

STAFF REPORT



SUBJECT: Moo-La Fest Sponsorship

DEPARTMENT: Tourism

STAFF CONTACT: Julie Smith

RECOMMENDATION:

Staff recommends a title sponsorship in the amount of \$20,000.

BACKGROUND:

Staff met with Charlie Diggs to explore the possibility of his taking over the multi-day event. The title sponsorship will offset expenses for musicians and statewide advertising for Moo-La Fest. These are allowable expenditures for Hotel Occupancy Tax (HOT).

FISCAL IMPACT SUMMARY:

\$20,000

ALTERNATIVES

Other amounts can be discussed.