



Agenda Briefing

Date of Meeting: 5/19/2020

Responsible Department: Communications

Presenter: LeaAnn Dearman Petersen

Briefing Prepared By: LeaAnn Dearman Petersen

Strategic Focus Area: Engage and Inform Public

General Information / Subject:

Discuss and take all appropriate action on celebration Seabrook 2020.

Executive Summary / Background:

Per Council's request, I have been researching and making adjustments to the Celebration Seabrook event budget and will present three different budget and event options for Council's consideration.

I continue to speak with event and festival professionals from around the state to gauge what predictions can be made about events in the fall of 2020. At this time, we are still uncertain about what the event climate will be like in October. Most organizations have canceled or altered all summer events. Some organizations have had to cut certain events altogether due to budget constraints and several spring events have now been rescheduled for the fall which may create an over saturation of events this fall.

With every option discussed there will be a need to be flexible and be able to pivot as necessary. At this time most vendors will work with us should strict social distancing guidelines be placed on our county prior to the event.

Creative advertising will be necessary with campaigns targeted at getting overnight guests in our hotels. The drive market will be targeted based on current trends and reports that predict most visitors will drive to their destinations rather than fly.

Please review additional attachments and presentation as necessary.

Funding / Fiscal Information:

Account Number: 15-150-5467

Amount Budgeted:

Amount Requested / Required:

Funding Source (if not budgeted):

Supporting Materials Attached:



Prior Action / Review by Council, Boards, Commissions:

All requests must be submitted to the City Secretary's Office no later than 12:00 p.m. on the Monday, one week prior to the regular Tuesday Council Meeting. All required attachments are to be submitted with the request. Incomplete items cannot be placed on the agenda.

Staff Recommendation:

**APPROVED BY:
(as appropriate)**

DocuSigned by:

EEA150B1AA3D422...

5/13/20

Preparer or Department Director

Date

Building Official, if needed

Date

City Secretary, if needed

Date

Community and Visitor Relations Director
if needed

Date

Court Administrator, if needed

Date

Deputy City Manager, if needed

Date

EDC Director, if needed

Date

Emergency Services Director, if needed

Date

All requests must be submitted to the City Secretary's Office no later than 12:00 p.m. on the Monday, one week prior to the regular Tuesday Council Meeting. All required attachments are to be submitted with the request. Incomplete items cannot be placed on the agenda.

DocuSigned by:
Michael Gibbs
DAE0009BB7004D9...

5/13/2020

Finance Director, if needed

Date

HR Director, if needed

Date

IT Director, if needed

Date

Police Chief, if needed

Date

Public Works Director, if needed

Date

DocuSigned by:
Gayle Cook
BRCE768D777E40E

5/13/2020

City Manager

Date