



Special Events Department

Fiscal Year 2020





What we do...

Professionalism Experience Courtesy
Respect Mentorship Grace

We produce events internally on behalf of the Town

- Financially-beneficial productions
- Value-added event (objective based when possible)

We provide guidance and oversight to sanctioned private events



What we do...

Dedication Perseverance Flexibility
Creativity Know-how

- We serve our Town Council first and foremost
We are accountable to the expectations of others
- Local Businesses/Organizations
 - Residents/Tourists/Event Patrons
 - Special Event Vendors/Sponsors/Entertainers
 - Private Event Promoters



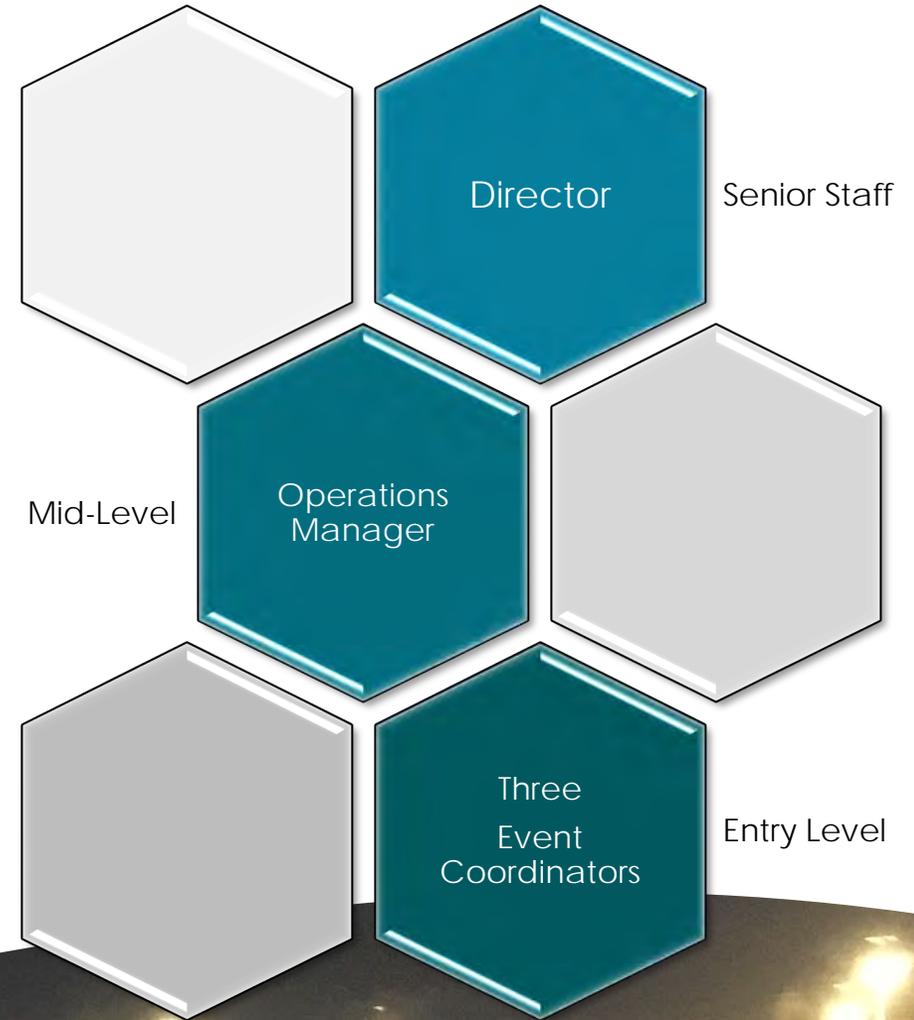
The Department

Today

Department of five

Producing 34+ events (80 event days)

