

Priority Area:

Resilient Revenue

Goal/Objective:

Strengthen entertainment options and cultural amenities

Strategy 1- Pursue ticket surcharge:**Action Steps:**

- a. Draft an ordinance to allow for the creation of a special district / political subdivision (like a CID) per statute. The political subdivision would be able to levy an admission fee or ticket surcharge on participating organizations to raise funds.
- b. If approved, the property owners within the district will elect a board subject to the statute
- c. Collect and disburse funds created from special district to those providing entertainment and cultural amenities. (Similar to the CVB grant process)

Resources Required:

1. Public Information materials
2. Legal/administrative resources to create district, draft bylaws, manage finances

Total Plan Cost: (City Cost)

One-Time Costs: \$50,000 for initial formation

Staffing Annual Costs: \$0

Program Annual Costs: \$5,000 for managing agent

Desired Benefit/Outcome:

- Create a special funding source that could benefit local entities that provide entertainment and cultural amenities in the community.
- Operates like a CID, as a separate political subdivision.
- Participation is voluntary and allows for the pooling of resources.

“More entertainment; more revitalization of downtown shops, bars, restaurants; more restaurants (not on rangeline); a nice Italian restaurant; splash pad.” – Listening Tour Respondent