

**City of Palmer  
Action Memorandum No. 16-042**

**Subject:** Approve a Council Community Grant in the amount of \$3,000 to the Palmer Museum of History and Art to support Midsummer Garden and Art Faire.

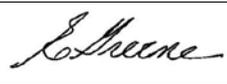
**Agenda of:** June 14, 2016

**Council Action:** APPROVED AS AMENDED TO AWARD \$2,000.00

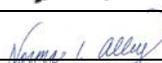
**Originator Information:**

**Originator:** City Manager  
**Date:** May 19<sup>th</sup>, 2016      **Requested agenda date:** June 14<sup>th</sup>, 2016

**Department Information √:**

Route to:	Department Director:	Signature:	Date:
	Community Development		
X	Finance		5/19/16
	Fire Department		
	Police Department		
	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: \$ 3,000.00

This legislation (√):

- Has no fiscal impact       Creates a positive impact in the amount of: \$ \_\_\_\_\_
- Creates a negative impact in the amount of: \$ 3,000.00

Funds are (√):

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

General fund unassigned balance (after requested budget modification): \$ \_\_\_\_\_

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

Director of Finance Signature: 



Project Name: Palmer Midsummer Garden and Art Faire

Reviewer Name: Nathan Wallace

Date: 5/19/2016

## Qualification Pre-Check

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

- X 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: 2013-\$750 and 2014-\$1500
- 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.	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.	3
<b>Total:</b>				<b>47/60</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: Palmer Midsummer Garden and Art Faire  
 Date(s) of program, service, project or event: July 9, 2016

**Applicant Information**

Name: Selena Ortega-Chiolero, PMHA Executive Director  
 Address: 723 S. Valley Way  
 City: Palmer State: Alaska Zip: 99645  
 Phone: 907-746-7668 Email: director@palmermuseum.org

**Organization Information**

Name of organization/group: Palmer Museum of History and Art  
 Type of organization:  Non-profit  Volunteer community group  Other

**Funding Request**

Amount of Request: \$ 3,000  
 Matching funds provided by applicant: \$ 14,452

**RECEIVED**

**MAY 04 2016**

**City of Palmer**

**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 8th annual Palmer Midsummer Garden and Art Faire is a community-wide event that occurs on the Second Saturday of July from 10:00AM to 8:00PM in downtown Palmer.  
Being an agricultural community, the event uses the garden as a central feature to connect with our lives and each other. With the inclusion of art displays and instructional gardening, cooking and art classes, live music and cultural performances, food and a variety of local vendors, the Faire serves as an opportunity to grow a new crop of gardeners, be a platform for current artists, art organizations and local non-profits to promote themselves, and showcase the city of Palmer as a destination location.

### **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).

Beginning in December through July, the event is coordinated by the Palmer Museum with a planning committee consisting of members from local nurseries, businesses, art, garden and state organizations. Primary activity occurs on the green space adjacent to the Mat-Su Borough Building. There will be live musical and artistic performances and vendors selling their locally made products. Free instructional cooking, gardening, and art classes will be taught throughout the day at the Palmer Library and in the Palmer Showcase Garden. In addition, the event will include the first annual Palmer Wine Walk the evening before which will highlight the Palmer Art Walk participating businesses.

### **Eligibility**

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

Compared to other summer events in the state, the Faire offers a unique opportunity to experience the best of Alaska while maintaining a Palmer-centric approach. The event is the result of a Valley-wide support network comprised of members from over 14 local non-profits, 10 agricultural groups, 20 downtown business, state and local government entities. All event performances, classes and exhibits are offered to the public for FREE and encompass a wide variety of genres, cultures and topics which makes it fully accessible to all audiences. The Faire is centrally located on the Borough greenspace and extends outward encompassing all of downtown Palmer making it truly, a city event.

### **Matching Funding Source**

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

Match funding will be provided by a combination of local business sponsorships at various levels (\$100 - \$3,000) including downtown merchants and professionals, vendor fees, foundation sponsorships (Mat-Su Health Foundation), local and state organizations (Alaska State Council on the Arts, Palmer Lions, AARP Alaska), local cooperatives (MEA, MTA). In addition to monetary contributions, the event also receives in-kind support from various other local entities (Hatcher Pass Radio, PEDA, PAC, Palmer City Alehouse).

### 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.

Attendance and event evaluation will be determined through several methods including:

a physical count taken at the Palmer Museum, a virtual check-in through social media (Facebook) and evaluation forms that are completed after each of our class sessions. The expected number of participants is projected to be between 2,000 - 2,500. The City of Palmer will directly benefit from the event as it will stimulate economic growth, increase awareness about the goods and services offered in Palmer (making it a destination location), support small local businesses to include local artisans and members of the agricultural community and will further collaborative efforts between community partners.