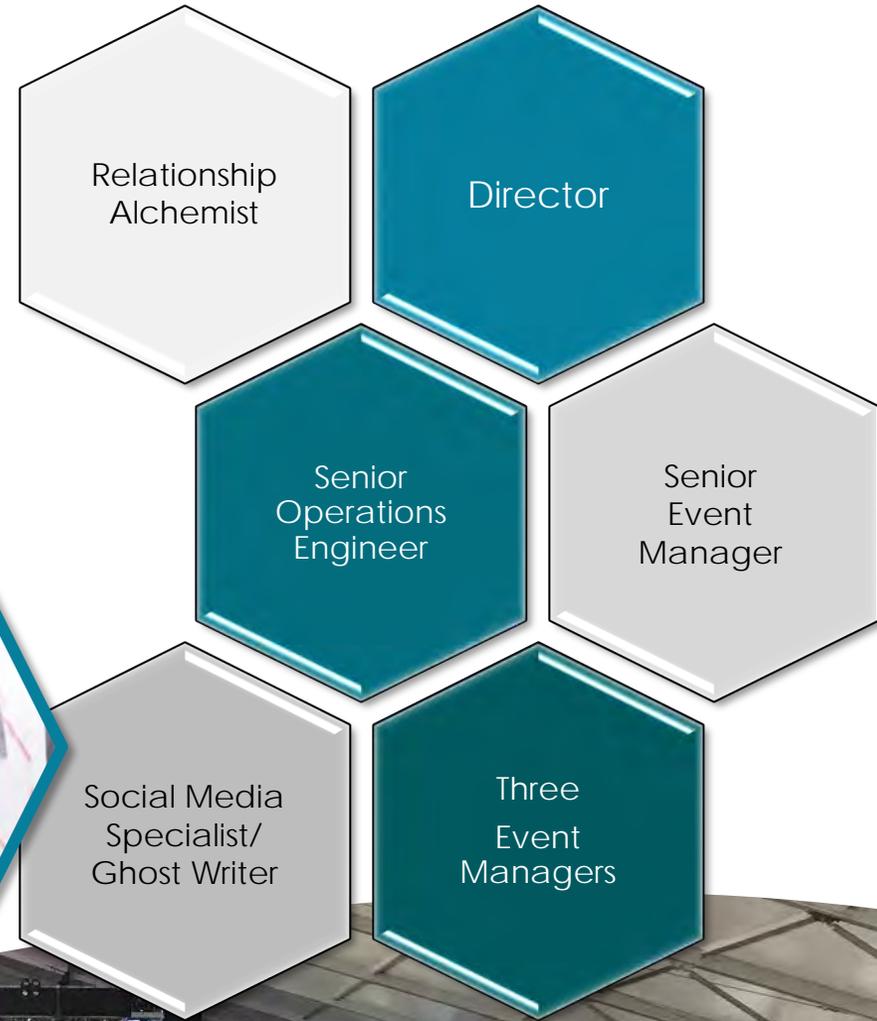
Overseeing 165+ event days of private events annually





The Department

Future



Event Portfolio

SUNDAES
In The Park

DRIVE IN DISGUISE



Special Events

These are events produced by the Town providing revenue streams to support production of said events, drive tourism and potentially offset other expenses sourced from the general fund.

*Ocean City's
New Year's Eve
Celebration*

Value-Added Events

Value-added events are smaller events usually designed to meet certain objectives such as driving patrons to specific locations, building reputation or generating crowds on week days.

*July 4th
Celebration*

Signature Private Events

Private events are those produced by an outside entity with key events driving new visitors to the Town with increased tourist spending and lodging while adding to the Town's image as a resort destination.

