

Meeting Date: December 5, 2016

Subject: Requested 2017 Lyons Outdoor Games Budget Adjustment and Staff Recommendation

Background Information:

Over the course of its history, the Lyons Outdoor Games has hosted a myriad of events at multiple venues within the Town of Lyons and prides itself on continually offering participants and spectators unique and new opportunities each year. In addition to a full complement of kayaking (freestyle, downriver, slalom, creek race, boater-cross), biking (dirt jump/big air-The Outlaws of Dirt), slackline, running events (i.e. The Beer Relay), corn hole, disc golf, yoga, kids area and events, the Burning Can Beer Festival and numerous clinics and exhibitions put on by some of the world's most elite professional athletes in 2016, past Outdoor Games have included fly fishing, chainsaw carving, dog events, mountain bike races/time trials, themed running events, rugby, fireworks, a multitude of kids events, chalk art, silent auctions, pump track competitions, and much more. The Outdoor Games has always encouraged new ideas and events that are within resource capacity.

Since the September 2013 flood event, it has been challenging to keep events consistently fresh with such limited and damaged parks and facilities, but it is the hope that as recovery continues so will new opportunities. The main event festival grounds have historically been located in Bohn Park near the Dirt Jump Bike Park, parking and space for larger crowds. In 2017, this may present a greater challenge with the first phase of Bohn Park flood recovery and construction possibly set to begin.

As the Board of Trustees is aware from previous budget workshops, we are several months past the time staff typically would have issued the RFP for the Lyons Outdoor Games. Last year the RFP for a professional event management company to contract for the event went out in Mid-August and was due by early September in order to have a contract in place no later than the end of September in order to ensure the best opportunity to capitalize on sponsorships during the budget season. The decision to hire an event management company and grow the event for economic development purposes as indicated in Town plans and recommended by various Town Boards and Commissions was made by previous Board of Trustees and carried out by staff dating back to 2011/12.

Given the late date, the Town's depleted parks and facilities, ongoing recovery efforts, and other unknown variables (including the potential Public Works Building placement), staff is recommending a scaled down version of the Lyons Outdoor Games in 2017. Staff has lowered both the expenditures and revenues in the Parks, Recreation and Cultural Events 2017 budget to reflect this (to \$48,500), as well as, showing the event as breaking even. Staff is recommending to work with past local event managers and sponsors who are familiar with the event and have the background, knowledge and passion to ensure its success. Such entities might include Onda Creative, Rebecca Louzan and staff and Oskar Blues, Chad Melis and staff, and several other past local event committee members and volunteers. Staff will continue to work with these entities to explore options and opportunities for this year and report to the Board as soon as a final plan has been developed.