### Detailed Budget

#### Revenue:

Source:	Cash	In-Kind	Total
Vendor Fees	\$ 4,250	\$	\$ 4,250
Local Foundations	\$ 4,000	\$ 1,950	\$ 5,950
Palmer Businesses	\$ 4,202	\$ 8,452	\$ 12,654
AKSCA	\$ 2,000	\$	\$ 2,000
	\$	\$	\$
Totals	\$ 14,452	\$ 10,402	\$ 24,854

#### Expenditures:

Item/Service:	Cash	In-Kind	Total
Marketing/Advertising	\$ 6,402	\$ 2,652	\$ 9,054
Musicians & Rentals	\$ 7,900	\$ 5,950	\$ 13,850
Printing	\$ 1,850	\$	\$ 1,850
Supplies & Labor	\$ 400	\$ 1,800	\$ 2,200
Insurance	\$ 900	\$	\$ 900
Totals	\$ 17,452	\$ 10,402	\$ 27,854

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: Selma Ortega-Chiefano  
Date: 5/3/10

---

For Office Use Only

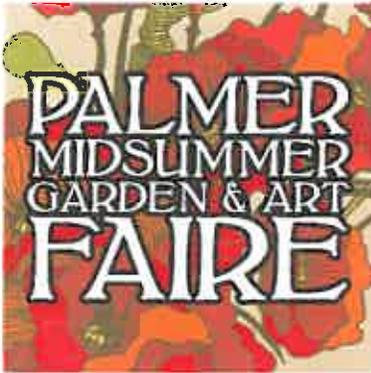
Date received by Manager's Office: \_\_\_\_\_

City Council agenda date: \_\_\_\_\_

Action Memorandum No.: \_\_\_\_\_

City Council:  Approved  Denied

Date Manager's Office notified applicant of request outcome: \_\_\_\_\_



May 3, 20116

Dear City of Palmer,

The PMGAF is a one day event that occurs the second Saturday of July from 10:00AM to 8:00PM in downtown Palmer. It is comprised of five components: FREE cooking, gardening and art classes (focusing on addressing issues about eating local, sustaining healthy habits and promoting the arts), the Rhubarb Rumble (a cooking contest promoting the use of local ingredients and creating a demand for local produce as a commercial product, primarily rhubarb), live local musical and cultural performances (comprised of both amateurs and professionals), vendors (local art, crafts, nurseries, food and non-profit information tables), and the Palmer Art Walk (local art exhibits, demonstrations, and art activities involving ten local businesses in the downtown area). The event is coordinated by the Palmer Museum with a planning committee consisting of members from local nurseries, businesses, art, garden and state organizations. Its target audience is all-inclusive: members of the community, visiting tourists, all ages, men, women and children. In 2015, the PMGAF had an approximate attendance of 1,600 people with even the Alaska State Governor in attendance.

Majority of the activity occurs on the green space adjacent to the Mat-Su Borough Building. At that location, there are live musical performances and vendors selling their wares throughout the day. Free instructional cooking, gardening and art classes are also taught throughout the day at the Palmer Public Library and in the Palmer Museum's Showcase Garden. From 2:00 – 4:00PM, the Rhubarb Rumble takes place on the Borough Green with a tasting station offering free samples of our entries to the public who then determine the winner by voting for their favorite recipe. From 2:00 – 6:00PM, the Palmer Art Walk takes place at seven local businesses throughout town where they feature either an artist exhibit, demonstration or art-making opportunity. To increase awareness about the ethnic communities that reside in our state, there will be live cultural performances by Mariachi Agave Azul and Ballet Folklorico Xochitlquetzal Tiquin from Anchorage, and Yup'ik singer, Byron Nicholai of I Sing You Dance fame on YouTube. This year, we are growing the event by including a 5K run/walk coordinated by Active Soles and Palmer Wine Walk fundraiser encompassing the Palmer Art Walk to be held Friday afternoon the day before the Faire and a competition entitled the Topihairy Challenge that will be a garden-inspired hair stylist competition during the day of the Faire amongst our local salons that will also feature a special hair-challenged workshop for those victims of hair loss and/or cancer-treatment patients.

To assist the public with optimizing their time at the event, event booklets including a detailed map, list of sponsors, participants and schedule with locations, are provided at various locations prior and during the day of the event. This year's PMGAF is, so far, being supported by several local entities including: Make-A-Scene, the Frontiersman, Hatcher Pass Radio, Palmer Chamber of Commerce, Mat-Su Health Foundation, Palmer Lions Club, AARP, The Garden Gate, Palmer City Alehouse, Dalrymple Law PC, MTA, AK Wild Child Designs, Woolwood

Studio & Gardens, Phillips 26 Glaciers, Country Legends 100.9, Alaska Public Media, City of Palmer, UAF Extension Services, Grow Palmer, Farm Bureau, FFA, Valley Recycling Center, Valley Fine Arts Association, Valley Arts Alliance, Palmer Arts Council, and the Alaska Museum of Transportation and Industry.

In order to make the PMGAF a success we rely on local sponsorships to assist with the costs of hiring performers, affording event supplies and advertising. We would like to invite the City of Palmer to join us by sponsoring the event at a \$3,000 level. In return, the City of Palmer will receive sponsorship notation on all of our print advertising including our event banners on the day of the event. We would also encourage you to have an information table on the Borough Green on the day of the event if you are able

If you should have any further questions regarding the PMGAF, please feel free to contact me by phone at (907)746-7668 or by e-mail at [director@palmermuseum.org](mailto:director@palmermuseum.org). You can also find up to date information about the PMGAF on the event web-site at [www.palmergardenandart.org](http://www.palmergardenandart.org). Thank you for your consideration.

Sincerely,



Selena Ortega-Chiolero  
Executive Director, PMHA