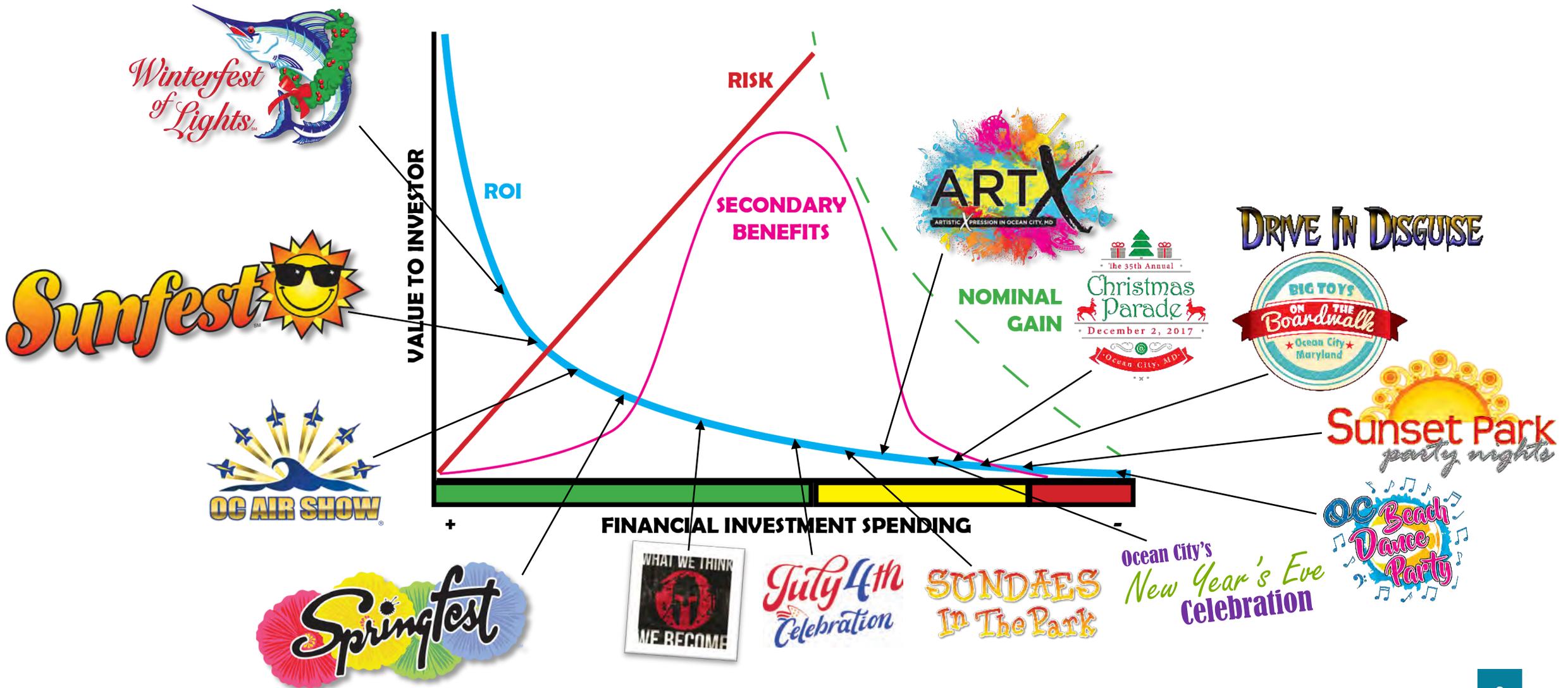


Signature Private Events

- St. Patrick's Day Parade
- Island to Island Half Marathon
- Cruisin' OC
- OC Air Show
- Jelly Fish Festival (NEW)
- OC Bikefest
- Raven's Parade
- Endless Summer Cruisin'
- Spartan Race (NEW)



Event Investment Behavior





FY20 – What has changed – General Events Budget

REVENUE

Increase of \$2,750 in Event revenue and Private Event Fees

- ArtX: Revenue Increased by \$1000
- Xmas Parade: Sponsorships up \$1,000 (25%) to \$4,000
- Trailer Parking Permits: Increase \$750 to \$18,000
 - Two events affected by weather in Fy19

EXPENSES (Highlights)

Increase of \$9,054 in General Events Budget

- Wages and Benefits: Increase \$6,684
- Removed NSP July 4th Stage: Decrease \$3,050
- Printing: Reduced by \$2,500
- Credit Cards Fees: Line item added \$7,500
- Vehicle Lease: Increase \$3,597
- Insurance: Decrease \$2,552

SECTION NOTES:

- General department expenses, ArtX and value-added events reside here.
- July Fourth pre-fireworks music moves to DJ format and away from live music, traditional patriotic music during fireworks.
- Talent budget for ArtX increased.
- Halloween Parade budget in place to start transition from Drive in Disguise.
- Even with add-ons, Contracted Services and Operational Supplies decrease a total of \$1,465





FY20 – What has changed –



REVENUE

NO CHANGE IN REVENUE

EXPENSES (Highlights)

- Decrease of \$4,908 in Sunfest Budget
- Wages and Benefits: Decrease \$608
- Resale Goods: Decrease \$2,500

SECTION NOTES:

- Green room rental trailers (contractor construction offices) are increasing in cost by over 250%.
- Music Industry demand continues to spike driving headliner costs higher; budget no longer buys same talent category.
- Known in Arts and Crafts Industry as one of the top events in the United States.
- This year is 45th Anniversary.
- Expect tent rental cost increase in FY2022.





