





Project Name: Who Let The Girls Out

Reviewer Name: Nathan Wallace

Date: 3/7/2016

## 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.
- X Event must take place within Palmer city limits or within one mile of city limits.
- X Event has received funding from the City in the past. List the years funding was received: 2012-\$500/2014-\$1000
- 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 clearly addresses how the project meets one or more of the City's Economic Development Strategic Priorities.	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
Fiscal	The application clearly states how much financial or in-kind services are being requested for the project.	The application includes a project budget which demonstrates sound fiscal practices and reviewer/evaluator can easily understand.	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 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 clearly states how the community will benefit as a result of the event.	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 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.	8	
<b>Total:</b>				<b>58/60</b>	



**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: Who Let the Girls Out  
 Date(s) of program, service, project or event: 4/22, 23 2016

**Applicant Information**

Name: Denise Stutz on behalf of the Downtown Palmer Merchants Assn.  
 Address: 720 S. Alaska  
 City: Palmer State: AK Zip: 99645  
 Phone: 907-745-2258 Email: denise@nonessentialalaska.com  
907-982-3363

**Organization Information**

Name of organization/group: Downtown Palmer Merchants  
 Type of organization:  Non-profit  Volunteer community group  Other

**Funding Request**

Amount of Request: \$ 2500<sup>00</sup>  
 Matching funds provided by applicant: \$ 16,750<sup>00</sup> +/-

**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.

The event has consistently demonstrated a positive economic impact. The sheer volume of visitors to the community result in improved sales over the course of the weekend and many repeat customers whose initial introduction to Palmer's retail scene happens during Who Let The Girls Out. This year the addition of 300+ retail passengers should further benefit the community.

Please See Attached

### 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).

The Downtown Palmer Merchants Assn (DPMA), an ad hoc committee of business owners, in cooperation with the Chamber of Commerce and numerous non-retail businesses and volunteers plan and carry out all aspects of planning, advertising, and conducting the various events associated with WLTGC. The events are housed at various retail sites throughout the community.

### Eligibility

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

Point for point, this event is designed to spotlight our community and the many services and retail alternatives available here. It is the product of an intense and well developed partnership of local business owners working together for the common good of the community. It is accessible to all and takes place in the heart of Palmer, demonstrating Palmer's unique, convenience, walkability and helps to further define Palmer as a destination.

### Matching Funding Source

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

We, as business owners, contribute at various levels (\$300, \$500, \$1,000) seek participation of non-bricks and mortar businesses that are compatible and non-competitive with our businesses and request funding and support from a variety of other sources (MTA, MVFCU, NIT) as well as local service businesses that do not have a "product" per se but do business as our neighbors (doctors, insurance brokers etc)

### 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 anticipate more than 2500 participants  
 An impact survey of participants will be completed  
 A "passport" that encourages visits to all participating businesses will be collected and invited to verify numbers of participants.

### Detailed Budget

#### Revenue:

Source:	Cash	In-Kind	Total
Merchants	\$ _____	\$ _____	\$ 15500 <sup>00</sup>
	\$ _____	\$ _____	\$ _____
In-kind	\$ _____	\$ 4500	\$ 4000 (Nocash)
NON-Merchant	\$ 4000 +/-	\$ _____	\$ 4000
	\$ _____	\$ _____	\$ _____
Totals	\$ _____	\$ _____	\$ 19500

#### Expenditures:

Item/Service:	Cash	In-Kind	Total
advertising	\$ _____	\$ _____	\$ 15250-
rent	\$ _____	\$ _____	\$ 200-
music	\$ _____	\$ _____	\$ 3000-
Insurance	\$ _____	\$ _____	\$ 900-
	\$ _____	\$ _____	\$ _____
Totals	\$ _____	\$ _____	\$ 19350 <sup>00</sup>

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: \_\_\_\_\_

Date: \_\_\_\_\_

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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: \_\_\_\_\_