



DDA ACTION SUMMARY SHEET

MEETING DATE: October 20, 2026

TOPIC Program Manager Event Outcome Reports

PURPOSE

I propose adding a recurring agenda section titled “Program Manager Report - Event Outcomes and Evaluation.” Our Program Manager will present completed event results, explain the supporting data, and identify improvements. This will help the Board connect public funds, sponsorships, and staff and volunteer time to the benefits delivered to downtown.

Other downtown organizations provide useful models. Midland’s DDA gathers community and business feedback to guide its Pedestrian Plaza programming. WEDC recommends reporting event objectives, financial results, feedback, and recommendations to governing boards. Virginia Main Street describes Batavia MainStreet’s review of mission alignment, financial sustainability, community engagement, and sponsor value. These examples support evaluating both financial performance and downtown benefit.

Proposed reporting format

Reports should cover purpose, attendance and counting method, weather, prior-year comparisons, merchant participation and feedback, sponsorships and other revenue, expenses against budget, staff and volunteer effort, and recommended changes. Cash and in-kind support, outstanding amounts, and preliminary and final figures should be distinguished. Financial results should be reconciled with Finance as invoices and revenues are finalized.

Success should be evaluated against each event’s purpose. Free community programming may appropriately require DDA support. Attendance alone does not establish business benefit, and economic impact estimates should identify their source and method. I recommend presentations within staff reports at the next practical meeting after an event, with later financial updates as needed. Any requested budget or program action should be identified separately.

First report LOLive Concert Series 2026

Tracy Woodrum’s attached LOLive Concert Series 2026 Event Summary Report launches this series. It reviews eight concerts held July 8-August 26 and reports \$12,500 in sponsorship revenue, \$17,525 in expenses, and a \$5,025 net cost to the DDA. Attendance includes estimates, clicker counts, and reported date information. The report highlights the 20 Front Street partnership and recommends better attendance counting, weather relocation notices, earlier sponsorship outreach, and additional sponsors for 2027.