FY20 – What has changed –



REVENUE

Increase of \$10,000 in Event revenue to \$560,000

EXPENSES (Highlights)

Increase of \$3,721 in Winterfest Budget

- Wages and Benefits: Increase \$2,446
- Contracted Services: Decrease \$13,300
- Operational Supplies: Increase \$10,775
- Energy: Increase \$3,750

SECTION NOTES:

- Wage increase due primarily to **new budget line item of Overtime-Regular at \$2,200.**
- Relocation of new Winterfest display from Contracted Services (-\$15,000) to Operational Supplies (+\$12,000).
- Expecting increase in electric wiring harness installation costs in 2019; need to move to modular harness design.
- Ticket Booth (also used at Sunfest and Springfest) will need replaced or overhauled soon.
- New Boardwalk Tram cars and Jeeps will be used for first time this year as Winterfest Express ride with music.
- Expect tent rental cost increase in FY22.





FY20 – What has changed –



REVENUE

- Increase of \$10,000** in Event revenue
 - Vendor Revenue: **Increased by \$4,760**
 - Sponsorship: **Increase \$5,365**
 - Merchandise Sales: **Decreased by \$775**

EXPENSES (Highlights)

- Decrease \$3,119** in overall expenses
 - Retail Goods: **Decrease \$1,500**
 - Energy: **Decrease \$1,105**

SECTION NOTES:

- Green room rental trailers (contractor construction offices) are increasing in cost by over 250% this year.
- Music Industry demand continues to spike driving headliner costs higher; budget no longer buys same talent category.
- Gazebo (info/staff building) needs repairs or replacement.
- Expect tent rental cost increase in FY21 (It all starts here in calendar year 2021 with RFP in January, 2021 or earlier).





