

Montgomery MEDC
AGENDA REPORT

Meeting Date: August 16, 2021	Budgeted Amount: \$9,500.00
Department: MEDC	Prepared By: Richard Tramm

Subject

Consideration and possible action for MEDC to sponsor Charlie Diggs Entertainment Fall Festival event in Montgomery.

Recommendation

Recommendation is to approve the agreement with Charlie Diggs Entertainment, including sponsorship of up to \$8,000.00 towards costs of medical personnel and event security, and also including a return of funds to the MEDC based on ticket sales to the event.

Discussion

Charlie Diggs Entertainment is planning to hold their first Montgomery Fall Festival on October 16, 2021 in the Historic Downtown area of Montgomery. We have discussed a sponsorship agreement between the MEDC and Charlie Diggs Entertainment that includes a refund of funds to the MEDC based on ticket sales. It is possible the attendance could be sufficient to cause the return of funds greater than the amount the MEDC pays to sponsor the event.

Approved By

City Administrator	Richard Tramm	Date: August 12, 2021