



## BRECKENRIDGE CITY COMMISSION AGENDA SUMMARY FORM

**Subject:** Discussion and any necessary action regarding BEDC action to create a Convention & Visitor Bureau

**Department:** Administration

**Staff Contact:** Cynthia Northrop

**Title:** City Manager

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### **BACKGROUND INFORMATION:**

On February 17, 2023, the BEDC approved the creation of a Convention & Visitor's Bureau (CVB) and funding of a part-time contract employee to assist in economic development functions related to tourism, community spaces and resources. Since then, the Chamber of Commerce and the BEDC Director have worked on the function and feasibility of a CVB keeping the City Manager apprised. The Chamber has chosen to create the entity under the umbrella of the Chamber of Commerce and has appointed Rhonda Crawford as the Director. The CVB will have its own Board to focus on tourism and events, such as the airshow, concerts and an art festival.

### **FINANCIAL IMPACT:**

\$6,500 for the remainder of FY 2022/2023 and \$26,000 for FY 2023/2024 funded by the BECD. BEDC will re-evaluate the effectiveness of the CVB to determine future funding.

### **STAFF RECOMMENDATION:**

Consider approval of BEDC request.