

Montgomery MEDC
AGENDA REPORT

Meeting Date: January 17, 2022	Budgeted Amount: N/A
Department: MEDC	Prepared By: Richard Tramm

Subject

Consideration and possible action for MEDC to sponsor Charlie Diggs Entertainment Montgomery Music & Mudbugs Festival on March 26, 2022, in Montgomery.

Recommendation

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

Discussion

Charlie Diggs Entertainment is planning to hold their second annual Montgomery Music & Mudbugs Festival to be held March 26, 2022, on the eastern side of the City of Montgomery. We have discussed a sponsorship agreement between the MEDC and Charlie Diggs Entertainment for this event that includes a refund of funds to the MEDC based on ticket sales, like the Fall Festival agreement.

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, if enough people attend the event. This would be our second use of such an agreement that includes a return to the MEDC.

Approved By

City Administrator	Richard Tramm	Date: January 13, 2022