

EXECUTIVE SUMMARY

September 7, 2011

ISSUE: Consider and approve expenses related to producing the 29th Annual Lighting of the Doves

FACTS:

The 29th Annual Lighting of the Doves Festival™ kicks off the 2011 holiday season in The Woodlands. This event brings thousands of visitors and residents to The Woodlands Town Center as part of Santa's grand entrance and enjoy the opening of The Ice Rink™ and The Woodlands Winter Wonderland™, as well as bringing the world's holiday traditions to life at International Winter On The Waterway™ (iWOW). This year's festival is scheduled to be held at Town Green Park with participation by merchants in The Woodlands and local community groups.

Survey information confirms that the Lighting of The Doves event attracts visitors from The Woodlands, South Montgomery County and beyond. In 2010, 71 percent of event attendees represented zip codes from outside of The Woodlands, with a total of 118 different zip codes represented.

Specifics planned for the 29th Annual Lighting of The Doves:

- Saturday, November 19, 2011
- Time: 3 p.m. to 9 p.m.
- Festival site location: Town Green Park
- Free Admission
- Live music, entertainment, interactive children's activities and fireworks display
- Two (2) decorated entertainment stages
- Santa Claus will make a grand entrance by boat on The Woodlands Waterway®

Spectrum Events, the past producer of iWOW, The Ice Rink and The Woodlands Winter Wonderland, has produced this event over the past eleven years with a tremendous amount of success. In May 2011, Spectrum Events was selected by The Woodlands Convention & Visitors Bureau's (TWCVB) Board of Directors as the 2011 and 2012 primary event producer for TWCVB's five major holiday events after going through a Request for Proposal (RFP) process. Production items include two entertainment stages, ticket booths, vendor booths, installation and removal of event signage, lights and audio for performers, event contingency and other items. TWCVB staff always negotiates every line item related to production with Spectrum Events to guarantee to lowest costs.

TWCVB has set a goal of \$20,000 for outside sponsorships and is currently in negotiations with a number of potential sponsors. As of August 23, TWCVB has generated 113% of the sponsorship

goal. Additional budget items include advertising at \$20,000 and private security at \$7,500. The total production budget for Lighting of The Doves is \$70,000.

This year, actual production costs from Spectrum Events are not to exceed \$61,000 of the total production budget. In 2010 the board approved Spectrum Events production costs not to exceed \$56,500. The \$4,500 cost increase from 2010 to 2011 is due to the \$4,155 set aside as event contingency. This amount will only be used if unplanned costs arise during the planning process or the day of the festival.

RECOMMENDED BOARD ACTION:

Recommend contracting Spectrum Events to assist in the production of the 29th Annual Lighting of The Doves event at a cost not to exceed \$61,000; and authorize the president of The Woodlands Convention & Visitors Bureau to execute contracts in connection therewith.