

**City of Palmer
Action Memorandum No. 15-033**

Subject: Approve a Community Council Grant in the amount of \$500 to the Palmer Chamber of Commerce for 2015 Colony Days

Agenda of: April 14, 2015

Council Action: Approved

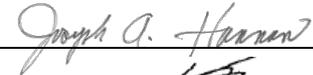
Originator Information:

Originator: Joe Hannan
Date: March 19, 2015 **Requested agenda date:** April 14, 2015

Department Information:

Route to:	Department Director:	Signature:	Date:
	Community Development		
x	Finance		3/19/2015
	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: \$ 500

This legislation (√):

Has no fiscal impact Creates a positive impact in the amount of: \$ _____
 Negative impact in the amount of: \$ 500

Funds are (√):

Budgeted Line item(s): 01-02-10-6069
 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: 

Attachment(s):

- Council Community Grant Request
- Staff Evaluation of Request

Summary statement:

The Chamber of Commerce is requesting a \$500 grant to match \$25,750 to help finance the 2015 Colony Days from June 12-14, 2015.

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. Three grant applications constitute the first set of requests.

The Chamber's Colony Day request and staff evaluation are attached. Other grant requests will be submitted under separate cover.

Financial

Council Requests to Date

Request	Amount Requested	Amount Awarded	Beginning Account Balance \$10,000
Martin Luther King Day	\$ 250.00	\$ 250.00	\$ 9,750 Council award prior to program implementation
Chamber of Commerce for Colony Days	\$ 500.00	\$	
Who Let Girls Out - Palmer Arts Council	\$ 1,000.00	\$	
Community Garden – Grow Palmer	\$ 3,000.00	\$	

Administration recommendation: Approve the \$500 grant request.

Project Name: 2015 Colony Days

Applicant Palmer Chamber of Commerce

Reviewer Name: Joe Hannan

Date: 3/19/15

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: None
- 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	
	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 benefit 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 Application

Program, service, project or event title: 2015 Colony Days
Date(s) of program, service, project or event: June 12 - June 14, 2015

Applicant Information

Name: Ralph Renzi, Greater Palmer Chamber of Commerce
Address: PO Box 45
City: Palmer State: AK Zip: 99645
Phone: (907) 745-2880 Email: director@palmerchamber.org

Organization Information

Name of organization/group: Greater Palmer Chamber of Commerce
Type of organization: Non-profit Volunteer community group Other

Funding Request

Amount of Request: \$ 500.00
Matching funds provided by applicant: \$ 25,750

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 2015 Colony Days theme is, "Looking Back, Moving Forward: Celebrating 80 Years of Colonists." We will be focusing on special events to commemorate those pioneering individuals who made Palmer what it is today. This three-day event brings thousands of guests and visitors into our city and allows us to showcase our community.

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).

Volunteers are already working to secure permits, contracts, vendors and special events required to put on this city-wide event. We have contracts for set-up and tear down.

Colony Days takes place primarily in the Palmer Downtown Business District however, some events linked to the event take place in the outskirts of the Greater Palmer area.

Cleanup occurs as each individual event winds down.

Eligibility

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

GPCC has coordinated Colony Days for 30-plus years. It is one of the largest tourist and community attractions in Palmer each year. Local merchants always see an enormous increase in business due to the vast inflow of guests and visitors to the city.

Matching Funding Source

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

We have almost \$13,000 in partnership funds already contributed to the event.

Projected sponsorships and other income sources are expected to generate another \$13,000. The event has budgeted expenditures of over \$26,000.

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.

Colony Days is one of the largest tourist and community attractions in Palmer each year.

Local merchants always see an enormous increase in business due to the vast inflow of guests and visitors to the city. Colony Days is one of Palmer's largest economic drivers.

It kicks off the tourist season in Palmer.

Detailed Budget

Revenue:

Source:	Cash	In-Kind	Total
Partnerships	\$ 12,750	\$	\$ 12,750
Sponsorships	\$ 9,000	\$	\$ 9,000
Other Contracts	\$ 4,000	\$	\$ 4,000
	\$	\$	\$
	\$	\$	\$
Totals	\$ 25,750	\$	\$ 25,750

Expenditures:

Item/Service:	Cash	In-Kind	Total
Total Expenses	\$ 26,500	\$	\$ 26,500
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals	\$ 26,500	\$	\$ 26,500

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:

[Handwritten Signature]

Date:

3/13/2015

For Office Use Only

Date received by Manager's Office:

3-13-2015 - JRP

City Council agenda date:

Action Memorandum No.:

City Council:

Approved

Denied

Date Manager's Office notified applicant of request outcome: