

**City of Palmer
Action Memorandum No. 16-024**

Subject: Approve a Council Community Grant in the amount of \$1,000 to Active Soles Performance Footwear/MatSu Miners to Support a Mayor's Green Day Gallop Foot Run in Palmer on March 13, 2016

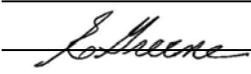
Agenda of: February 23, 2016

Council Action: Approved with the council's suggested title: Palmer Green Day Gallop _____

Originator Information:

Originator: Nathan Wallace
Date: February 9, 2016 **Requested agenda date:** February 23, 2016

Department Information:

Route to:	Department Director:	Signature:	Date:
_____	Community Development	_____	_____
<u>X</u>	Finance		<u>2/9/16</u>
_____	Public Safety	_____	_____
_____	Public Works	_____	_____

Approved for presentation by:

	Signature:	Remarks:
City Manager		_____
City Attorney		_____
City Clerk		_____

Certification of Funds:

Total amount of funds listed in this legislation: \$ 1000.00

This legislation (√):

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

Funds are (√):

Budgeted Line item(s): 02-01-10-6068 Council Community Grant
 Not budgeted Affected line item(s): _____

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

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

Director of Finance Signature: 

Project Name: Mayor's Green Gallop Run

Reviewer Name: Nathan Wallace

Date: 2/9/2016

Qualification Pre-Check

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

- Event must be accessible to all members of the community.
- Event must take place within Palmer city limits or within one mile of city limits.
- Event has received funding from the City in the past. List the years funding was received: _____
- If event was supported by a City grant in the past, the post event report from the previous event is complete.

	Application Elements		Expectations	Points Earned
Accessibility & Strategic Priorities	10 pts	7 pts.	3-0 pts	
	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.	7
	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.	7
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.	7
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:	48/60



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 Application

Program, service, project or event title: Mayors Green Day Gallop
Date(s) of program, service, project or event: March 13th, 2016

Applicant Information

Name: Kate Arnold
Address: 642 S. Alaska St. Ste 100
City: Palmer State: AK Zip: 99645
Phone: 907-746-0600 Email: Kevans.arnold@gmail.com

Organization Information

Name of organization/group: Active Soles Performance Footwear, Mat-Su Miners
Type of organization: Non-profit Volunteer community group Other

Funding Request

Amount of Request: \$ \$1000
Matching funds provided by applicant: \$ \$1000

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.
5k, 10k and Half Marathon foot race in Palmer. Starting at the Palmer Depot and utilizing
the streets of Palmer for the race. We would have aid stations set up and the course
will be well marked with volunteers.

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).

We will have 25 Volunteers from the community to stay at the aid station and to assist on the course with clean up. We would like registration to begin at 1:30 and the race to begin at 3:00. We will have a course cut off time of 6:30PM. We would like to have awards and food at the Palmer depot afterwards. If possible, we would like the start and end the event in the middle of Palmer - making the starting line right on the main street.

Eligibility

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

We believe that starting and ending the race in Palmer will bring a lot of the community to the local business and streets of Palmer - either as a spectator or a participant of the race. Getting this community involved in fun, active events will bring us closer together and also get outside participation from the other cities to bring revenue to Palmer. Active Soles is teaming up with two Non-Profits in the valley to bring awareness to health and active lifestyles while building relationships in the community.

Matching Funding Source

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

We have raised \$1000 in sponsorships to put towards timing equipment, street closing equipment, food and water for the aid stations, race insurance etc...

We have reached out to many business in Palmer to collect the funding necessary to put on a large event such as this one.

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.

We hope to cap the race at 350 participants, by having online registration we will be able to keep track of how many participants join the race. By brining this many people to the local streets of Palmer we are sure that the other businesses in Palmer will benefit from their time spent in the community. We will certainly follow up with businesses to see what type of benefit they saw in their business from this event by means of a survey.

Detailed Budget

Revenue:

Source:	Cash	In-Kind	Total
VWRT	\$ 150.00	\$	\$ 150.00
MSHF	\$ 1,000.00	\$	\$ \$1,000.00
UPS	\$	\$ \$100	\$ \$100
	\$	\$	\$
	\$	\$	\$
Totals	\$	\$	\$

Expenditures:

Item/Service:	Cash	In-Kind	Total
Insurance	\$ \$300.00	\$	\$ \$300.00
Timing equipment	\$ \$2,500.00	\$	\$ \$2500.00
Aid stations/ EMS	\$ \$500.00	\$	\$ \$500.00
Building rentals/ streets	\$ \$500.00	\$ → \$500	\$ \$500.00
Web design	\$ \$350.00	\$	\$ \$350.00
Totals	\$ 4,150.00	\$	\$ 4,150.00

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:

Kate Arnold

Date:

2/8/10

For Office Use Only

Date received by Manager's Office: _____

City Council agenda date: _____

Action Memorandum No.: _____

City Council:

Approved

Denied

Date Manager's Office notified applicant of request outcome: _____