



Attachment A: CSE Event Categories and Evaluation Criteria

Events receiving public funding will be categorized as follows:

TOV Visitor Draw Events

Events that create a compelling attraction and draw for out-of-town guests to travel to Vail for the purpose of attending the event. These events will engender one or more of the following elements:

- ▶ History of drawing out-of-town visitors to Vail
- ▶ Drive overnight stays
- ▶ Provide an experience not easily found elsewhere
- ▶ Garner regional or national media interest (Paid and/or earned)

TOV Programming Partner

Events that provide interesting or entertaining attractions and activities for local residents and Vail visitors alike. In and of themselves, these events are not likely to be a draw for tourists, but they provide engaging programming, add to the character of Vail, and appeal to the local residents enhancing their quality of life.

TOV Recreation Events

Athletic tournaments or other sporting or recreation events, that provide very limited marketing or sponsorship benefits, and have a large positive economic impact through number of participants and guests that attend, duration of event, etc.

New Event Scoring Criteria: (See Attachment A)

Once an event producer is “accepted” to submit a proposal for funding from the Town of Vail, they must provide detailed information on the items listed below. Their responses to these criteria will then be reviewed and scores by the Committee on Special Events.

- ▶ **Audience Fit** (Source required)
 - Anticipated number of total participants/spectators
 - % Destination guests staying overnight
 - % Eagle County residents
 - Demographic profile (does it align with VLMD guidance)
 - Community interest
- ▶ **Economic Impact** (Source required)
 - Anticipated time guests will spend in Vail
(Event schedule supports direct and ancillary activities in Vail)

- Potential to increase lodging and sales tax revenues
 - Room nights
 - Restaurants
 - Shopping
- ▶ **Marketing Power** (Marketing Plan & budget required)
 - Details as to how event will be promoted
(Including budget, promotional values & impressions)
 - Traditional media advertising
 - Promotional media partners?
 - Digital advertising
 - Website with analytics
 - Social media campaign
 - Earned Media (PR) Potential
 - Local
 - Regional
 - National
- ▶ **Sponsorship Rights & Assets**
 - Level of sponsorship provided to TOV/DiscoverVail at proposed funding level
 - Level (e.g., Title, Presenting, other)
 - Assigned Asset (e.g., named stage)
 - Advertising Recognition (How will Vail be recognized/included)
 - Promotional Recognition
 - Onsite Rights (How will Vail be recognized/included)
 - Data acquisition opportunities
 - Hospitality & Entertainment Benefits
 - Research & Data

PLEASE SEE SCORECARD BELOW FOR REFERENCE

Attachment A: Opportunity Scoring Worksheet

To be completed by CSE.



Principal Objective: Visitor Draw

Event Type: **Signature Events**

Legacy events with a strong alignment to Vail's brand and that create a compelling attraction and draw for out-of-town guests to Vail for the purpose of attending the event.

Asset	Criteria	Comments	Score
Audience Fit <i>(Data Source & Reliability)</i>	Anticipated number of total participants/spectators <ul style="list-style-type: none"> ▶ % from out of town ▶ % from Eagle County Enhances the guest experience Demographic profile (does it align with VLMD guidance) Potential community interest		1-20
Economic Impact <i>(Data Source & Reliability)</i>	Anticipated time guests will spend in Vail <ul style="list-style-type: none"> ▶ Event schedule supports direct and ancillary activities in Vail) Potential to increase tax revenues <ul style="list-style-type: none"> ▶ Room nights ▶ Restaurants ▶ Shopping 		1-30
Marketing Power <i>(Marketing plan & budget required)</i>	Specifically, how event will be promoted? <ul style="list-style-type: none"> ▶ Budget & impressions ▶ Traditional media advertising ▶ Promotional media partners? ▶ Digital advertising ▶ Social media campaign Earned Media (PR) Potential <ul style="list-style-type: none"> ▶ Local ▶ Regional ▶ National 		1-30
Sponsorship Benefits <i>(Perceived value and aid to TOV)</i>	Benefits Provided to TOV <ul style="list-style-type: none"> ▶ Recognition Level (Title, Presenting) ▶ Assigned Asset ▶ Advertising Branding ▶ Promotional Recognition ▶ Onsite Rights (Booth, Signage) ▶ Hospitality & Amenities ▶ Research & Data Cooperation 		1-20
Total Score		(Max 100 points)	

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To be completed by CSE



Principal Objective: Visitor Draw

Event Type: Cultural & Entertainment Events

Annual events compatible with Vail’s brand and that provide engaging programming and create a compelling attraction and draw for out-of-town guests to Vail as well as residents.

