

**City of Palmer
Action Memorandum No. 15-100**

Subject: Approve a Council Community Grant in the amount of \$1,000 to SeaStar Strategies LLC For Small Business Saturday 2015 on Saturday, November 28, 2015

Agenda of: November 24, 2015

Council Action: Approved

Originator Information:

Originator: Tom Healy
Date: November 2, 2015 **Requested agenda date:** November 24, 2015

Department Information √:

Route to:	Department Director:	Signature:	Date:
_____	Community Development	_____	_____
_____	Finance	<u><i>[Signature]</i></u>	<u>11/5/15</u>
_____	Public Safety	_____	_____
_____	Public Works	_____	_____

Approved for presentation by:

	Signature:	Remarks:
City Manager	<u><i>[Signature]</i></u>	_____
City Attorney	<u><i>[Signature]</i></u>	_____
City Clerk	<u><i>[Signature]</i></u>	_____

Certification of Funds:

Total amount of funds listed in this legislation: \$ 0

This legislation (√):

- Has no fiscal impact Creates a positive impact in the amount of: \$ _____
 Creates a negative impact in the amount of: \$ _____

Funds are (√):

- Budgeted Line item(s): _____
 Not budgeted Affected line item(s): _____

General fund unassigned balance (after requested budget modification): \$ _____

Enterprise unrestricted net position (after requested budget modification): \$ _____

Director of Finance Signature: *[Signature]*

Attachment(s):

- Council Community Grant Request
- Staff Evaluation Request

Summary statement:

SeaStar Strategies on behalf of the Downtown Palmer Merchants is requesting a \$1,000 grant to help finance 2015 Small Business Saturday, November 28, 2015. Grant funds will be used to pay for print, radio and social media advertising for Small Business Saturday.

In February 2015, the City Council adopted Ordinance 14-043 which established the Council Community Grant program. The Council also approved \$10,000 in Council Discretionary Funds that could finance approved Council grants.

Following a public announcement of the grant program numerous community groups have downloaded grant requests. This application is another request for those monies.

Requests to Date:

Legislation #	Organization	Amount	Date Approved
AM 15-011	MLK Foundation	\$ 250	January 27
AM 15-031	Grow Palmer	\$ 1000	April 14
AM 15-033	Colony Days	\$ 500	April 14
AM 15-034	Who Let the Girls Out	\$ 1,000	April 14
AM 15-035	Museum Art Exhibit	\$ 1,000	April 14
AM 15-038	Grad Blast	\$ 500	April 28
AM 15-055	VCRS	\$ 250	May 26
AM 15-056	Mat-Su Seniors	\$ 600	June 9
AM 15-057	The Yak	\$ 1,000	June 9
Total Donations:		\$ 6,100	

Administration recommendation: Approve the \$1,000 grant request.

Project Name: Small Business Saturday

Reviewer Name: Tom Healy

Date: 11/2/2015

Qualification Pre-Check

Both items listed below must be present before further review of application.

- X  Event must be accessible to all members of the community.
- X  Event must take place within Palmer city limits or within one mile of city limits.

