



Legislation Text

File #: 21-2192, Version: 1

TO: Mayor and Members of City Council

THRU: Telly C. Whitfield, Ph.D., Assistant City Manager

FROM: Chris Cauley, Director of Economic and Community Development

DATE: September 7, 2021

RE:
New Year's Eve Event Proposal

COUNCIL DISTRICT(S):
All

Relationship To Strategic Plan:

GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.
4.2: To enhance diverse recreation, leisure and cultural opportunities

Executive Summary:

City Council is asked to review the Cool Spring Downtown District, Inc. (CSDD) proposal for New Year's Eve and provide consensus direction to staff on next steps.

Background:

The Fiscal Year 2022 Budget adopted by City Council on June 14, 2021 included \$100,000 for a New Year's Eve celebration. CSDD is the City's downtown management partner and has prepared a proposal for a New Year's Eve event in Downtown Fayetteville.

Issues/Analysis:

The attached report represents a concept, feel, and budget for CSDD to deliver a New Year's Eve event.

Budget Impact:

The Fiscal Year 2022 budget includes \$100,000 for this event. The current proposal by CSDD is projected to cost \$150,000, and would require an additional appropriation of \$50,000 to implement as presented.

Options:

- Provide consensus to move forward with the proposed New Year's Eve event and direct staff to present a Budget Ordinance Amendment to appropriate the additional funds needed at a subsequent Regular Meeting of the City Council.
- Direct staff to prepare modifications to the proposal for approval.
- Direct staff to some other option.

Recommended Action:

Council is asked to provide consensus to move forward with planning the New Year's Eve celebration as presented and direct staff to present a Budget Ordinance Amendment to appropriate the additional funds needed at a the September 27, 2021 Regular Meeting of the City Council.

Attachments:

CSDD New Year's Eve 2021 Proposal
CSDD New Year's Eve 2021 Concept/Mood
CSDD New Year's Eve 2021 Presentation