

**City of Palmer  
Action Memorandum No. 15-054**

**Subject:** Approve a Community Council Grant in the amount of \$485 to Palmer High School for Fall Football Poster

**Agenda of:** May 26, 2015

**Council Action:** Approved

**Originator Information:**

**Originator:** Joe Hannan  
**Date:** May 7, 2015      **Requested agenda date:** May 26, 2015

**Department Information:**

Route to:	Department Director:	Signature:	Date:
_____	Community Development	_____	_____
_____	Finance	_____	_____
_____	Public Safety	_____	_____
_____	Public Works	_____	_____

**Approved for presentation by:**

	Signature:	Remarks:
City Manager	<u><i>Joseph A. Hannan</i></u>	_____
City Attorney	<u><i>[Signature]</i></u>	_____
City Clerk	<u><i>[Signature]</i></u>	_____

**Certification of Funds:**

Total amount of funds listed in this legislation: \$ 485

This legislation (√):

Has no fiscal impact       Creates a positive impact in the amount of: \$ \_\_\_\_\_  
 Negative impact in the amount of: \$ 485

Funds are (√):

Budgeted      Line item(s): 01-01-05-6103  
 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: *[Signature]*

**Attachment(s):**

- Council Community Grant Request
- Staff Evaluation of Request

**Summary statement:**

Request by Palmer High School Boosters Football, Inc for a \$485 grant to pay for Fall Football poster.

**Administration recommendation:** Approve the \$485 grant request.

The Palmer High School Booster Club request and staff evaluation are attached.

**Financial**

**Council Requests to Date**

Legislation #	Requestor	Amount Requested	Amount Awarded	(Line Item Appropriation - \$10,000)
				Updated Balance:
AM 15-011	Martin Luther King Day	\$ 250	\$ 250	9,750
AM 15-031	Grow Palmer	\$ 3,000	\$ 1,000	\$ 8,750
AM 15-033	Chamber of Commerce – 2015 Colony Days	\$ 500	\$ 500	\$ 8,250
AM 15-034	Palmer Arts Council – Who let the Girls Out	\$ 1,000	\$ 1,000	\$ 7,250
AM 15-035	Palmer Museum of History and Art – Our People, Our Land, Our Images Exhibit	\$ 4,650	\$ 1,000	\$ 6,250
AM 15-038	2015 Palmer High Grad Blast	\$ 500	\$ 500	\$ 5,750
AM 15-054 (May 26 agenda)	Palmer High School Football (Note: Marketing line item used for this appropriation)	\$ 485	\$	\$
AM 15-055 (May 26 agenda)	Valley Community for Recycling	\$ 250	\$	\$



**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 High School Football Poster  
Date(s) of program, service, project or event: Sept. 2015 - Dec. 2015

#### Applicant Information

Name: Dawn McNettis *Mike Daniels, President Palmer Boost Football Inc*  
Address: 8525 Gibbs Drive suite 206  
City: San Diego State: CA Zip: 92123  
Phone: (858) 300-9609 Email: dawn@mediaallstars.com

#### Organization Information

Name of organization/group: Palmer High School  
Type of organization:  Non-profit  Volunteer community group  Other

#### Funding Request

Amount of Request: \$ 485 for a 4x2 ad space  
Matching funds provided by applicant: \$ 0

#### 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 posters provide you the unique opportunity to advertise throughout the community. They're distributed in all of the high traffic areas around town in support of our sponsors. These AMAZING posters are full color w/ the football schedule + pictures of the kids. The grand-parents love seeing their kids on the poster + are loyal to the businesses that support them. The funds raised are used for new uniforms, equipment + other needs the team may have.

### 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 football season starts in Aug. 2015  
+ ends in Oct. 2015

Mike Daniels, the football booster  
president is who we work directly  
with. (907) 746-8400

My name is Dawn McNellis + I am a  
sales rep at Media Allstars

### Eligibility

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

The mayor sponsored the football  
posters last year + he said he only  
wants to support the football posters  
each year + not the other sports  
so we're asking if we can renew the  
City of Palmer's 2014 sponsorship  
for the 2015 school year's football  
poster. He did a 4x2 for 485 last year.

### Matching Funding Source

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

N/A

**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.

The posters will be hung up through out the community in the high traffic areas.

**Detailed Budget**

**Revenue:**

Source:	Cash	In-Kind	Total
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
<b>Totals</b>	\$	\$	\$

**Expenditures:**

Item/Service:	Cash	In-Kind	Total
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
<b>Totals</b>	\$	\$	\$

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: \_\_\_\_\_  
5/1/15

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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: \_\_\_\_\_

Project Name: Palmer High School Football Poster

Reviewer Name: Joe Hannan

Date: May 7, 2015

## 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: \$515 (2013); \$485 (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
			<b>Total:</b>	<b>60</b>