

## RESOLUTION 18-17

### A RESOLUTION TO IDENTIFY SIGNATURE EVENTS.

**WHEREAS**, the City of Roswell sees a tangible benefit from hosting well-attended, multi-day events both in terms of economic impact and quality of life within the community; and

**WHEREAS**, the City of Roswell provides services, equipment and facilities for the purposes of supporting Signature Events in return for adequate consideration; and

**WHEREAS**, the City of Roswell requires a contractual obligation to the event holder to be in place for such services and equipment, and facilities.


**NOW THEREFORE**, be it resolved by the City Council as the governing body of the City of Roswell, New Mexico that

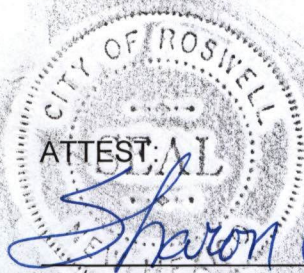
- 1) A Signature Event is recognized as a large, multi-day event that has been adopted by the City Council for a one-year period. During that period, signature events will receive additional support from the City in funding and/or services in exchange for adequate consideration of economic impact and number of visitors brought to the City.
- 2) The City may enter into agreements with Signature Event organizers pursuant to this Resolution and any additional terms agreeable to the City Manager to provide support to Signature Events.
- 3) The City's contribution for all signature events will not exceed \$200,000 of financial and/or in-kind support of non-Lodger's Tax funding, subject to adequate consideration.
- 4) Signature Event organizers will be required to execute a Signature Event Agreement providing for:
  - a. regular reports to the City using quantifiable metrics in order to assure that the events continues to meet the City's vision of increased overnight stays and GRT creation in the form of additional spending by event attendees; and
  - b. articulation of adequate consideration provided to the City as a return on the City's investment in the event; and
  - c. Follow any reimbursement policy required by the City.
- 5) If at any time, these events do not meet the expectations of a Signature Event or fail to uphold their obligations under the signature event contract they may be removed from the list by the City Council.
- 6) City Council may add or remove appointments to maintain no more than four total signature events.
- 7) City Council will reexamine the qualifications and eligible events and designate by Resolution the City's recognized Signature Events at least once every year.

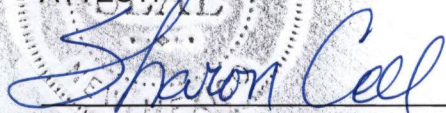
- 8) The City recognizes the following events as Signature Events for a period of one year as of the date of this Resolution, unless otherwise modified by Council, subject to the conditions of this Resolution:
- a. Hike It and Spike It,
  - b. UFO Festival,
  - c. Eastern New Mexico State Fair,
  - d. Formerly Old-Timers Balloon Rally (Rise Over Roswell) and Cinco de Mayo Celebration, a newly organized joint-venture of the Roswell Chamber of Commerce and the Roswell Hispano Chamber of Commerce.

ADOPTED, SIGNED, AND APPROVED on this 12th day of April 2018.

CITY OF ROSWELL:

  
Dennis J. Kintigh, Mayor



  
Sharon Coll, City Clerk