



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 1/12/2021

File #: 21-009, Version: 1

SUBJECT: Ratify Ice Skating Rink Sponsorship

DEPARTMENT: Economic Development

PRESENTER: Ben Pratt, Economic Development Director

TIME ESTIMATE: N/A

STAFF RECOMMENDATION:

To review and approve the ratification of the ice skating rink sponsorships

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

In 2006 the Board adopted a municipal sponsorship policy authorizing the Town to enter into municipal sponsorship agreements that would generate revenue to help support certain Town-owned or operated events/facilities. In 2010 the Board amended that policy amended by requiring any sponsorship from a business or enterprise that substantially derives its revenues from the sale or manufacture of alcohol to be approved and recognized by the Board of Trustees as in the Town's best interest. This resolution is to formally recognize the Downtown Ice Rink as an event that was specifically designed to help promote and attract business to downtown Erie businesses, and therefore it is appropriate and in the best interest of the Town to accept sponsorship from restaurants and bars located in the Downtown District.

Board Priority(s) Addressed:

- ✓ Attractive Community Amenities
- ✓ Engaged and Diverse Community
- ✓ Prosperous Economy
- ✓ Small Town Feel
- ✓ Fiscally Responsible

ATTACHMENTS:

1. Piripi Sponsorship Agreement
2. Miner's Tavern Sponsorship Agreement
3. Miner's Tavern - Ice Rink Sponsorship Application
4. Piripi - Ice Rink Sponsorship Application

