



## EVENT EVALUATION POLICY

### TMVOA Mission:

*To preserve and promote a vital resort community for its members, with attention to creating a sustainable village with a vibrant economy.*

### Statement of Purpose for Events:

*For TMVOA to produce, promote, and sponsor special events and plaza entertainment that provide economic vitality, a sense of community, and increased quality of experience for residents and guests.*

### Evaluation Criteria:

1. The event(s) should have a prominent presence within the Town of Mountain Village and engage as many merchants in the event as possible, through venue utilization or offered advertising opportunities.
2. The event(s) should reflect the high quality image of Mountain Village and contribute to vitality and economic viability.
3. The event(s) should have a positive economic impact to the retail, restaurant and lodging sectors of Mountain Village.
  - a. Economic Indicators include:
    - i. Increased sales tax collections
    - ii. Increased lodging tax collections
    - iii. Improved occupancy rates
    - iv. Impact from direct event spending
    - v. Quantifiable marketing benefits
4. The event(s) should be proposed for a time of year that supports TMVOA's goal of ensuring an events calendar that will balance and stimulate the local business economy throughout the year. Additional emphasis shall be placed on events occurring in slower economic periods such as summer.
5. The event(s) should contribute to sense of community.
  - a. Does the event improve the quality of life for residents and guests?
  - b. Does it gain regional residents into Mountain Village?

### Goals:

1. The event(s) should assist in balancing the year round economy
2. The event(s) should increase sales and lodging revenues.
3. The event(s) should provide a high quality of life for residents and guests.
4. The event(s) should appeal to a diversity of interests for residents and guests.
5. The event(s) should contribute to a high rate of intent for visitor to return.
6. The event(s) should increase the length of stay for visitors.
7. The event(s) should be produced efficiently, including all potential resources:
  - a. Contract labor

- b. Non-profit entities
  - c. Public sector
8. The event(s) should be communicated effectively to all audiences, including all residents, guests, merchants, etc.
  9. The event(s) should consider cooperative efforts with regional organizations, such as:
    - a. Work with the Telluride Tourism Board to eliminate duplication of effort in marketing.

The TTB attracts visitors to the region, and TMVOA's events should contribute in enticing visitors to return. TMVOA will develop a complete understanding of the resources that the TTB can provide in assisting with strategy development and future program execution. Such resources could include:

      - i. Determining key brand elements.
      - ii. Identifying desired consumer demographics in primary and secondary markets.
      - iii. Coordinating marketing and planning timelines so that events are fully leveraged.
    - d. Work with the Town of Mountain Village to ensure a cooperative understanding of the impact that events and other programs contribute to the Town's sales and other tax revenue streams; and, accordingly, pursue the most cost effective and cooperative process for all economic development programs.
    - e. Work with local business community to ensure that events and programs funded by TMVOA have the greatest positive impact as possible on the local economy.
    - f. Work with local entities to develop refined "in-kind service" donation programs. The goal would be to reduce dollars expended for services provided by local entities to free up those funds to recruit new events and leverage those budget dollars further. Such a program would create even more economic impact for the community in taxes and spending netting an overall gain to each local organization beyond the existing fees that are charged.
  10. The event(s) should consider other potential revenue streams that can be utilized for additional economic development programs.

In conjunction with this policy, it is recommended that TMVOA staff utilize the Event Rating Worksheet (attached) in evaluating all TMVOA funded events.



## SPECIAL EVENT RATING WORKSHEET

<b>Event Name:</b>	
<b>Date(s):</b>	
<b>Budget Amount:</b>	
<b>New Event?</b>	
<b>Existing Event?</b>	
<b>If yes, # of years?</b>	
<b># of Past Participants</b>	

<b>Does the event have the potential to:</b>	
<b>Benefit MV Restaurants:</b>	
<b>Increase Room Nights:</b>	
<b>Stimulate Retail Sales:</b>	
<b>Improve Sense of Community:</b>	
<b>Promote Visitor Intent to Return:</b>	

<b>Timing:</b> How well does the event contribute to a balanced annual calendar of events?	
<b>Demographic Fit:</b> Does the event match the profile of targeted visitors in alignment with the TTB program?	
<b>Growth Potential:</b> How big can the event become?	
<b>Leverage Value:</b> How great is the potential to attract sponsorships and media exposure, therefore increasing impact of TMVOA funds?	
<b>Producer Qualifications:</b> Does TMVOA's producer have the resources to produce a high caliber event with economic efficiency?	

<b>TOTAL RATING:</b>	
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<b>BUDGET RECOMMENDED:</b>	
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