The Future: Keeping the Wave Alive

Direction in the
form of events



The Near Future

Inside the budgets

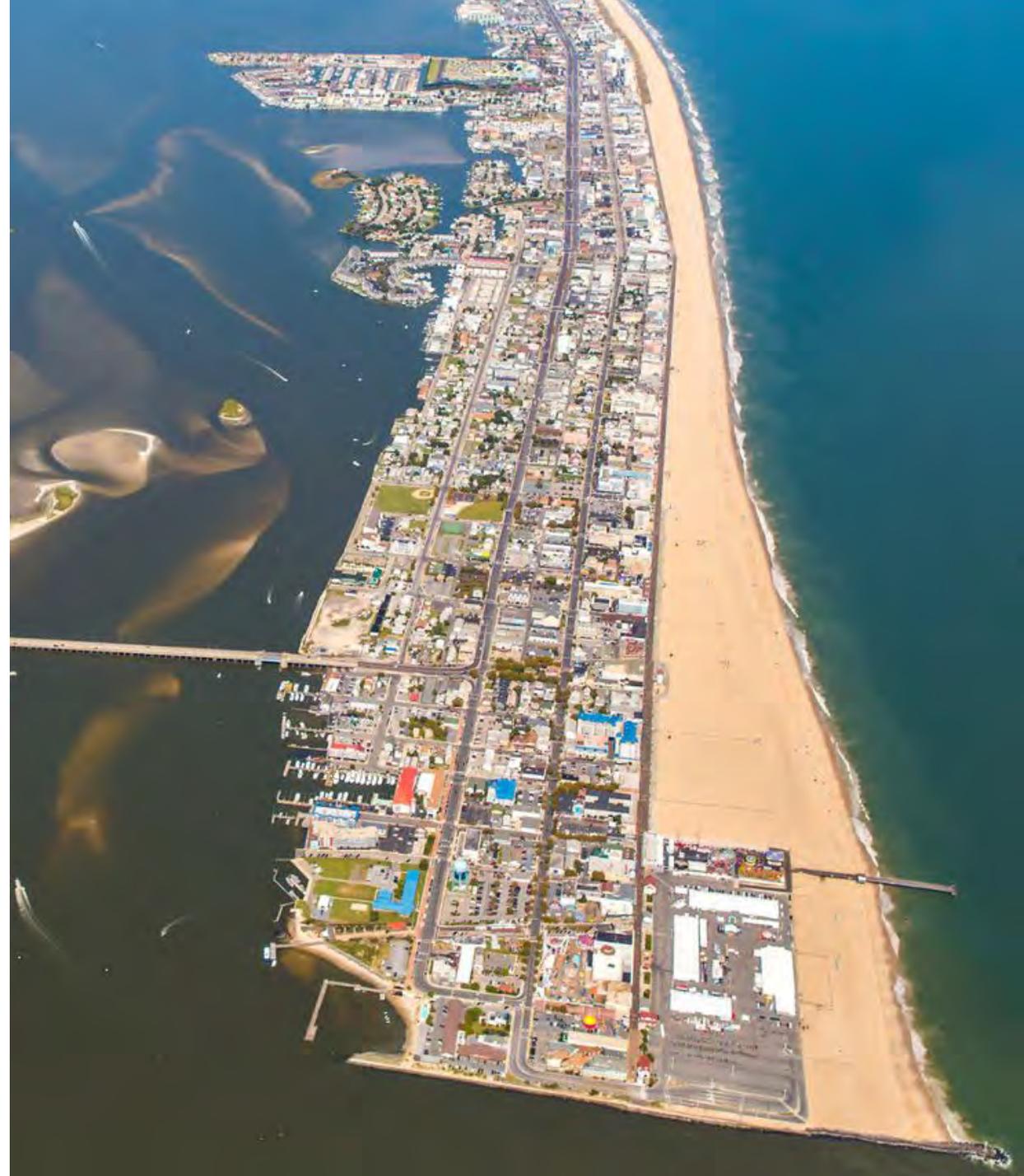
Changing Fees

Space Usage Fees

- Develop a model to charge for space based on type of surface, size of surface, location of surface and displacement of normal use (accounts for day of week and saturation in use)
- Review the forced costs related to space use – what expenses will the Town likely incur upon each use of a specified space

Sunfest

- Review actual Town costs related to craft tent vendor areas with Budget Manager to establish cost per craft vendor space; review fees for modification





The Near Future

Festivalizing non-traditional venues

Create Adventure

Ocean City as a holiday destination

- Crowd-sourcing events – HMRA, Chamber, Others
- Wide swath of opportunities funneled into one promotable multi-week series of attractions
- Push on web, social media and phone app by July
- Advanced teasers to on-site deals to post-event gifts

