



City of Broken Arrow

Request for Action

File #: 17-1736, Version: 1

**Broken Arrow Convention and Visitors' Bureau
Meeting of: 03-13-2017**

To: Convention and Visitors' Bureau Board
From: Office of Tourism
Title:

Consideration, discussion and possible approval of the 2017 Rooster Days Festival grant request in the amount of \$20,000.00

Background:

The Broken Arrow Chamber of Commerce will host the Rooster Days Festival Thursday, May 11 thru Sunday, May 14, 2017 in Central Park. Projected attendance for this year's event is approximately 40,000 people.

Berkeley Young with Young Strategies, Inc. presented the final report of the Tourism Asset Inventory project to City Council and the CVB during a special meeting Tuesday, January 17, 2017. In this report, Young Strategies, Inc. recommended that the CVB refocus funding to invest in activities that have the potential to drive the most overnight stays which will have the greatest economic impact for Broken Arrow. Overnight visitor travel parties typically spend three times more than daytrip visitors. Promotion of the destination to overnight visitors will result in a healthy number of daytrip visitors as a natural by-product.

The Broken Arrow Chamber of Commerce has requested \$20,000.00 in grant funding to help offset the costs of all forms of promotion for the event, including traditional and non-traditional advertising, printing of posters, flyers, t-shirts, banners and other material to support the event. Total event budget is \$80,000.00 with the Broken Arrow Chamber of Commerce providing \$60,000.00 of the total event budget. The CVB has been a long-standing supporter of this event.

Host hotel selected for this event is the Hampton Inn and anticipated number of hotel room nights is uncertain. City services provided for this event include public safety services and use of Central Park and the Community Center. Staff is recommending funding in the amount of \$20,000.00 since the event is considered one of the signature events previously approved by the CVB during the August 8, 2016 CVB meeting.

- Grant request received February 22, 2017 - This is not within the 90-day grant submittal deadline
- Event date is May 11-14, 2017
- Required Special Event Permit Application was submitted January 18, 2017. This is within the submittal deadline.
- 2016 Rooster Days Follow Up Report received February 22, 2017. This is not within the 60-day submittal deadline
- 2016 Rooster Days Hotel Pick Up Report - received March 3, 2017. This is not within the 60-day submittal deadline

Cost: \$20,000.00

Prepared By: Lori Hill, Tourism Director

Reviewed By: Finance Department
Legal Department

Approved By: Norman Stephens, Assistant to the City Manager/Economic Development Coordinator

Attachments: 2017 Rooster Days Festival Grant Application
2017 Rooster Days Festival Event Budget

Recommendation:

Staff recommends approval of \$20,000.00 for the 2017 Rooster Days Festival grant request as one of the approved signature events.