

**CITY OF PALMER  
ACTION MEMORANDUM NO. 14-032**

**Subject:** Authorize a Donation to the Palmer Arts Council for the Who Let the Girls Out Event in the Amount of \$1,000

**Agenda of:** April 8, 2014

**Council Action:** Authorized \_\_\_\_\_

**Approved for presentation by:**

City Manager \_\_\_\_\_  
City Attorney \_\_\_\_\_  
City Clerk \_\_\_\_\_

*J. B. Griffin*  
*JX*

**Certification of Funds:**

Total amount of funds listed in legislation:	\$ <u>1000</u>
This legislation (✓):	
<input type="checkbox"/> Has no fiscal impact	
Creates:	
<input checked="" type="checkbox"/> A negative fiscal impact in the amount of:	\$ <u>1000</u>
<input type="checkbox"/> A positive fiscal impact in the amount of:	\$ _____
<input checked="" type="checkbox"/> Funds are budgeted.	
Funds are budgeted from this (these) line item(s):	
a) ➤ 01-02-10-6069	\$ <u>1000</u>
b) ➤	\$ _____
c) ➤	\$ _____
a) Funds originally budgeted in line item :	\$ <u>7000</u>
New balance:	\$ <u>2682.56</u>
<input type="checkbox"/> Funds are not budgeted.	
Budget amendment required in the total amount of:	\$ _____
Affected line item(s):	
➤	\$ _____
➤	\$ _____
<input type="checkbox"/> General fund unassigned balance (after budget modification)	\$ _____
<input type="checkbox"/> Enterprise unrestricted net position (after budget modification)	\$ _____
Director of Finance signature certifying funds:	_____ <i>[Signature]</i>

**Summary statement:** Action memorandum 14-032 is forwarded to the council for consideration at the request of Council Members Best and Combs.

**Administration recommendation:** Approve action memorandum 14-032.

# Who Let The Girls Out, Version 4.0

## A Spring Folly - Brought to you by Downtown Palmer Merchants

In the Spring of 2011 a group of local merchants, exhausted by the seemingly endless wind and yearning for Spring, brainstormed a "Spring Folly" designed to capture the attention of folks across the valley and beyond. From that emerged **WHO LET THE GIRLS OUT?!** Partly shopping extravaganza, partly a music fest; there was something for everyone: horse drawn carriage to wine tasting, art to self-care. That first year and each successive year has been so popular, we are continuing the tradition! This year vendors and clients alike are looking forward to the fourth annual two day version of WHO LET THE GIRLS OUT, slated for Friday April 25th, and Saturday, April 26<sup>th</sup>, and we are pleased to welcome the Palmer Art's Council, who will serve as our umbrella organization.

Not only is this event fun, it is a fabulous economic boost. Restaurants will be busy, stores hopping and hotel rooms rented to out of town guests. The past three years we have documented visitors from Valdez, Fairbanks, Talkeetna, Healy, Togiak, Bethel, Chugiak, Dillingham, Eagle River, Anchorage, Seward and Homer. And not by chance! They were here for the event.

In our short history we have been very fortunate to partner with several major sponsors who have offset the cost of advertisement, the horse drawn carriage, stipends for the musicians, and prizes and events. Mat Su Health Foundation, Matanuska Valley Federal Credit Union, Matanuska Telephone Cooperative, Mat Su Regional Hospital, Usibelli Coal, IBEW local 1547, Palmer Senior Services, Palmer Chamber of Commerce and the City of Palmer have helped make the whole thing possible in conjunction with the Downtown Palmer Merchants, who contribute both financially and creatively.

This year we will continue to expand and improve the event with the 2<sup>nd</sup> Annual 5K sponsored by Valley Women's Running Team, a mother-daughter look-alike contest, and a much anticipated "Get the Junk Out of the Trunk" mobile market (an upscale flea market!) are a few of the draws. We also hope to integrate a health component with the mobile mammography unit, and launch a 12 week fitness challenge.

We hope you will consider becoming a part of WHO LET THE GIRLS OUT? Your sponsorship in the amount of \$1,000, or co-sponsorship of the horse drawn carriage or a portion of the music venue at the \$750 level, one of the new events or an event of your own design, will establish you as a major sponsor and insure your business name is included in all advertisement. Checks should be made out to the Palmer Arts Council, memo WLTGO and I will arrange pick-up and delivery.

On behalf of the Downtown Palmer Merchants Association, we look forward to your participation.

  
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