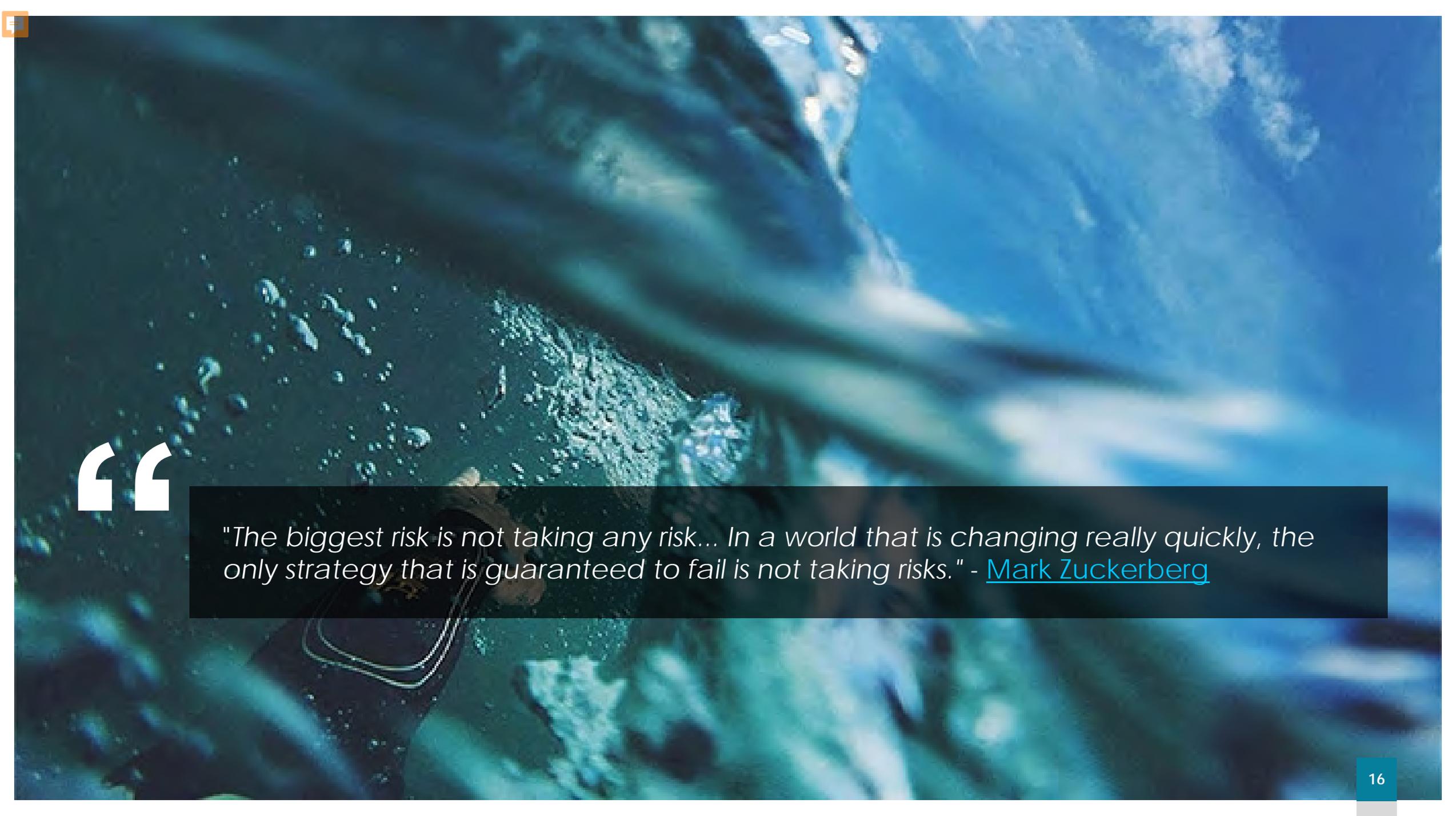
Generation Renewed Event

- Four days during the week (fit when most suited)
- Focus on empty-nest retired community
- Active lifestyle, social opportunities, adventure



In 2016, Google moved its flagship event, Google I/O, from the premiere San Francisco conference center, Moscone Center, to the Shoreline Amphitheatre in Mountain View.

Google turned the outdoor music venue and its surrounding parking lot into a "village" with ten enclosed stages and several open-air tents – all to show developers that Google considered them to be artists, not just "code writers".



“

"The biggest risk is not taking any risk... In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks." - [Mark Zuckerberg](#)



Are we riding the wave or ditching?



The fundamental questions need to be asked.

1. Will Ocean City strive toward a year-round destination or are we going to stay a seasonal resort?
2. Do we need to sustain, grow or let decline ensue? If growth – how and where?
3. What role will events play in the strategically-planned direction toward the Town's future for next **150 years**?
4. Is the Town ready to shift gears and focus energy on the next era which has already begun?

The NEXT WAVE

The Millennial Tourist (20-35 years old)

Similar traits with a new perspective

- Competitive, confident and tech savvy
- Live events and interactive experiences make them feel more connected
- Attendance equals loyalty, recognition is required
- Play to their devices; hardware, live data, proximity

New moms and dads

- Teaching adventure and culture to Gen Alpha
- Sight-seeing/exploration replaces child schedule
- Active lifestyle, social opportunities, gamification

Gamification – Use of game dynamics to influence behavior

The Hitchhikers Guide to iBeacon Hardware.

