

5. Name, telephone number and email addresses of your PR and marketing contacts:

Request for In-Kind Services and/or Relief from Facility Rental Fees

Name of Event:

Producer:

			TOV STAFF USE ONLY		
TOV Facility Requested	2016 Date(s)	Description of proposed use	Approved	Denied	Estimated Value
TOV Services Requested	2016 Date(s)	TOV Department	Approved	Denied	Estimated Value

REQUIRED ATTACHMENTS:

1. References and/or referrals from other communities are required if you do not have a prior history of producing events in Vail.
2. Explanation of how you will direct prospective attendees to book lodging within the Town of Vail and a description of how you will track the number of lodging nights generated.
3. Previous year's event evaluation, including income and expense statement (if an existing event).
4. Past or projected demographics of event attendees and estimated spending.
5. Organization rosters naming:
 - All officers and respective positions
 - Board of Directors and positions

Although the CSE appreciates the inclusion, in electronic format please, of any additional support materials such as DVD's, programs, news articles or other printed materials, **please limit attached files to a total of 2MB or less.**

Please address any questions via email to Sybill Navas, Coordinator, Commission on Special Events.

Questions will **ONLY** be accepted over email to: snavas@vailgov.com

Monday, September 21: Questions about the RFP are due via email.

October 2: An RFP amendment with all submitted questions and answers will be posted on the website and emailed.

Producers should submit the required information electronically in PDF format, plus 1 hard copy (unbound on 8 ½ x 11 size, minimum 30% PCW paper), to the Commission on Special Events no later than 4:00 p.m. on Monday, October 19, 2015. Qualifying applications will be reviewed by the CSE at their regular monthly meeting on Wednesday, November 4, 2015. Final funding allocations will be determined by the CSE at a special meeting on Wednesday, November 11, 2015. Applicants will be notified of their status following the Vail Town Council's review of the CSE's decisions.

Vail Commission on Special Events
C/O Sybill Navas, Coordinator
Town of Vail, 75 S. Frontage Rd. Vail, CO 81657

Town of Vail: Commission on Special Events

2016 Special Event Funding

Guidelines

Mission Statement: *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 shall 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 seasonal calendar, positive community experience and integration, as well as positive guest-centric results that lead to future loyalty.

To qualify for funding review, events must support the CSE's strategic priorities and meet the following requirements:

- The event(s) must take place predominately within the Town of Vail.
- Applications must be complete, providing all information and attachments requested on the application form. Incomplete applications will not be reviewed.
- Applicants must request a specific dollar amount and a brief explanation of how the requested funds will be utilized.
- Funding allocations will be disbursed only to the entity whose name appears on the application.
- All Town of Vail permits and documentation required for the production of the event must be filed under the name of the event producer as it appears on the funding application.

"Special Event Rating Criteria" (Attachment A: Event Categories and Evaluation Criteria) will be used to evaluate all proposals with respect to how they align with a strategic approach to providing a diverse calendar of events that are well matched to the "Vail" brand and will exceed the expectations of a sophisticated and international clientele. Producers will self-select one of two categories when they submit their RFP. While all submittals are reviewed with a strong eye as to how well they support the "Vail Brand," the Recreational, Cultural and Community events are measured primarily with respect to how well they will drive destination visitation. Educational and Enrichment events are evaluated by how they contribute to life long learning, a sense of well being and enhanced quality of life. These categories have different criteria and scorecards tailored to the type of event.

If you are requesting in-kind use of specific facilities and/or Town of Vail services, please complete the "In-Kind Service Request Form," which will be reviewed by the Town Manager's office. This document is the final page of the RFP Application Form.

In consideration of the receipt of funds from the CSE, the Event Promoter shall agree to:

- Ensure that the event is listed on the online community event calendar.
- Comply in a complete and timely manner with all Special Event Permit requirements of the Town of Vail.
 - *Please be advised that the Special Event Permit application is presently undergoing revision, and there may be changes included that could affect your budget. These revisions will primarily affect site management during set-up and tear down and during any times when buses are being rerouted, waste management requirements and fees for services provided. If you have specific questions with regard to the requirements that must be met as part of the Special Event Permit process, contact Sybill Navas, Special Events Coordinator. Current year approved Special Event Permits can be viewed at the following link: <http://65.38.144.10/WebLink8/Browse.aspx?startid=315982&row=1&&&dbid>*
- Meet with the CSE Event Liaison:
 - To understand and be poised to take advantage of any and all marketing and PR opportunities that the VLMD may provide.
 - To ensure compliance with the “Vail Brand” on any and all promotional materials associated with the event. Please be advised that penalties may be assessed against any funding allocated for incorrect use of either the “Vail Brand” and/or the Town of Vail logo.
 - Agree to comply with the all marketing gates on the Marketing Checklist. See “Attachment C: Marketing Checklist” for more information.
- Provide “activation” that will cross-promote your event throughout the community, create guest awareness of your event and stimulate business in local restaurants/bars and retail establishments.
- Agree to the placement of the Town of Vail logo on marketing and promotional materials associated with the event, as well as provide any event specific benefits as appropriate to the level of sponsorship.
- Provide the CSE with copies of any film or photographs from the event for the purpose of promoting the Town of Vail.

Accountability: All event producers receiving funding will be expected to schedule a post-event follow-up to the Commission on Special Events on the Power Point template provided with your funding agreement within 60 days of the close of the event. For a more detailed explanation and a description of the information that should be included, please review Attachment D: Guidelines for Post-event Recaps for All Events Receiving Public Funding. Events receiving allocations greater than \$10,000 will be included as part of the CSE’s independent event survey contract, and are required to make their event accessible to the survey team.

Funding Disbursements: Funding allocations greater than \$10,000 will be released in a single payment following the return of the signed Letter Agreement. Funding allocations greater than \$10,000 are distributed in three parts: 1/3 upon the return of the signed Letter Agreement, 1/3 following the completion of the Marketing Checklist and the submittal of a completed Special Event Permit application (if required) and 1/3 following the approval of the event recap.

Producers should submit all of the required information electronically in PDF format, utilizing the attached “2016 RFP Application” form no later than 4:00 p.m. on Monday, October 19, 2015. Please limit your files to 2MB or less. If you would like to request an editable version of the application form, please email Laura Waniuk at lwaniuk@vailgov.com. An additional hard copy (unbound on 8 ½ x 11 size, minimum 30% PCW paper) is also required and must be delivered to the Town of Vail before 4pm on Friday, October 23rd.

Submit your application to:

Vail Commission on Special Events

Attention: Sybill Navas, Coordinator

75 S. Frontage Rd., Vail, CO 81657

snavas@vailgov.com

Qualifying applications will be reviewed by the CSE at their regular monthly meeting on Wednesday, November 4, 2015. Be prepared to send a representative who can answer any questions that the CSE may have.

Funding allocations will be determined by the CSE at a special meeting on Wednesday, November 11, 2015.. Be advised that the CSE’s funding allocations are not final until they have been approved by the Vail Town Council. Applicants will be notified of their status by December 18, 2015

Address any questions via email to Sybill Navas, Coordinator, Commission on Special Events. Questions will **ONLY** be accepted over email to: snavas@vailgov.com

- Monday, September 21: Deadline for questions about the RFP are due via email.
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Attachment List:

- Attachment A – CSE Special Events Rating Criteria
- Attachment B – Vail Brand Background
- Attachment C - Marketing Checklist
- Attachment D – CSE Event Recap Guidelines
- Attachment E – CSE Community Contact Info
- Application Form



Attachment A: CSE Event Categories and Evaluation Criteria

Events receiving public funding will be categorized as follows:

➤ **Recreational, Cultural and Community Events:**

Goal: Deliver a diverse calendar of events in the Town of Vail that promote economic vitality and community enrichment

Signature Events:

- Established events that take place over multiple days and/or weeks
- Strong Vail Brand identity
- Drive overnight visitation
- Promotion and marketing reach through local, regional, national and international media exposure
- Several of these events receive their funding from the Town Council, Tier I "Vail Brand Events." Post event review and evaluation will be overseen by the CSE

Destination Events:

- Newer events, participatory sporting events and large scale ambient events which support the CSE's criteria for promoting economic vitality and driving destination visitation
- Supports the Vail Brand
- Primarily local and regional media exposure, may attract some national exposure or sponsorships

Ambient Community Events:

- Ambient events which contribute to a sense of community, vitality and fun; enhance the guest experience and promote high NPS (Net Promoter Score)
- Primarily local media exposure
- Community celebrations: i.e. Vail America Days, Vail Holidaze, Vail Family Fun Fest

➤ **Educational and Enrichment Events**

Goal: Promote leadership development, intellectual opportunities and health and well-being

- Shall be part of the CSE RFP process
- Potential to *build* the Vail Brand as an educational and well-being destination
- Local, regional, (and when appropriate) national and international media exposure
- Economic impact may be in the future: Potential to return economic benefits as participants share their experiences to individuals and groups within their spheres of influence

➤ **The Vail Local Marketing District Advisory Council (VLMD) provides Marketing support to events that have received funding subject to the following criteria:**

- Demographic fit
- Driving overnight guests (Front Range and Destination)
- Overall brand fit
- Sponsors (current and potential) and added reach
- Timing- Need period (midweek, shoulder season from May to October)

The marketing support is limited to advertising by listing an event (or events) to drive traffic to Vail during these time periods.

PLEASE SEE SCORECARDS ON FOLLOWING PAGES



**SCORECARD:
RECREATIONAL, CULTURAL & COMMUNITY EVENTS**

	Criteria	Rating
Potential to Increase Room Nights and Revenues:	Out of Region Guests (Current mix 50%)	0-10
	Regional Destination Guests (Current mix 32%)	0-5
	International Guests (Current mix 3%)	0-5
	Drive Group Business	0-5
	Increase Sales Tax Revenue	0-10
Brand Fit	Supports the Vail Brand	0-10
Timing	Optimize calendar - "the right events at the right time"	0-5
Demographic Fit	Optimize visitor mix (age, income, demographic targets per research data)	0-10
Community Enrichment	What is the community involvement opportunity and/or lasting community benefit?	0-5
Growth Potential	Continues to evolve by delivering fresh content, enhanced experiences	0-10
	Promotes an atmosphere of vitality, fun and celebration	
Marketing Strength	Extent and quality of promotional and marketing "reach"	0-15
	Leverage media exposure and sponsorship support	
Producer Qualifications	Proven quality, knowledge and resources to sustain and grow the event	0-10

Maximum Score	100
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**SCORECARD:
EDUCATIONAL AND ENRICHMENT EVENTS**

	Criteria	Rating
Potential to achieve one or more of the following:	Enhance Leadership Skills: locally, nationally, internationally	0-25
	Foster a Health and Well Being reputation for Vail	
	Provide opportunities for intellectual dialogues and problem solving	
	Deliver an educational component	
	Create a lasting impact on the community	
Brand Opportunity	Builds the Vail Brand	0-15
Timing	Optimize calendar - "the right events at the right time"	0-5
Demographic Fit: Audience	Optimize quality of participants to improve future economic opportunity	0-10
Community Enrichment	What is the community involvement opportunity and/or lasting community benefit?	0-10
Growth Potential	Continues to evolve by delivering fresh content, enhanced experiences	0-10
	Achieves national/global recognition and participation	
Marketing Strength	Extent and quality of promotional and marketing "reach"	0-15
	Leverage media exposure and sponsorship support	
Producer Qualifications	Proven quality, knowledge and resources to sustain and grow the event	0-10

Maximum Score	100
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Attachment B: Vail Brand Information

VAIL Like nothing on earth.™

The Vail Local Marketing District Advisory Council (VLMDAC) welcomes and encourages the inclusion of the Vail Brand and logo in our events and partners' marketing efforts. Below you will find information on the Vail Brand. Use of the Vail Brand is subject to approval by Vail Mountain and the VLMDAC.

Tagline: Vail Like nothing on earth.™

Vail Brand Position – Winter

Coveted as one of the largest ski resorts in the world with more than 5,200 acres of skiable terrain, seven legendary Back Bowls spanning seven miles, and the most groomed terrain on the planet, Vail has been an extraordinary winter vacation destination for passionate skiers and snowboarders for more than 50 years. It is home to world-class athletes during the U.S. Ski Team early-season training sessions in Golden Peak, the Burton US Open Snowboarding Championships and the future 2015 World Alpine Ski Championships. Under blue skies more than 300 days each year, friends and families reconnect and celebrate here from year to year and generation to generation. The vacation experience is exceptional, from the Vail Ski & Snowboard School to events, activities and festivals, shops and spas, abundant culinary experiences and luxurious accommodations. Coupled with the vision inherent in the spirit of Vail's founders, and a modern day commitment to excellence in all aspects of guest service and operations, Vail is a mountain resort like nothing on earth.

