



AGENDA MEMORANDUM

FROM:	John Pricher, Visitors & Convention Bureau Director
SUBJECT:	TDC Request for Scalping Assets Update
AGENDA DATE:	July 11, 2023

BRIEF OVERVIEW:

If funded, this will be part of the Madden PO and they will handle all the paperwork. Funding is proposed to be from the Special Projects Fund.

The content to promote scalping is in need of a refresh. Color Earth Productions was used to create the last group of assets. Their work is outstanding. One of the video segments proposed will utilize the same model family to show how this activity is something that becomes part of a family's annual tradition. Also proposed is one video on the conservation aspects and another in the "eye candy" style for general promotion as well as video selects and photos that can be used on our social media channels. Life expectancy of assets is 3 - 5 years.

STRATEGIC PLANNING ELEMENT:

BUDGET IMPACT/FUNDING SOURCE:

Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	If Approved	Available Balance
2122-58221	Special Projects	\$1,314,290	\$1,500	\$0	\$26,714	\$1,286,076

RECOMMENDED ACTION:

Approve related budget transfer for videos promoting scalping, general promotion as well as video selections and photos that can be used on our social media channels. **(John Pricher, Visitors and Convention Bureau Director)**

ATTACHMENTS:

1. SCALLOPING VIDEO PROPOSAL
2. Copy of EST_SCALLOPING
3. TDC 06.14.23 Minutes - Draft
4. BT Color Earth