

ATTRACTION

VS.

EVENT

Attractions are typically larger scale items of interest which may require more resources to implement, but have a more lasting social and economic impact. Attractions act as a more consistent draw for an audience. Attractions often garner corporate sponsorships to help advertise to a larger geographic market.

Events are smaller scale and have a more limited market appeal. Events are advertised locally, often using Town of Dillon advertising funds, and gain short term media attention. Events often increase traffic to the Town of Dillon at specific times and build volunteer participation and goodwill/ worth. Events have specific dates and times, and therefore drive market share at specific times.

For more information on the Town of Dillon, contact us at 970-468-2403 or visit our website at www.townofdillon.com

Mayor - Kevin Burns

2014 Strategic Events Plan

Dillon SAIL (Strategic Activation & Investment Lakeside)

In June of 2014, the Town of Dillon selected a volunteer-driven model, the "Main Street Four-Point approach," to revitalize Downtown Dillon. Through the efforts of 25 volunteers, SAIL (Strategic Activation and Investment Lakeside) emerged as the economic development tool to revitalize downtown and strengthen its position as the heart of our town through Organization, Design, Economic Development and Events and Promotions.

2014 Achievements

- ▶ Harnessed **144 hours** of volunteer time over the last 6 months
- ▶ In concert with all other committees, achieved consensus on the boundaries of Downtown Dillon
- ▶ Created the Dillon Events Rating Matrix
- ▶ Evaluated 16 Dillon events
- ▶ Evaluated all collateral and printed materials
- ▶ Completed events survey and distributed to 160 businesses

2015 Goals: Phase 1

Demonstrate to the Dillon Town Council that special events should be a revenue provider for the Town, not an expense, and that events can deliver substantial sales and lodging tax revenues while simultaneously making Town of Dillon a more exciting place to live and visit. Based on interviews, consultation meetings, data review, and fact-finding, the following goals were developed:

1. Develop data collection procedures for 2015. Support the Events Manager to assess and evaluate events to ensure that the community benefits are commensurate with the investment of public funds by:
 - ▶ Economic indicators
 - Increased sales tax collections
 - Increased lodging tax collections
 - Increased occupancy rates
 - Impact from direct event spending
 - Quantifiable marketing benefits for the Town
 - ▶ Contributions to sense of community:
 - Does the event appeal to both visitors and residents?
 - Does it bring the Dillon Valley, Summit Cove, and Keystone residents into the Town of Dillon?
 - Does it encourage positive energy and goodwill?
 - ▶ Ensuring that events are closely coordinated with the economic needs of the community, as recommended by the Town of Dillon.
 - ▶ Work cooperatively with all 4-Point committees to align the special events and marketing programs.
 - ▶ Implement an event and attraction review pre-event and post-event.
3. Work with merchants to help them draw new customers inside their stores from the people who attend downtown events.
4. Engage a professional market research consultant to obtain data on visitorship with focus on the tourism and recreation industries. Other data needs include:
 - ▶ Total attendance
 - ▶ Spending patterns
 - ▶ Length of stay
 - ▶ Whether the event was the primary reason for visitation
 - ▶ Impact on Businesses
5. Provide complete and accurate information with regard to the calendar of special events in response to the needs of prospective visitors, event promoters, Town of Dillon staff, concierges, locals and guests.
6. Consider adding off-season event programming.
7. Encourage producers of major events to develop sponsorships and to gradually reduce their reliance on Town of Dillon funding.
8. Encourage a culture within the Town of Dillon that welcomes special events and provides a "can do" attitude of cooperation between Town of Dillon Departments, Committees, Event Promoters and local businesses.
9. Advocate for the development and improvement of venues and facilities for events within the Town of Dillon.
10. Improve coordination and communication between Town of Dillon's committees and the Denver Reservoir Recreation Committee (DRRC).
11. Develop an effective program for the allocation of in-kind services to support events.
12. Work with the local merchants to develop retail events.
13. Support the Town Events Department with any image campaigns or rebranding efforts and revisions to collateral materials.