A Comprehensive Report by Aislelabs



Accent Systems



Bluecats



Blue Sense



Bkon



Estimote



EMBC01



Gimbal Series 10



Gimbal Series 21



Gliworm



HM-10 Dev Kit



Kontakt.io



Lightcurb



Motorola Mpack



Minew MS63/i3



Minew i5



Minew MS54V3



Radius Networks



RECO Beacon



RedBear



Sensorberg



SensorTag

The **WAVE FORMING**

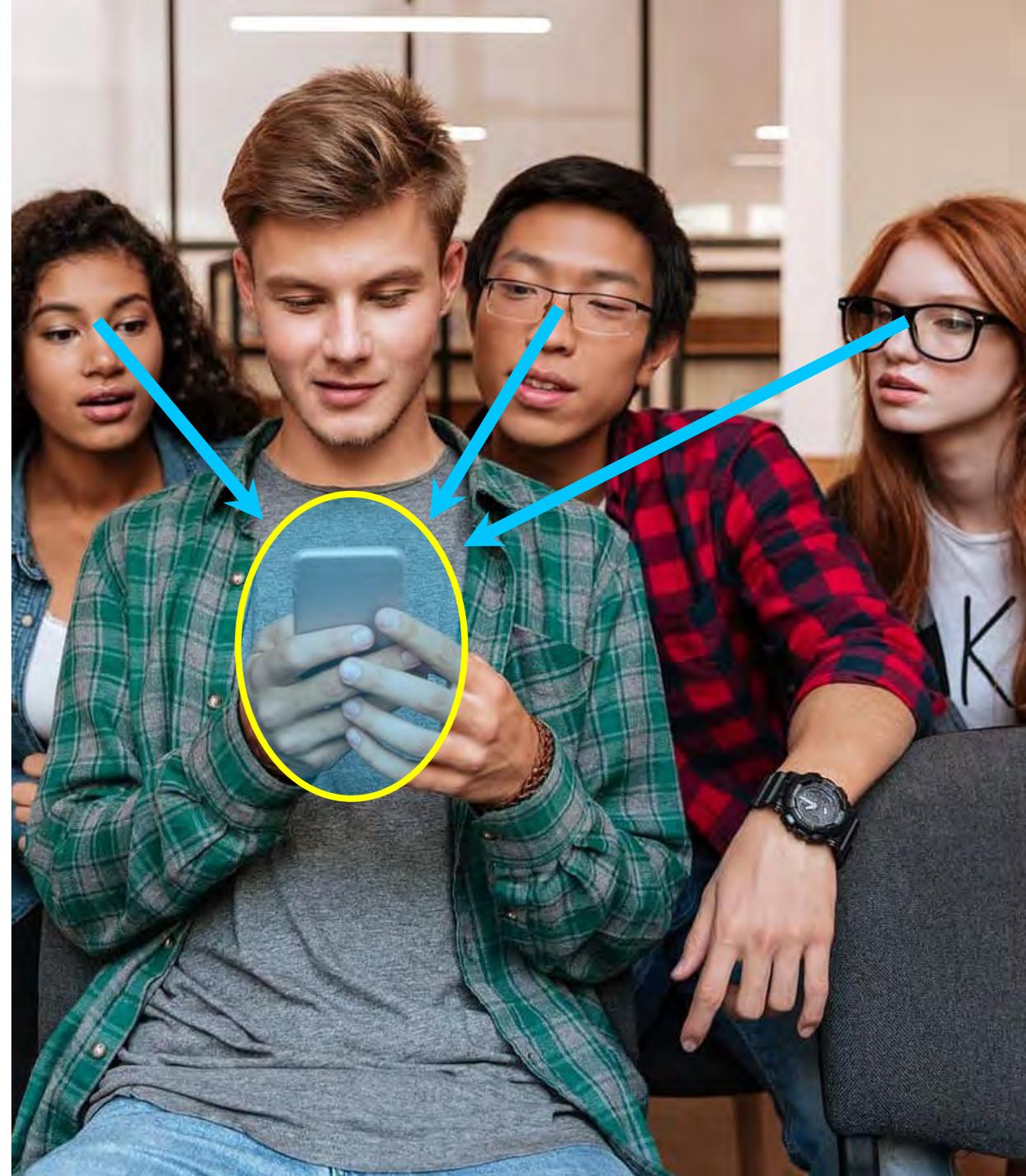
The Future Centennial Tourist (19 and younger)

Next entrepreneurs

- Personal tech is a necessity, conduit to world/info
- Diligent and pragmatic, adverse to idealistic risks
- No Facebook or Instagram; use Snapchat, Secret Vine, Whisper, VSCO. About controlling access.
- Advertising is short video and few words or you lose this audience
- Will outnumber Millennials next year by 1 Million

Gig economy culture (think of gigs as temporary work)

- Hyper-connected via social networks
- Rise of the mobile freelance/project workforce
- Say goodbye to work weeks





THANK YOU

