

MEMO TO: Mayor and Commissioners

FROM: Theresa Thompson, Downtown Development Director

SUBJECT: Downtown Special Event Funds – Sip & Stroll Event

DATE: January 9, 2023

Purpose: Consideration of approval of a sponsorship funding request for the Sip & Stroll event scheduled for February 4, 2023.

Background: The proposed Sip & Stroll event is scheduled to be from 1-5pm on Saturday, February 4, 2023. The town sponsorship includes the payment of two bands (\$500) and facepainting (\$200).

On December 1, 2022 the Downtown Pittsboro Promotions Committee recommended having the new special event. The Downtown Advisory Board met on December 7, 2022 and approved moving forward on the new event, to promote shopping downtown for Valentine's Day. The event subcommittee met on December 15 and December 30, 2022 to discuss the logistics of the event. The event will include local breweries having taste testings at several downtown shops, two bands performing at the SOCO patio, several vendors and a food truck located at the SOCO patio, free facepainting, and additional activities planned at the Red Moose Brewing Company.

Currently, the Downtown Department budget does not include a special events line item or a method to accept sponsorships for events. Moving forward, we are exploring options to establish a clear and equitable process to engage with and accept sponsorships. Additionally, the Downtown Pittsboro budget can incorporate a special events line item for fiscal year 2023-2024, where the Downtown Advisory Board can approve sponsorship requests.

Recommendation:

Vote on a request to approve the sponsorship funding, a total of \$700, for the Sip & Stroll event scheduled for February 4, 2023.