



City of Broken Arrow

Request for Action

File #: 17-1880, 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 Camp Bandage event grant request in the amount of \$5,000.00

Background:

Camp Bandage will host their event Saturday, May 20, 2017 at Chisholm Trail South Park. Projected attendance for this year's event is approximately 5,000 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.

Camp Bandage has requested \$5,000.00 in grant funding to help offset the costs of advertising of the event. Total event budget is \$20,000.00 with Camp Bandage providing \$15,000.00 of the total event budget. The CVB supported this event in 2016 with a \$1,000.00 grant.

Host hotel selected for this event is the Holiday Inn Express with an unknown anticipated number of hotel room nights. Since this event is not expected to generate many, if any, overnight accommodations; staff is recommending a reduced funding amount of \$1,500.00. The Special Events Committee has approved the Camp Bandage event.

- Grant request received - January 20, 2017
- Event date - May 20, 2017 - (within the 90-day grant submittal deadline)
- Required Special Event Permit Application submitted - December 26, 2016 (within the submittal deadline)
- 2016 Camp Bandage Follow Up Report received August 9, 2016 (not within the submittal deadline)
- 2016 Camp Bandage Hotel Pick Up Report - not received due to no hotel room pick ups

Cost: \$5,000.00

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 Camp Bandage Grant Request
2017 Camp Bandage Event Budget

Recommendation:

Staff recommends grant funding of \$1,500.00 for the 2017 Camp Bandage event.