



## Legislation Text

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**File #:** Pres 17-43, **Version:** 1

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### City Events Discussion

**Summary and Background Information :** Last year city council members requested information on city-run and sponsored events. Currently, 33 events comprise the city's portfolio that serve a wide variety of audiences, yielding an annual estimated attendance of 35,423 and an investment of \$361,253. The attached spreadsheet provides specific information to facilitate the discussion. Specifically, what is council's desired outcome for community events? Does the current event portfolio align with those expectations? Should changes be considered within the 2018 budget process and beyond?

**Staff Responsible (Department Head ):** Director of External Affairs Halstead

**Staff Member Presenting :** Director of External Affairs Halstead

**Financial Impact :** \$361,253

**Funding Source :** General Fund, Donations

**Staff Recommendation :** For information and discussion purposes.