Asset	Criteria	Comments	Score
Audience Fit <i>(Date Source & Reliability)</i>	Anticipated number of total participants/spectators ▶ % from out of town ▶ % from Eagle County Demographic profile (does it align with VLMD guidance) Potential local resident interest		1-10
Economic Impact <i>(Date Source & Reliability)</i>	Anticipated time guests will spend in Vail ▶ Event schedule supports direct and ancillary activities in Vail) Potential to increase tax revenues ▶ Room nights ▶ Restaurants ▶ Shopping		1-40
Marketing Power <i>(Marketing plan & budget required)</i>	Specifically, how event will be promoted? ▶ Budget & impressions ▶ Traditional media advertising ▶ Promotional media partners? ▶ Digital advertising ▶ Social media campaign Earned Media (PR) Potential ▶ Local ▶ Regional		1-25
Sponsorship Benefits <i>(Perceived value and aid to TOV)</i>	Benefits Provided to TOV ▶ Recognition Level (Title, Presenting) ▶ Assigned Asset ▶ Advertising Branding ▶ Promotional Recognition ▶ Onsite Rights (Booth, Signage) ▶ Hospitality & Amenities ▶ Research & Data Cooperation		1-25
Total Score		(Max 100 points)	

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Principal Objective: Visitor Draw

Event Type: **Recreational Events** (e.g., Tournaments)

These will typically be amateur participation sporting events, such as league tournaments and competitions which draw specific participants and their families to Vail for multiday events requiring little more from TOV than venues for the event and anticipated lodging.

Asset	Criteria	Comments	Score
Audience Fit <i>(Date Source & Reliability)</i>	Anticipated number of total participants/spectators ▶ % from out of town ▶ % from Eagle County Demographic profile (does it align with VLMD guidance) Potential local resident interest		1-20
Economic Impact <i>(Date Source & Reliability)</i>	Anticipated time guests will spend in Vail ▶ Event schedule supports direct and ancillary activities in Vail) Potential to increase tax revenues ▶ Room nights ▶ Restaurants ▶ Shopping		1-70
Sponsorship Benefits <i>(Perceived value and aid to TOV)</i>	Benefits Provided to TOV ▶ Recognition Level (Title, Presenting) ▶ Advertising Branding ▶ Promotional Recognition ▶ Research & Data Cooperation		1-10
Total Score		(Max 100 points)	

Attachment A: Opportunity Scoring Worksheet

To be completed by CSE



Principal Objectives: Programming Partner

Event Type: Education & Enrichment Events

These events provide interesting or entertaining attractions and activities for Vail residents and visitors alike. In and of themselves, these events are not likely to be a draw for tourists, but they provide engaging programming, add to the character of Vail, and appeal to residents adding to their quality of life.

Asset	Criteria	Comments	Score
Audience Fit <i>(Date Source & Reliability)</i>	Anticipated number of total participants/spectators <ul style="list-style-type: none"> ▶ % from out of town ▶ % from Eagle County Demographic profile		1-10
Audience Interest & Engagement <i>(Perceived appeal of theme and activities)</i>	Gauge the compelling theme and nature of the event in providing entertaining and interesting content for attendees. <ul style="list-style-type: none"> ▶ Vail experience “value-add” ▶ Surprise & delight aspects ▶ Compelling audience engagement ▶ Enhance Vail quality of life 		1-50
Marketing Power <i>(Marketing plan & budget required)</i>	Specifically, how event will be promoted in the county? <ul style="list-style-type: none"> ▶ Budget & impressions ▶ Traditional media advertising ▶ Promotional media partners? ▶ Digital advertising ▶ Social media campaign Earned Media (PR) Potential		1-20
Sponsorship Benefits <i>(Perceived value and aid to TOV)</i>	Benefits Provided to TOV <ul style="list-style-type: none"> ▶ Recognition Level (Title, Presenting) ▶ Advertising Branding ▶ Promotional Recognition ▶ Onsite Rights (Booth, Signage) ▶ Hospitality & Amenities ▶ Research & Data Cooperation 		1-20
Total Score		(Max 100 points)	