

FY 2023-2024 MEDC Event Sponsorships

Purpose: To review events in the upcoming fiscal year to allocate sponsorships. The MEDC has a long history of sponsoring both publicly managed and privately managed events. The goals of these sponsorships are:

- Enhance quality of life for city residents
- Increase economic activity for city businesses
- Promote local tourism and awareness of Montgomery, TX

Sponsored events budgeted during FY 2022-2023:

PUBLIC-SPONSORED EVENTS

- \$3,000 – Neighborhood Water Party
- \$4,000 – Light Up Montgomery
- \$10,000 – Christmas Parade
- \$7,000 – Montgomery Quilt Walk
- \$12,000 – Montgomery Antiques Fest
- \$3,000 – Movie Night in the Park
- \$5,000 – Pet Parade
- \$20,000 – Snow in Historic Montgomery
- \$5,000 – Lone Star Flag Fest
- \$5,000 – Trick or Treat Historic Montgomery

TOTAL: \$74,000

PRIVATE-SPONSORED EVENTS

- \$8,000 – Montgomery Music & Mudbugs Festival
- \$8,000 – Montgomery Fall Festival
- \$500 – Ruck for Veterans

TOTAL: \$16,500

OTHER EVENT-RELATED BUDGETED EXPENSES

- \$1,000 – Contests / Prizes
- \$10,000 – Event Equipment
- \$40,000 – Reserve funds for events not allocated to a specific event

TOTAL: \$51,000

TOTAL EVENT-RELATED ANNUAL BUDGET = \$141,500

Other Quality of Life budgeted items in FY 2022-2023 include:

- \$15,000 – Removal of Blight
- \$30,000 – Downtown Enhancement Projects

TOTAL: \$45,000

TOTAL QUALITY OF LIFE BUDGET FOR FY 2022-2023 = \$186,500

The proposed FY 2023-2024 budget allocates **\$174,200** for Quality of Life items.

Best practices in budgeting drive staff's recommendation to leave the Quality of Life budgeted funds unallocated at the beginning of the year and allocate funds according to need and circumstances as the year progresses. A good example of why is the Lone Star Street Dance that was not a planned event during the budget development process last year but was shown to be a successful community event that merits sponsorship of the MEDC. Additionally, budgeting funds for specific events also shows an implicit intent of the MEDC to fund future events regardless of future circumstances. In short, budgeting individual events—particularly privately managed events—reduces the MEDC's options throughout the year. The following MEDC Festival Guidelines taken from the MEDC webpage appear to conflict with MEDC's past sponsorship of privately managed events. Staff recommends either modifying these guidelines or amending them to reflect the intent of MEDC.

The MEDC festival grant program is designed to encourage organizations to bring new festivals and events to the city or to substantially improve existing ones.

To qualify for the festival grant program, the festival or event must meet the following guidelines:

- A new application must be submitted each year, with a maximum of 5 years of funding for the same festival.
- Application information is to include: project summary, grant request, use of funds, target audience and public benefit, expected number of visitors, advertising budget and plan, required city resources and any additional funding sources.
- **Festivals must be free admission events.**
- All marketing material for festivals must include City of Montgomery logo and grantees must distribute Montgomery brochures at their event.
- Grants will not be used for fundraising events, prize money or scholarships.

Staff plans open discussion at the meeting to review events and guidelines.