	Application Elements		Expectations		Points Earned
	10 pts		7 pts.		3-0 pts
Accessibility & Strategic Priorities	The application clearly states the economic benefits and the reader/evaluator easily understands the benefits to the community and residents of the City.	The application states the benefits, however it is not clear and/or the reviewer/evaluator must assume or use reason to determine the benefits to the community and residents of the City.	The application does not clearly demonstrate the benefits and/or the reader/evaluator cannot determine through reasoning the benefits to the community or residents of the City.		10
	The application clearly addresses how the project meets one or more of the City's Economic Development Strategic Priorities.	The application attempts to address how the project meets one or more of the City's Economic Development Strategic Priorities; however, the reviewer/evaluator must assume or use reason to determine how the project is addressing a strategic priority(s).	The application does not clearly demonstrate how the project is addressing a strategic priority and/or the reader/evaluator cannot determine through reasoning how the project is addressing a strategic priority.		10
Fiscal	The application clearly states how much financial or in-kind services are being requested for the project.	The application contains information regarding financial and/or in-kind services as part of the project; however, it is not clear and the reviewer/evaluator must assume or use reason to determine what is being requested.	The application does not clearly state what is being requested and/or the reviewer/evaluator cannot determine through reasoning.		10
	The application includes a project budget which demonstrates sound fiscal practices and reviewer/evaluator can easily understand.	The application includes a project budget; however, the reviewer/evaluator has questions or has to use reason to understand the overall budget for the project.	The application does not include a project budget or the reviewer/evaluator cannot understand and/or has significant concerns about the budget as presented.		10
Benefit	The application clearly states how the community will benefit as a result of the event.	The application states the degree of benefits; however, it is not clear and the reviewer/evaluator must assume or use reason to determine the how the community will benefit as a result of this grant.	The application does not clearly demonstrate the degree of benefits and/or the reviewer/evaluator cannot determine the how the community will benefits as a result of this grant.		10
Reporting	The application clearly states how and when the City will receive a post event report on this project.	The application attempts to address how a post event report will be given to the City; however it is unclear and the reviewer/evaluator must assume or use reason to determine how and when the report will be presented.	The application does not attempt to address how a post event report will be given to the City or the reviewer/evaluator cannot determine how the report will be presented.		7
				Total:	57



City of Palmer • City Manager's Office
231 W. Evergreen Avenue • Palmer, AK 99645
Phone: 907-745-3271 Fax: 907-745-0930

Council Community Grant

The City of Palmer recognizes the valued contributions being provided through the volunteer efforts of community organizations, agencies, and individuals on behalf of its citizens. Community grant funding demonstrates Council's commitment to programs, services, projects and events that are benefits to the community while at the same time recognizing the financial constraints impacting the City's ability to provide funding.

The objectives of the City of Palmer Council Community Grant are:

- to provide modest levels of support and assistance to help foster and develop community programs, services, projects, and events that enhance the greater Palmer community's cultural and economic environment; and
- to treat all organizations fairly and consistently while creating a minimal administrative process.

Applicant eligibility

Preference will be given to organizations and groups that demonstrate Palmer community support and that propose a program, service, project or event (event) having the potential for positive economic and cultural impacts and that show evidence of efficient use of resources, sound business practices/accountability, and describe the organization's or group's knowledge, skills and self-reliance.

An applicant organization must meet the following general criteria in order to be considered for a Council Community grant:

1. Program, service, project or event must primarily benefit the community and residents of Palmer.
2. Program, service, project or even has City wide significance and is expected to bring economic and/or public relations benefit to the City.
3. Grant applicants should be able to demonstrate active fundraising efforts to support the continuation of the program, service, project or event. The City grant should not be considered as the primary source of funding for the organization.
4. Funding requests can be defined as programs, services, projects and events that economically benefit Palmer by supporting, sustaining, promoting, informing, educating, celebrating, preserving and/or providing access to the arts, culture, environment, heritage, recreation and/or health activities.
5. To qualify for funding, the group must demonstrate its commitment to all of the following principles:
 - a. Program, service, project or event is open – accessible – to all members of the community;
 - b. Program, service, project or event must take place within the Palmer city limits or within one mile of the city limits;
 - c. Program, service, project or event is effective in providing an economic benefit to Palmer;
 - d. applicant is accountable through sound management and financial practices;
 - e. Individuals are not eligible.



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Council Community Grant Application

Program, service, project or event title: Small Business Saturday 2015
Date(s) of program, service, project or event: Saturday, November 28, 2015

Applicant Information

Name: Jeanette Gardiner
Address: PO Box 125
City: Palmer State: AK Zip: 99645
Phone: 745-6127 Email: jeanette@seastarstrategies.com

Organization Information

Name of organization/group: SeaStar Strategies LLC
Type of organization: Non-profit Volunteer community group Other

Funding Request

Amount of Request: \$ 1,000.00
Matching funds provided by applicant: \$ In-kind marketing coordination services

Project Summary Information

In the space below, provide a concise, on paragraph summary of your proposed program, service, project or event and how it promotes economic development for the City of Palmer.