Vail Brand Position – Summer

There's no place like Vail for year-round recreation, outdoor pursuits and cultural activities in the heart of the Rockies. Located just two hours west of Denver, Vail's fresh air, rugged beauty and charming pedestrian village await guests. Discover a quaint mountain town where outdoor activities abound and the performing arts flourish. Matching the incredible winter mountain experience, Vail from May through October is characterized by a rich culinary scene, family activities, a world-class events schedule and everything in between. This summer guests can experience events like the new Vail Summer Bluegrass Series, GoPro Mountain Games, Vail Jazz Festival, the Vail International Dance Festival, BRAVO! Vail, USA Pro Challenge, Gourmet on Gore culinary festival, Vail Farmers' Market & Art Show and much more. Vail offers a diverse range of lodging options from luxury brands to boutique hotels, condominiums and vacation rentals. For more information on a Vail vacation, please visit www.vail.com.

Summer - Vail Brand Marketing Information

Based on research from the Vail Local Marketing District's advertising agency, the recommended Vail Summer Marketing Target is:

- Ages 25-54
- Has children 17 years old or younger living in the home
- At least \$100k household income
- Slight female skew
- No other demographic restrictions or skews

Vail Summer Positioning Statement:

Only Vail offers the perfect blend of beautiful natural surroundings and top-quality resort amenities, with summer activities for the whole family to enjoy.

What does this mean to you as an event producer?

Please keep these traits and positioning statements in mind when developing and marketing your event. The demographics above are the **Vail Local Marketing District** target guest. This does **NOT** mean your event needs to meet all these demographic parameters.

Vail Brand Marketing Summer Messaging:**Get away from it all and have it all.**

Vail is a one-of-a-kind destination where the glory of nature is paired with the best that life has to offer. Our status as an iconic destination is due to this unique combination of secluded escape with the appeal of world-class amenities and service. The unique Vail spirit encompasses every aspect of your vacation, elevating the ordinary into the breathtaking.

Bring yourself back to center.

The emotional appeal of vacationing in Vail is escaping the hustle and bustle of daily life, allowing visitors to be truly present in nature and at home with themselves – refreshing them with our mountain air and individualistic spirit. We provide an experience of feeling profoundly aware and connected to your loved ones and surroundings. Enrich your life and return to your world as a new and better version of yourself.

Passion for the outdoors leads the way.

Vail is the complete destination to live life to the fullest, whether it is through elevated experiences, exciting activities, immersive culture or relaxing amenities. Vail is a place to challenge yourself, expand your horizons and rediscover who you are through an enriching, yet relaxing, vacation.



Attachment C: Marketing Checklist

Marketing Checklist: 2016 Special Events
 Submit to Town of Vail Event Liaison Consultant. Laura Waniuk - lwaniuk@vailgov.com, 970-477-3417

The Marketing Checklist is designed to facilitate communication prior to execution. Completion of the action items is ***REQUIRED*** as part of the CSE funding agreement. ***ALL*** marketing materials containing the Town of Vail logo **MUST BE SUBMITTED FOR REVIEW PRIOR TO RELEASE OR PRINT**. This includes, but is not limited to: advertisements, banners, websites, facebook pages, posters, program guides or email newsletters. **If event materials are released or printed without TOV approval, your final funding payment may be impacted. Deadline dates have been designated so as to insure adequate time for review and production of your materials, should any changes be requested.**

Please complete all cells colored yellow to initiate "autofill" fo the deadline dates.	
Event Name:	
Event Start Date:	
Event Date Span, if applicable:	
Event Tier: (as designated in your agreement)	0

Please complete cells in yellow to auto-populate dates.	
Agreement Signed Date: MM/DD/YYYY	
Event Start Date: MM/DD/YYYY	
Number of days between contract signing & event:	0