2016 Goals: Phase 2



SAIL

PREPARED BY THE
DILLON EVENTS
& PROMOTIONS
COMMITTEE

2014

Downtown Dillon Strategic Events Plan

Mission Statement

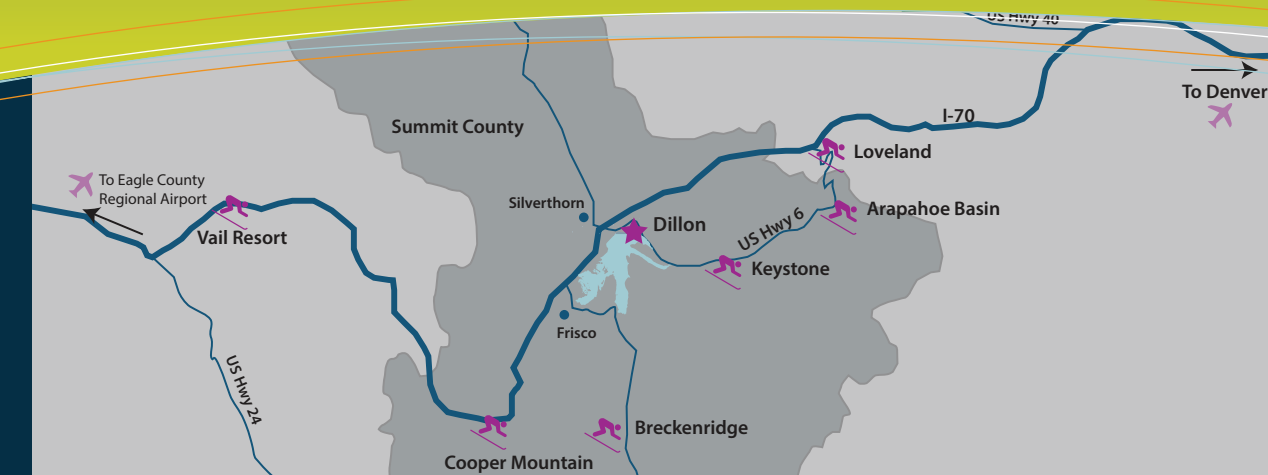
Bring people to Downtown Dillon by promoting it as the center of commerce, culture, and community life for residents and visitors alike by supporting and assessing a diverse annual calendar of special events. The goal of all events is to promote the Town of Dillon's economic vitality and sense of community while seeking to improve the year-round experiences for local residents and visiting guests.

Committee Members

Andrea Jacobsen
Lily Lewis
Kevin Lovett
Barbara Richard

This Plan is a **living** document that is intended to be revisited and revised as Dillon grows, the events calendar evolves, and action steps are completed.

Downtown Dillon



Events Plan

The purpose of this Events Plan is to establish guidelines that will assist the Town of Dillon in developing and supporting a calendar of events which accomplishes the following goals:

- ❖ Assists in balancing a year round economy
- ❖ Increases sales and lodging tax revenues
- ❖ Promotes a strong sense of community
- ❖ Appeals to a diversity of interests
- ❖ Provides a better quality of life for guests and residents
- ❖ Entices visitors to return and increase the length of their visits

Downtown Dillon is home to a range of amenities and attractions of interest to residents of and visitors to the Rocky Mountain region. The Town itself is centrally located amongst six world-class ski resorts, five of which are within thirty minutes of downtown. Not many communities can boast about the amazing assets that Dillon has in their downtown including: the "world's highest deep-water marina," a 5,000-seat lakeside amphitheater, Summit County's only professional theater company, the Summit Historical Museum, and the popular and diverse farmers market. This Events Plan provides a roadmap to link the assets in the area through planning, communication, and collateral materials.

2014 Dillon Calendar of Events

The Town of Dillon hosts a strong calendar of events from May through the first weekend in September. In 2014, the Town hosted some of its largest events to date. Additionally, the Town continues to work with local non-profits like the Dillon Business Association (DBA) and the Lake Dillon Theatre Company to host events at the Dillon Amphitheater, as well as offer smaller community events like the Saturday Morning Adventure Series, the Festival of Lights and Summit Historical Society events. The Town has an annual events budget that also funds Arbor Day/Town Clean-up, Dance nights, Memorial Day Service, Lighting of Dillon Ceremony and the 4th of July Old Town Family Fun Celebration.

Because most of Dillon's events are scheduled in the summer, there is an opportunity for targeted events programming in the off-season. It would be beneficial to review the demographic reached and the purpose of all summer events to see how they can be improved. For example, adding events for children or including more retail involvement could enhance current events and make a more direct impact on overall revenue.

event	jan	feb	march	april	may	june	july	aug	sept	oct	nov	dec
Dillon Farmers Market						X	X	X	X			
Dillon Arts Festival							X					
Dillon Amphitheater Summer Concert Series						X	X	X	X			
Festival of Lights												X
Arbor Day/Clean-Up Day Celebration					X							
Lake Dillon Brew Fest - Bluegrass Concert						X						
4th of July Old Town Family Fun Celebration							X					
Dillon Open Regatta								X				
Festival in the Park								X				
Marina Mutt Contest									X			
Highest Airshow on earth and Marina Day						X						
Saturday Morning Adventures						X	X	X	X			
Lake Dillon Boat Tours						X	X	X				
Dance Nights												
Memorial Day Celebrations					X							
Dillon Triathlon & Vendor Village									X			

Factors for Rating Events

LEVERAGING VALUE

What is the potential to attract sponsorships and media exposure, thereby increasing the impact of town funds?