Small Business Saturday was founded in 2010 by American Express as a way to help small, local businesses bring customers through the door during the busy holiday season. The day is celebrated nationally, and my business, SeaStar Stragies LLC has again signed up as the "Neighborhood Champion" for Palmer. By doing this, I am able to receive free marketing materials (totes, pens, balloons, email/social media resources, etc) to distribute to participating businesses. It's a concerted and coordinated marketing effort for Palmer businesses specifically for Small Business Saturday. I will be heading up the marketing of the day and participating businesses to bring shoppers to Palmer.

Project Scope of Work

Please list the steps to be taken to conduct the program, service, project or event. Be sure to address issues such as: beginning and ending date, who will work to conduct the event/project, clean-up team, where is the project going to occur (location).

This is a one-day event, Saturday, November 28th. At this point, I don't have an "event"

planned, the funds would go directly to paid marketing to help increase participation.

Through my business I will be receiving and distributing any marketing materials from

American Express, coordinating the paid marketing efforts (radio, print, social media),

and keeping the community informed through announcements at local business meetings.

The "event" is Small Business Saturday and as of today (October 16th), there are 14

Palmer retailers and 2 Palmer restaurants signed up to participate. I don't anticipate

any clean-up.

Eligibility

Describe how your program, service, project or event meets the eligibility guidelines.

Small Business Saturday is open to any small business that would like to participate.

I've reached out through my connections directly, through social media, as well as

through the Palmer Chamber of Commerce. The day benefits the economy of the City of

Palmer through increased sales at local retailers. Last year's results showed increased

sales of 40% at one retailer, triple at another, and double at one with one-day sales

rivaling sales during Colony Christmas. I expect those results to be equal or higher

this year if we receive funds for paid marketing.

Matching Funding Source

Describe source of matching funding. Have alternate sources of funding been explored?

My business will provide in-kind marketing coordination services in the weeks leading up

to Small Business Saturday. The estimated value is \$2,000.00. I am volunteering my

business services to help the small businesses, so any and all funds received through

this grant will go directly to print, radio, and social media marketing.

Community Benefit

Please indicate how the results of your program, service, project or event will enhance economic development or generally benefit the City of Palmer. Describe the expected number of participants to be attracted by the event or project. Please explain how your organization will evaluate the community benefit of your event. Examples might include surveys, registrations, sign-in sheets, number of people served, etc.

As mentioned in the eligibility requirements, Small Business Saturday greatly benefits the City of Palmer through increased sales tax collection from retail sales. I don't have an estimate of the numbers of shoppers we will attract this year. Last year I asked participating businesses to track sales over previous years and similar community events to rate the success (results from some in eligibility requirement section). I will ask participating businesses to track sales compared to 2014's Small Business Saturday to measure the return on investment of increased marketing efforts.

Detailed Budget

Revenue:

Source:	Cash	In-Kind	Total
City of Palmer	\$ 1,000.00	\$	\$ 1,000.00
SeaStar Strategies LLC	\$	\$ 2,000.00	\$ 2,000.00
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals	\$ 1,000.00	\$ 2,000.00	\$ 3,000.00

Expenditures:

Item/Service:	Cash	In-Kind	Total
Print advertising (est)	\$ 450.00	\$	\$
Radio advertising (est)	\$ 350.00	\$	\$
Social media (est)	\$ 200.00	\$	\$
Marketing coordination	\$	\$ 2,000.00	\$ 2,000.00
	\$	\$	\$
Totals	\$ 1,000.00	\$ 2,000.00	\$ 3,000.00

Applications may be submitted at any time to the address listed above. Please allow at least six weeks lead time for application review and City Council agenda scheduling.

Applicant signature: Geanette Gardiner
Date: 16 Oct 2015

For Office Use Only

Date received by Manager's Office: 10-21-2015 Shp
City Council agenda date: _____
Action Memorandum No.: _____
City Council: Approved Denied
Date Manager's Office notified applicant of request outcome: _____