

Roger Clark

From: Donald Fisher <donaldpeepaw@gmail.com>
Sent: Monday, May 05, 2014 12:03 PM
To: Edward Lavallee
Cc: John Holic; Roger Clark
Subject: Suncoast BBQ & Bluegrass Bash
Attachments: 2014 ECONOMIC IMPACT STUDY.pdf; EDAB Special Event Tourism Recommendation.ppt

Good morning,

To follow up on our recent conversations regarding this year's economic impact study on our town. I have attached the study that was conducted by Research Data Services who specializes in special events. While we invested \$4,000 in this study I felt it was very worth while for us to prove what our event brings to the table . The results of this study should help us establish the importance of a special destination event to the community, the media and our sponsors. If you would refer to the EDAB recommendations which were adopted by city counsel several years ago you see that we are working very hard to try accomplish its objectives.

As you and the city counsel are wrestling with how to handle special event funding I hope you will take into consideration the following:

1. A distinction between minor and major events. The criteria for this should be services needed and/or provided by the city. Possibly up to certain dollar figure for some relief. It could be an established amount at an established percentage. Anything above that amount would required you or an appointee could make a recommendation to city counsel for relief. An examples would be: \$2,000 is required for city services. An abatement of 50% would be given. A cost of \$4,000 a recommendation would be needed based on the circumstances.
2. A distinction between for-profit, not-for-profit and non-profit event holders. A for-profit event holders would be responsible for any and all costs of the event while a not-for-profit and non-profit would be eligible for some relief from city costs. The major criteria here would be where the money raised is being allocated and spent.
3. A distinction between a community and a fund raising event. The major criteria here would be what is coming back in to our community and in what form. What does the event return to our community in terms of sales tax revenue, number of out of town attendees, media exposure, etc..

All of these distinctions have some very fine lines to be defined but they should be considered. Remember one size does not fit all!

It is my opinion at the end of the day the City of Venice needs to either partner and/or host community special destination events or not. Continuing to kick the can down the road will not serve any purpose and causes organizers much concern. Right now there is great deal of uncertainty on how to organize future events.

THANKS!

*Don Fisher
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www.suncoastbbqbash.com

Benefiting the Suncoast Foundation for Handicapped Children, Inc.

www.suncoastfoundation.com

Southwest Florida's largest barbecue and bluegrass venue.