

Omaha Convention and Visitors Bureau

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Honorable President

OCT 25 '22 PM 2:10

and Members of the City Council,

The purpose of the attached Resolution is to approve a \$250,000 marketing sponsorship with the Omaha Equestrian Foundation for international, national and regional promotion prior to the 2023 FEI World Cup™ Finals.

The FEI World Cup™ Finals will be held in Omaha April 4-8, 2023 at the CHI Health Center. This event provides a global platform for the City of Omaha to showcase its growth, culture and wealth of attractions. The enhanced marketing efforts, will focus on increasing out-of-town visitation to Omaha for the 2023 FEI World Cup™ Finals. The event is expected to infuse more than \$19 million into the local economy.

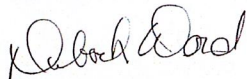
The allocation of these dollars will come from the OCVB budget, which is primarily funded through the hotel lodging tax paid by out-of-town visitors.

Approval in an amount not to exceed \$250,000.00 from the OCVB for said marketing efforts and will be paid from Fiscal Year 2022, Fund No. 21109 – Omaha Convention and Visitors Bureau, Organization No. 115911 – Admin, Account No. 42221 – Sponsorship.

Your favorable consideration is requested.

Respectfully submitted,

Referred to City Council for Consideration:



10/21/2022

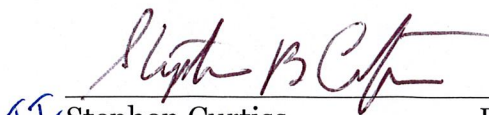
Deborah Ward,
Executive Director
Omaha Convention and Visitors Bureau



10/25/22

Jean Stothert, Mayor
City of Omaha
TKW

Approved as to Funding:



10/24/22

Stephen Curtiss
Finance Director

RESOLUTION NO. _____

City Clerk Office Use Only:

Publication Date (if applicable): _____

Agenda Date: _____

Department: _____

Submitter: _____

CITY OF OMAHA
LEGISLATIVE CHAMBER
Omaha, Nebraska

RESOLVED BY THE CITY COUNCIL OF THE CITY OF OMAHA:

WHEREAS, the Omaha Convention and Visitors Bureau (OCVB) will entered into a marketing sponsorship agreement with the Omaha Equestrian Foundation (OEF) for the international, national, and regional promotion of the FEI World Cup Finals to be held April 4-8, 2023 at the CHI Health Center in Omaha. Said sponsorship agreement will focus on increasing out-of-town visitation to Omaha and said event is expected to infuse more than \$19 million into the local economy; and,

WHEREAS, the funding for this sponsorship agreement will come from the OCVB budget, which is primarily funded through the hotel lodging tax paid by out-of-town visitors, and,

WHEREAS, as detailed within the agreement with OEF, the OCVB shall pay OEF in the amount not to exceed \$250,000.00; and,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF OMAHA:

THAT, as recommended by the Mayor, the Omaha Convention and Visitors Bureau's appropriation in an amount not to exceed \$250,000.00 for the FEI World Cup Finals sponsorship agreement, is hereby approved.

FURTHER THAT, the Finance Director is authorized to make payment in an amount not to exceed \$250,000.00 from Fiscal Year 2022, Fund No. 21109 – Omaha Convention and Visitors Bureau, Organization No. 115911 – Admin, Account No. 42221 – Sponsorship.

APPROVED AS TO FORM:



SENIOR ATTORNEY

10/21/2022

DATE

Adopted: _____

Attest: _____
City Clerk

Approved: _____
Mayor



OMAHA EQUESTRIAN FOUNDATION

2022 Sponsorship Agreement

This sponsorship agreement between the Omaha Equestrian Foundation (OEF) and the Omaha Convention and Visitors Bureau (OCVB) will provide support in the amount of \$250,000 for the FEI World Cup™ Finals to be held April 4-8, 2023, at CHI Health Center Omaha.

This world championship equestrian event features Olympic-level athletes and takes place annually in cities across the globe. After serving as the 2017 host site, Omaha won the bid to host this premier event again in 2023, beating out Riyadh, Saudi Arabia. The 2023 World Cup™ Finals, organized and operated by the Omaha Equestrian Foundation, is expected to outperform the successful 2017 FEI World Cup™ Finals that attracted 52,000+ ticket buyers from 38 countries and all 50 states, generate more than 600 million total media impressions that mention Omaha and produce more than \$19 million in local economic impact. This event provides a global platform for the City of Omaha to showcase its growth, culture and wealth of attractions.

The OCVB agrees to provide \$250,000 to the OEF to enhance the FEI World Cup™ Finals regional, national and international marketing efforts that include but are not limited to: regional and streaming television advertising; regional newsprint advertising; national and international equine trade publications advertising; targeted out-of-home advertising; regional and international targeted digital campaigns; and extensive event marketing campaigns at FEI World Cup™ qualifying jumping shows, dressage events and vaulting meets. These enhanced efforts will focus on increasing out-of-town visitation to Omaha and increased ticket sales for the event.

For such assistance, the OCVB will receive multiple marketing touchpoints to promote the City of Omaha during the event, including:

- A 30-second commercial aired on the large monitors in the arena and multiple TV monitors in the concourse during the preshow build-up before each ticketed event
- A jump with OCVB branding on the competition course
- Signage on the arena's LED panel and scoreboard
- Signage in the athletes' warm-up arena
- The opportunity to include information materials in 250 welcome bags
- Complimentary space for the OCVB Welcome booth at the CHI Health Center
- Mentions and visibility in the event's program, email blasts and press releases
- Access to a catered table for 8 in the Patron's Gallery VIP Lounge with VIP Lounge Passes for the sport of your choice
- Invitations to the World Cup Club/Sponsor Reception.