

ELITE EVENT FUNDING PROGRAM FY26 Update

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ELITE EVENTS

- **Priorities**

- Good stewards of the funding.
- Return to previous/higher funding levels.
- Sufficient support for new events.
- Continue to drive top tier events.
- Set expectations with funding ranges.
- Flexibility to receive/review requests year-round.

ELITE EVENTS

- **Guidelines – Proposed Changes**
 - Program budget increase from \$2M to \$3M.
 - Increase in Event Funding maximums.
 - Clarify Broadcast: affiliated with a network cable company.
 - Introduce Planned P.R. / Media Coverage as funding criteria.
 - Introduce Eco-Friendly Practices as consideration.
 - Eliminate Cycle 2 and accept applications year-round, if funds available.

ELITE EVENTS

Funding Categories & Eligibility

Category 1: Must meet/exceed all (3) criteria:

50k attendees, 15k room nights, 500k broadcast views

Category 2: Must meet/exceed (2) of (3) criteria:

50k attendees, 15k room nights,

100k broadcast views or \$50k of PR/Media Coverage

Category 3: Must meet/exceed (1) of (3) criteria:

20k attendees, 7,500 room nights

500k broadcast views or \$100k of PR/Media Coverage

Category 4: Must meet/exceed 10k attendees or 3k room nights

Category 5: Must meet/exceed 5k attendees

Funding Range

\$150k to \$250k

\$75k to \$150k

\$50k to \$75k

\$25k to \$50k

Up to \$25k

CRITERIA COMPARISON

PREVIOUS

PROPOSED

Category	Thresholds	Funding Range	Thresholds	Funding Range
1	1 of 2: 50k Attendees 15k Room Nights Plus 100k Views	Up to \$150k	3 of 3: 50k Attendees 15k Room Nights 500k Views	\$150k to \$250k
2	1 of 2: 15k Attendees 4,500 Room Nights	Up to \$75k	2 of 3: 50k Attendees 15k Room Nights 100k Views or PR	\$75k to \$150k
3	1 of 2: 10k Attendees 3k Room Nights	Up to \$25k	1 of 3: 20k Attendees 7,500 Room Nights 500k View or PR	\$50k to \$75k
4	7,500 Attendees	Up to \$20k	1 of 2: 10k Attendees 3k Room Nights	\$25k to \$50k
5	NEW	Up to \$15k	5k Attendees	Up to \$25k

ELITE EVENTS

- **FY26 Application Timeline**
 - BCC Guideline Review & Approval – Tuesday, February 25
 - Application Launch – Monday, March 3
 - Public Info Meeting – March
 - Application Deadline – Friday, April 4
 - VSPC/Internal Review – April/May
 - TDC Application Review & Recommendations – June 25
 - BCC Application Review & Approval - July