

**City of Palmer
Action Memorandum No. 15-034**

Subject: Approve a Community Council Grant in the amount of \$1,000 to the Palmer Arts Council for Who Let the Girls Out April 24-25, 2015

Agenda of: April 14, 2015

Council Action: Approved

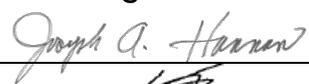
Originator Information:

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		3/20/2015
	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: \$ 1,000

This legislation (√):

Has no fiscal impact Creates a positive impact in the amount of: \$ _____
 Negative impact in the amount of: \$ 1,000

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 Palmer Arts Council on behalf of the Downtown Palmer Merchants is requesting a \$1,000 grant to match \$7,500 to help finance the 2015 Who Let the Girls Out event April 24 and 25, 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 Downtown Palmer Merchants 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 \$1,000 grant request.

Project Name: Who Let the Girls Out

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: \$1,000 (2014)
- 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 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.	10
			Total:	60

In response to a staff question about event evaluation and benefit, the applicant supplemented their application...

"Because the bulk of the "gain" from this event is direct economic boost to individual participating businesses it is tricky - at best - for us to actually gather information on. Other than the month end City of Palmer sales tax report there is no required documentation and I'm afraid we would be turned away at the door by most proprietors should we require such. Fortunately, I have over the years been able to get some specifics from "friends" that are willing to discuss, often in kind of loose terms, those gains.

Cover-ups, NonEssentials, Sidekicks (Now Whimsey), the Palmer Bar, Vagabond Blues and Garden Gate have historically provided a summary of how their sales have gone.

This year I believe we will be able to add Forget-me-not Fibers to that list.

We are able to assess the numbers of attendees based on several factors: 1)observational surveys at noon, 3 and 7 pm at various sites around town 2) numbers of entries in various drawings....in that case we assume many people put their names into more than one drawing and use the largest number of tickets turned in for any one business 3) numbers of entries in the 5K and the Raundaneering bike event and 4) while it is not a necessarily an accurate reflection of numbers of participants we do keep track of the funds raised at the annual purse auction sponsored by Country Legends and the Palmer Bar - looking for year to year variations

It is valuable to note that PRIOR to realizing the forceful impact of Small Business Saturday (which for most Palmer businesses has been the past three years, and in some cases only the past two years - despite the fact that I believe it has been an nation-wide phenomena for about the past five years) most PARTICIPATING businesses listed Who Let the Girls Out as their first, second or third biggest "event based" sales day of the year. Please note that in my case, for example, the 10 days prior to Christmas and the first two days FOLLOWING Christmas are my biggest overall days....but in terms of "events based" sales, i.e. Colony Days, Colony Christmas, Cash Mob, WLTGO, and the Midsummer Garden and Art Faire etc. Who Let the Girls Out has ranked number one or two each of the past five years.....better when I am in the shop and available to my customers, a little less so when I have been busy organizing."



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: 4/24, 25, 2015

Applicant Information

Name: Downtown Palmer Merchants - Denise Stetzy

Address: 728 S. Alaska

City: Palmer State: 99645 AK:

Phone: 907-982-3363 Email: denisejstetzy@yahoo.com

Organization Information

Name of organization/group: Palmer Arts Council

Type of organization: Non-profit Volunteer community group Other

Funding Request

Amount of Request: \$ # 1,000⁰⁰

Matching funds provided by applicant: \$ > 7,500⁰⁰

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.

In its fifth year, this Spring event, designed to entertain and welcome guests from across the valley and beyond, has served to spotlight Palmer's numerous small businesses and bridge the economic lull between the winter holiday season and tourism. Crafted to draw women, the event features activities of a varied nature, from a 5K to a fashion show, tea to treasure hunt. The Who Let the Girls Out event ranks among the top 5 event based sales days for many small businesses.

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 event occurs within the bricks and mortar business throughout the community and is designed, sponsored and carried out by business owners and staff

Eligibility

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

Located in the business district and created and funded by local businesses, who let the bills out services to draw people to the community and provide economic stimulus during an otherwise quiet season.

Matching Funding Source

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

Local businesses provide eighty plus percent of the funding

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 estimate more than 1700 people attend the two day activities, based on reports/sales from local businesses.

Detailed Budget

Revenue:

Source:	Cash	In-Kind	Total
<i>Downtown Palmer Merchants</i>	\$ 4850 ⁰⁰	\$ 4850⁰⁰	\$ 4850 ⁰⁰
<i>UPS printing</i>	\$	\$ 250 ⁰⁰	\$ 250 ⁰⁰
<i>Grant/contributor</i>	\$ 1500 ⁻	\$ 1500	\$ 1500 ⁻
<i>Make a scene Valley Road</i>	\$	\$ 1000	\$ 1000
Totals		\$ 1000	\$ 1000 # 8,600

Expenditures:

Item/Service:	Cash	In-Kind	Total
<i>Advertising</i>	\$ 4000	\$ 250	\$ 4250
<i>Musician</i>	\$ 2000	\$	\$ 2000
<i>horse draw cartage</i>	\$	\$	\$ 1250
<i>prizes/grebbag</i>	\$	\$	\$ 1000
Totals	\$	\$	\$ 8600 ⁻

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:

3/4/15

For Office Use Only

Date received by Manager's Office:

3-4-15 - 

City Council agenda date:

Action Memorandum No.:

City Council:

Approved

Denied

Date Manager's Office notified applicant of request outcome:
