



Agenda Statement

File #: 16-0007 **Version:** 1

Type: Report **Status:** Filed

File created: 6/27/2016 **In control:** City Council

On agenda: 7/5/2016 **Final action:** 7/5/2016

Title: World Extreme Skiing & Snowboarding Championships Report

Sponsors:

Indexes:

Code sections:

Attachments: 1. WESSC Deliverables Letter April 2 016.pdf

Date	Ver.	Action By	Action	Result
7/5/2016	1	City Council	received and filed	

ITEM TITLE:

World Extreme Skiing & Snowboarding Championships Report

SUBMITTED BY: Lisa Von Bargaen, CED Director

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

None. Report only.

SUMMARY STATEMENT:

On April 19, 2016 the Council approved an event sponsorship for the 2017 World Extreme Skiing & Snowboarding Championships (WESSC). The sponsorship included \$125,000 in cash and \$25,000 in kind assistance.

The nine deliverables WESSC agreed to provide are summarized in the attached letter dated April 2, 2016. Additionally, WESSC is required to maintain a certain level of insurance, and have an audit completed as the cash contribution from the City is greater than \$100,000.

A member of the Council requested an update of WESSC activities in preparation of the event, now about nine months away. Below (in italicized print) is the response from Laurine Regan, WESSC Vice President:

Please inform the Council Member of below information in regards to their questions:

A. The WESSC Board of Directors moved to delay the press release so as to ensure when the first

release goes to air/print etc. it will carry a strong message inclusive of the City of Valdez and the high end sponsor/s.

WESSC had been waiting for the minutes from our April 19 council session to be made available in order to extract quotes that lend to a more articulated press release. As this never came, our Media Director Rhylla Morgan has approached successfully, a Council Member obtaining quotes that can be included into a press release. The interview process has been slow due to time differences (Australia vs Alaska) and availability of other interviewees that form part of the initial release. This is not too far away from completion.

B. Sponsors have been contacted, WESSC has advised the acceptance from the City of Valdez for the Event to take place, and discussions are being had between Event Director Tony Harrington, and Sponsorship contractor Kit, with 3 high end Sponsors. There also have been delays beyond our control and WESSC has had to wait it out before restarting the negotiations again. I must emphasize, that sponsors of this financial magnitude, brings negotiations to a very slow pace to completion. Whilst frustrating to all involved waiting on some form of news, and knowing their initial verbal response was positive, our confidentiality agreements will not allow us to disclose who these corporations are to the public arena at this stage. Each negotiation has its' own agenda to met by the sponsor.

C. We are appreciative of the funding received by the City of Valdez, and wish to acknowledge the Check for \$125,000 has not been deposited into the WESSC Bank Account. The reason this has not taken place is WESSC wishes to ensure, points above, A and B - have resulted in a solid completion. Any expectations of announcements by August should be viewed as an estimate at this stage.

D. Finally, WESSC is prepared, should any breakdown of sponsor negotiations occur during this time, to return the check to the City of Valdez to be held in trust for WESSC for a rescheduled Event year of 2018.

As our board of directors are all volunteers, we are working everyday towards the ultimate result to hold the Event in 2017. This is a million dollar event being developed and negotiated so it does take time to close. We do hope you and your Council do understand this. When we have significant updates we will release to the community of Valdez in the first instance, until then, like us, we all need to be patient and continue working. Regards, Laurine