



Seth Walsh
Councilmember

4/9/25

MOTION

To Establish an Annual Process for Funding Special Events

WE MOVE that the Administration creates a standing policy to create a dedicated funding stream for special events as a part of the annual budget process. This process should include setting aside an amount of funding equivalent to least 15.1% of our ticket revenue¹ every fiscal year into a to-be-established "Special Events Restricted Account" so there is a dedicated, annual source for special events funding.

WE FURTHER MOVE that at least 10% of the Special Events Restricted Account be used every year to support a Special Events Accelerator to help seed the next great Cincinnati event.

WE FURTHER MOVE that the Administration provide a report recommending how the funding will be allocated yearly to ensure that events of all kinds are being represented and supported.

WE FURTHER MOVE that any legal definitions that need to be updated to make this policy directive a reality be included in the report for further action.

STATEMENT

Special Events are critical to the vitality of the City of Cincinnati. These events, ranging from Blink to the Forbes Under 30 Summit to the Northside Fourth of July Parade, turn Cincinnati into a destination and attract people from across the region and the nation to see and experience our City.

The recent changes to ticket tax policy to capture the resale of tickets has resulted in a projected 15.1% increase in our ticket tax revenue. At least an amount of funding equivalent to this percentage should be set aside each year into a Special Events Restricted Fund to ensure we can continue to prioritize and support these events in the years to come.

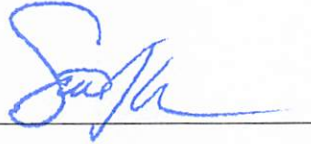
By setting the money in a Restricted Account, it will also allow us to more strategically place money aside for future large-scale events. The Account should have the flexibility to support events such as the above listed events.

¹ This is equivalent to the projected increase in revenue created by closing the ticket tax loophole on resale tickets.

We also recognize that the events we all know and love did not start as big events. The next great Cincinnati event could be simply an idea in someone's mind right now. By setting aside 10% of the Restricted Account annually for the Accelerator concept, we will be providing support to fund and grow the next big idea, anywhere and everywhere in our City.

This funding should be used at the discretion of Cincinnati City Council or the Mayor. Allocations may only be made at the initiation of a member of City Council or the Mayor.

An Administration review should be conducted within two weeks of a motion by a member of Council for review of a particular funding request. The Administrative review should be in concert with community partners, such as Visit Cincy. The report should be brief, including a summary of the event, past asks and funding of the project by the City of Cincinnati, any pertinent information from the Administration on the project, projected economic impact, projected impact on hotel room occupancy, the tax status of the entity hosting the event, whether it is a one-time or recurring event, impact on stated goals by the City Council and a final recommendation by the Administration and other community partners such as CVB as to whether the Administration recommends funding or not funding the project.



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