

CITY COUNCIL COMMUNICATION



MEETING DATE: January 5, 2010 **ITEM NUMBER:** 6B
TYPE OF ITEM: Special Presentation
PRESENTED BY: Doug Bene, Economic Development Manager, (303) 651-8403
Gary Wheat, Executive Director - Longmont Area Visitors Association
Luke Bodley, Executive Producer of Heaven Fest

SUBJECT/AGENDA TITLE: 2010 Heaven Fest musical event

EXECUTIVE SUMMARY:
First held in 2008, Heaven Fest is a Christian musical festival featuring more than 70 bands, food and merchandise vendors, skateboard demonstrations, comedy acts, and an art gallery. Organizers promote the festival as a family-friendly, alcohol-free event for all ages with the goal of raising awareness and funds for humanitarian causes such as orphanages and efforts to end homelessness.

Now in its third year of operation, the success of Heaven Fest is reflected in the attendance figures which have increased from 12,000 in 2008 to a projected 30,000 in 2010. In order to better accommodate the event, organizers have proposed relocating the event from a site near Brighton, Colorado to property adjacent to Union Reservoir which is located both within the City of Longmont and in unincorporated Weld County. In requesting the use of City property, Heaven Fest management has submitted an application for a Use of Public Places permit (special event) which is being processed by staff and presented to several City boards and commissions for input on concerns that may need to be mitigated. Although this permit does not require Council approval, the size of the event is such that staff felt it was important for Council to be informed and prepared to address possible constituent inquiries.

Because Heaven Fest is a large-scale event with the potential for generating significant sales tax revenue, the City's Economic Development Department and the Longmont Area Visitors Association are assisting event organizers with the permitting process. Based on Colorado AAA visitor spending calculations, a conservative estimate shows that Heaven Fest may contribute more than \$700,000 to the local economy through meal, lodging, and day travel expenditures. Indirect economic benefits include priority for local vendors, establishing Heaven Fest contributions to local charities and humanitarian organizations, and developing concurrent tourism activities with Heaven Fest serving as the catalyst.

COUNCIL OPTIONS: Information only - No Council action required

RECOMMENDED OPTIONS: NA

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION: NA



Attachments:

Heaven Fest PowerPoint presentation