Item	Marketing Action Item	# of Days to Event	Deadline	Tier Requirement	Notes
1	Event Producer and/or Marketing Coordinator agrees to attend the Vail Brand Summit		Date TBD-Spring 2015	A, B, C, IV	
2	Producer to provide marketing liaison representative contact information for CSE/ VLMDAC contacts (Name, Email, Phone)	signing	01/00/00	A, B, C, IV	
3	TOV CSE Event Liaison provides producer brand briefing/mtg and producer demonstrates an understanding of Vail Brand Guidelines	90	#NUM!	A, B, C, IV	
4	Producer to provide event brand creative strategy - basic look and feel of creative materials	90	#NUM!	A, B, C, IV	
5	Producer provides event synopsis, communications plan and press release for approval.	45	#NUM!	B	
6	Producer provides detailed event marketing budget, event marketing strategies for target market and channels, marketing goals and creative strategies	30	#NUM!	A, B, C, IV	
7	Appropriate calendar communication and integration, includes welcome center, bus shelters, vail.com, vaildaily.com, vail-calendar.com, vailgov.com, etc, ToV, Vail Mountain ticket sales, create FAQ sheet	30	#NUM!	A, B, C, IV	
8	Producer to provide community engagement plan and integration, may include merchant meetings and promotions, welcome center briefing, rack cards and other outreach	21	#NUM!	B	



Attachment D: Guidelines for Post-event Recaps for All Events Receiving Public Funding:

A post-event recap is required from all events receiving Town of Vail funding. Please schedule a presentation to the Commission on Special Events within 60 days of the close of your event. Events receiving an allocation greater than \$10,000 will be provided with independent survey data contracted by the CSE corroborating the results. A PowerPoint template will be provided to you for this purpose upon scheduling your presentation and shall include:

- A description of how the event is compatible with the Vail Brand.
- An overview outlining the event's successes and opportunities: specifically, what went well and what measures could be taken to improve the event. For repeat events, please provide a comparison to past years.
- A detailed event budget showing actual profit and loss numbers and how the funding was utilized. Please separate the in-kind support from cash revenues and sponsorships.
- Estimated results including the following information, per the CSE Criteria as described in the RFP:
 - Attendance numbers and demographic profile:
 - Estimated attendance. If your event is non-ticketed, please describe what method you used to estimate the numbers of attendees.
 - What percentage of people came to Vail specifically for your event? What percentage of people has attended the event in previous years?
 - Where did attendees come from: local, regional, out of state, international destinations?
 - Average age and income bracket of attendees.
 - Estimated spending by event attendees:
 - Lodging: Please include an explanation as to how participants and/or attendees were directed to book lodging.
 - What percent of attendees stayed in the Town of Vail?
 - Average amount spent on lodging per day?
 - Estimated number of room nights booked in association with your event.
 - Dining
 - Shopping
 - Other Activities
 - Visitor Intent to Return and Satisfaction Ratings: Would you come back? Was it fun? Please provide the NPS (Net Promoter Score) number determined from survey results.
 - Estimated Return on Investment (ROI) to the Town of Vail: Specifically, how much additional spending within the Town of Vail was generated by the event? What is the ratio of increased revenue to the amount of funding received? How much additional sales and lodging tax revenue generated by the event accrued to the Town of Vail?
(Town of Vail sales tax is 4%. Vail Local Marketing District lodging tax is an additional 1.4%).
- A detailed overview of the marketing that was implemented to promote the event.
- Potential for growth and the development of sponsorships and media exposure.
- Did the event impact Vail's "Sense of Community"?
- In light of the Vail Town Council's commitment to a sustainable environment, please describe any and all measures that were taken to produce the event in as "green" and environmentally friendly manner as possible.

Submit your event re-cap electronically on the PowerPoint template provided in your funding packet to Sybill Navas at snavas@vailgov.com, not later than noon on the Wednesday prior to your presentation.



Community Contact List

Town of Vail	Contact Name	Phone	Email
Town of Vail Commission on Special Events (CSE) & Special Event Permitting	Sybill Navas, TOV CSE Coordinator	970-477-3551	SNavas@vailgov.com
Town of Vail (CSE) Special Event Marketing	Laura Waniuk, TOV CSE Event Liaison Consultant	970-477-3417	lwaniuk@vailgov.com
Vail Local Marketing District Advisory Council (VLMDAC)	Kelli McDonald, TOV Economic Development Department	970-477-2454	KMcDonald@vailgov.com
Special Events Liquor Licensing (LLA)	Tammy Nagel	970-477-2460	TNagel@vailgov.com
Vail Fire Department	Mike Vaughan, Fire Marshal	970 479-2252	MVaughan@vailgov.com
Vail Police Department	Justin Dill	970-477-3409	Jdill@vailgov.com