DEMOGRAPHIC FIT

Does the event match the profile of targeted visitors?

GROWTH POTENTIAL

How big can this event become? Will it be annual/recurring?

GREEN EVENTS

How well does the event comply with Town of Dillon's commitment to environmental sustainability?

PRODUCER QUALIFICATIONS

Does the managing group have the ability to produce an event compatible with the image of Town of Dillon as a 'family friendly place to visit?'

Impacts of 2014 Events

Understanding the various impacts of events — visitor characteristics, total attendance, spending patterns, length of stay, and whether the event was the primary driver of visitation — is critical to evaluating and prioritizing events. All Downtown Dillon events were rated using consistent criteria on a scale of 1 to 10 (10 being the best) relating to increased tourism (measured by length of stay), benefit to town restaurants and retail stores, contribution to sense of community, promotion of visitor return, leverage value, demographic fit, growth potential, environmental sustainability, and producer qualifications.

Evaluating the events was challenging because of the limited data collected before, during and after the events. For example, concerts at the amphitheater vary from 500-1500 people on any given Friday or Saturday night for the shows produced by the DBA and Lake Dillon Theater Company. Larger concerts produced by the Town in the summer of 2014 attracted a much greater draw of approximately 4,000 in attendance. These are all approximates or estimates. Unfortunately, it is still unknown how the event increased the Town's economic performance, if the event was fully leveraged to increase sales and marketing reach, what demographic was reached, if visitorship or length of stay was increased. This lack of data indicates the need for improved data collection before, during and after each event put on by the Town, Dillon businesses or community groups.



Events Rating Matrix

Event	Length of stay	Promotes Dillon Restaurants	Promote Retail	Sense of Community	Promote Visitor Return	Leveraging Value	Demographic Fit	Growth Potential	Green Events	Producer Qualifications	Fundraising	Traffic Generating	Lead Organization	Partner Organization	Generated Revenue/ Costs
Arbor Day/Clean-Up Day	1	3	3	10	1	5	8	8	10	10	No	No	Town	N/A	(\$4,065)
Arts Festival	4	6	1	4	5	4	5	5	1	8	No	Yes	3rd Party Vendor	N/A	\$381
Brew Fest - Bluegrass Concert	7	5	4	4	7	9	7	8	10	4	Yes	Yes	DBA	Town assist/ Clean up	(\$11,429)
Dance Nights	1	1	1	7	1	1	1	1	5	?	No	No	Town	N/A	(\$1,726)
Dillon Open Regatta	2	4	4	3	6	4	5	5	6	6	No	No	Marina	N/A	?
Farmers Market	2	1	1	8	7	7	9	9	7	1	No	Yes	Town	DBA	(\$7,315) ?
Festival of Lights	1	5	3	10	2	3	8	8	10	2	N/A	Yes	DBA	Town	(\$9,370)
Festival in the Park	5	4	6	9	5	5	6	7	2	6	Yes	No	Rotary	Radio Station	(\$?)
4th of July Old Town Family Fun Celebration	1	6	1	7	1	8	8	8	2	2	No	No	Town	N/A	(\$4,071)
Highest Airshow on Earth & Marina Day	3	10	10	10	10	8	10	10	1	10	No	?	Marina	N/A	(\$1,278)
Lake Dillon Boat Tours	1	8	10	10	10	8	10	10	10	10	Yes	?	Marina	N/A	(\$19,965)
Memorial Day Celebration	1	5	1	10	1	1	2	1	2	1	No	No	Town	N/A	(\$4,222)
Marina Mutt Contest	1	2	1	6	2	5	3	3	N/A	5	No	No	Marina	N/A	\$1,540
Summer Concert Series	5	7	6	8	7	8	10	7	10	10	Yes	Yes	DBA & Theater	Town	(\$66,779)
Saturday Morning Adventures	1	5	5	5	5	5	5	10	10	5	No	No	Town	N/A	(\$1,000)
NET COST/ REVENUE															(\$129,299)

