



## Legislation Text

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**TO:** Chair and Members of the Board

**FROM:** Diane Colonna, Executive Director

**DATE:** June 8, 2016

### 2016 MARGATE UNDER THE MOON EVENT SERIES

**BACKGROUND:** Last year, the CRA initiated an off season summer event series known as Margate Under the Moon ("MUM"). To assist with the logistics of the event, the services of Chris Gaidry, Atlantic Studios were secured for set-up including onsite management, providing equipment, securing the indie arts and crafts vendors, food trucks, musical entertainment and DIY activities. A part of the event consisted of the "Margate Market Place", where the CRA offered space to the local businesses community to self-promote or to participate with a presentation on the stage.

The second annual MUM event series is scheduled to begin in August and run through November with Atlantic Studios providing the onsite services. The Agreement with Atlantic Studios will be in the amount of \$24,000. Mr. Gaidry will make a presentation to the Board regarding the event, along with RMA Marketing Manager Sarah Blake. To potentially increase attendance, staff would like to advertise with SHARK Radio, whose audience includes the younger demographic that MUM appeals to. In the Marketing/Promotions budget there is funding (\$10,000.00) identified under Business Retention/Attraction and Communications for advertising in trade publications. Since this will not be funded in this Fiscal Year, staff would like to use up to \$8,000.00 of this funding for advertising the event on the radio.

**RECOMMENDATION:** Discussion only. Board direction is requested regarding the use of radio advertising.

**FISCAL IMPACT:** A budget transfer of \$435.00 will be necessary in the current fiscal year for the August/September events [to be moved from Contingency Account into Fund 140-0510-512-31.45 (Summer & Fall Events)] to fully fund the services of Atlantic Studios for the August/September events. The October/November events will be funded from the FY 17 Budget.

**CONTACT PERSON:** Diane Colonna, Executive Director