Venues	Contact Name	Phone	Email
Arrabelle	Terri Hanley	970-754-7769	thanley@vailresorts.com
Betty Ford Alpine Gardens	Nicola Ripley	970-476-0103 x6	nicola@bettyfordalpinegardens.org
Dobson Ice Arena	Jared Biniecki, VRD, Dobson Arena Manager	970-479-2271	jbiniecki@vailrec.com
Donovan Pavilion	Laurie Asmussen, Donovan Pavilion Mgmt. Inc.	970-376-3756	laurie@vailartsfestival.com pavilion@vailgov.com
Ford Park Athletic Fields	Joel Rabinowitz	970-479-2280	jrabinowitz@vailrec.com
Ford Park Lower Bench	TOV – Patty McKenny, Town Clerk	970-479-2136	PMcKenny@vailgov.com
Gerald R. Ford Amphitheater	Vail Valley Foundation (VVF) - Jen Mason	970-470-0001	jmason@vvf.org
The Grand View	Laurie Asmussen, Donovan Pavilion Mgmt. Inc.	970-376-3756	laurie@vailartsfestival.com , pavilion@vailgov.com
Solaris Plaza	TOV - Sybill Navas, CSE Coordinator	970-477-3551	SNavas@vailgov.com
Vail Golf Course	Alice Plain, Director of Golf	970-479-2260	aplain@vailrec.com
Vail Mountain School	General Use – Jennifer Bill Theater Use – Greg Jones Athletic Facilities – Ted O'Reilly	970-476-3850	jbill@vms.edu gjones@vms.edu toreilly@vms.edu
Vail Mountain	Vail Resorts - Jeff Babb	970-331-5959	jeffb@vailresorts.com
Golden Peak	Vail Resorts - Jeff Babb	970-331-5959	jeffb@vailresorts.com
Mountain Plaza	Vail Resorts - Jeff Babb	970-331-5959	jeffb@vailresorts.com
Lionshead Ski Yard	Vail Resorts - Jeff Babb	970-331-5959	jeffb@vailresorts.com
Vail Nordic Center	Mia Stockdale and Shane Slouter	970 476-8366	mia@vail.net shane@vail.net

Hotels - Contact establishment directly	Contact Name	Phone	Email
	Sandra Perrig-Holst, Vail Valley Partnership (VVP) for assistance w/ lodging questions and group sales	970-477-4003	Sperrig-holst@visitvailvalley.com

Restaurants - Contact establishment directly	Contact Name	Phone	Email
	Matt Morgan, Chairman; Vail Restaurant Association & Owner, Sweet Basil	970-476-0125	matt@sweetbasil-vail.com
	Brian Nolan, Group 970	970-845-0545	brian@group970.com

Other	Contact Name	Phone	Email
Ambulance District	Pete Brandes	970-926-5270	PBrandes@echsd.org
CDOT- Colorado Dept. of Transportation	Michael Goolsby	970-683-6306	Michael.Goolsby@DOT.STATE.CO.US
US Forest Service	Kerry Pitt, Minturn Special Permits; Paula Peterson, Minturn Supervisor	Kerry 970-827-5154 Paula 970-827-5159	kpitt@fs.fed.us pkpeterson@fs.fed.us
Vail Chamber & Business Association	Alison Wadey	970-477-0075	info@vailchamber.org
Vail Valley Partnership (VVP)	Sandra Perrig-Holst	970-477-4003	SPerrig-Holst@visitvailvalley.com
Lionshead Merchants Association	Sarah Franke	970-845-1113	sarah@group970.com
Welcome Center Manager	Bobby Bank	970-476-6171	bbank@vailinfo.org
Welcome Center Vail Village		970-476-4790	Vail@vailinfo.org
Welcome Center Lionshead		970-479-5181	lionshead@vailinfo.org
Vail Daily - Assistant Managing Editor	Melanie Wong	970-748-2927	Mwong@vailydaily.com
Banner Printing - Great Big Color, Inc.	Suzie Grant	303-404-9900	suzieg@greatbigcolor.com