

**City of Palmer
Action Memorandum No. 16-082**

Subject: Approve a Council Community Grant in the Amount of \$1,000.00 to the Greater Palmer Chamber of Commerce to Support Small Business Saturday November 26, 2016

Agenda of: November 8, 2016

Council Action: APPROVED

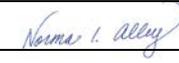
Originator Information:

Originator: City Manager
Date: October 20, 2016 **Requested agenda date:** November 8, 2016

Department Information √:

| Route to: | Department Director: | Signature: | Date: |
|-----------|-----------------------|--|----------|
| | Community Development | | |
| X | Finance |  | 10/21/16 |
| | 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: \$ 1,000.00

This legislation (√):

- Has no fiscal impact Creates a positive impact in the amount of: \$ _____
 Creates a negative impact in the amount of: \$ 1,000.00

Funds are (√):

- Budgeted Line item(s): 01-02-10-6068 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: 

Attachment(s):

- Council Community Grant Request
- Staff Evaluation
- 2015 SBS Report

Summary Statement:

In February 2015, the City Council adopted Ordinance No. 14-043, which established the Council Community Grant program. The Council also approved \$10,000.00 in Council Discretionary Funds for 2016 that would finance approved Council grants.

The Greater Palmer Chamber of Commerce is requesting a \$1,000.00 grant to help finance marketing for 2016 Small Business Saturday, November 26, 2016. Grant funds will be used to pay for print, radio and social media advertising for Small Business Saturday.

This event has been sponsored in the past in an amount up to \$1,000 dollars thru Sea Star Strategies which will continue to support this program through the Chamber of Commerce in 2016.

| Legislation # | Organization | Amount | Date Approved |
|------------------|--------------------------------|-------------|---------------|
| 16-024 | Active Soles | \$1000.00 | 23 Feb 16 |
| 16-028 | Downtown Merch-WLTGO | \$2500.00 | 22 Mar 16 |
| 16-032 | Palmer HS Prom | \$600.00 | 12 Apr 16 |
| 16-044 | Tiny Homes for Vets | \$500.00 | 14 Jun 16 |
| 16-042 | Midsummer Art and Garden Faire | \$2000.00 | 14 Jun 16 |
| 16-082 | Small Business Saturday | \$1000.00 | Pending |
| | | | |
| | | | |
| | | | |
| | | | |
| Total Donations: | | \$ 7,600.00 | Pending |

Administration Recommendation: Approve Action Memorandum No. 16-082.



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

The City of Palmer recognizes the valued contributions being provided through the volunteer efforts of community organizations, agencies, and individuals on behalf of its citizens. Community grant funding demonstrates Council's commitment to programs, services, projects and events that are benefits to the community while at the same time recognizing the financial constraints impacting the City's ability to provide funding.

The objectives of the City of Palmer Council Community Grant are:

- to provide modest levels of support and assistance to help foster and develop community programs, services, projects, and events that enhance the greater Palmer community's cultural and economic environment; and
- to treat all organizations fairly and consistently while creating a minimal administrative process.

Applicant eligibility

Preference will be given to organizations and groups that demonstrate Palmer community support and that propose a program, service, project or event (event) having the potential for positive economic and cultural impacts and that show evidence of efficient use of resources, sound business practices/accountability, and describe the organization's or group's knowledge, skills and self-reliance.

An applicant organization must meet the following general criteria in order to be considered for a Council Community grant:

1. Program, service, project or event must primarily benefit the community and residents of Palmer.
2. Program, service, project or even has City wide significance and is expected to bring economic and/or public relations benefit to the City.
3. Grant applicants should be able to demonstrate active fundraising efforts to support the continuation of the program, service, project or event. The City grant should not be considered as the primary source of funding for the organization.
4. Funding requests can be defined as programs, services, projects and events that economically benefit Palmer by supporting, sustaining, promoting, informing, educating, celebrating, preserving and/or providing access to the arts, culture, environment, heritage, recreation and/or health activities.
5. To qualify for funding, the group must demonstrate its commitment to all of the following principles:
 - a. Program, service, project or event is open – accessible – to all members of the community;
 - b. Program, service, project or event must take place within the Palmer city limits or within one mile of the city limits;
 - c. Program, service, project or event is effective in providing an economic benefit to Palmer;
 - d. applicant is accountable through sound management and financial practices;
 - e. Individuals are not eligible.



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Council Community Grant Application

Program, service, project or event title: Small Business Saturday 2016
Date(s) of program, service, project or event: Saturday, November 26, 2016

Applicant Information

Name: Jeanette Gardiner, SeaStar Strategies LLC
Address: PO Box 125
City: Palmer State: AK Zip: 99645
Phone: 907-745-6127 Email: jeanette@seastarstrategies.com

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: \$ 1,000.00
Matching funds provided by applicant: \$ In-kind marketing coordination by SeaStar Strat

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.
Small Business Saturday is a nationwide event, founded in 2010 by American Express
as a way to help locally-owned small businesses generate much-needed revenue as the
holiday season kicks off. This is the third year that I'm volunteering the marketing and
coordination services of my business as Palmer's "Neighborhood Champion."
Neighborhood Champions receive free marketing materials directly from American
Express to distribute to participating small businesses and volunteer to coordinate
the efforts to bring awareness to the day, attracting customers to locally-owned
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).

This is a one-day event, Saturday, November 26, 2016. I will work with local business

owners to develop a "kick off" to the day in the morning, and it will likely take place

at a Palmer-owned business. My business, SeaStar Strategies LLC will coordinate the

distribution of marketing materials and the marketing (radio, print, social media, in-person)

The "event" is Small Business Saturday and as of October 20th, 18 Palmer businesses

have indicated they will participate. I do not anticipate any clean-up.

Eligibility

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

The day benefits locally-owned, Palmer small businesses with increased foot traffic

and sales, which in turn, benefits the City of Palmer with increased tax revenue.

I have included my report from 2015 to show how 11 participating businesses

benefitted from the coordinated marketing efforts.

Matching Funding Source

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

Again this year, my business will provide in-kind coordination and marketing

services as the "Neighborhood Champion." The value is estimated at \$2,500.

Any and all funds received through the City of Palmer Community Grant will go

directly to paid marketing efforts (radio, print and social media). The Greater Palmer

Chamber of Commerce will process payments to vendors.

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.

As mentioned in the eligibility requirements, and in my report from 2015, Small Business Saturday greatly benefits the City of Palmer through increased tax revenue from increased retail sales. I have again asked participating businesses to please track sales compared to 2015 so that we can measure our return on investment. I will also track attendance at the "kick off" event that morning.

Detailed Budget

Revenue:

| Source: | Cash | In-Kind | Total |
|------------------------|----------|----------|----------|
| City of Palmer | \$ 1,000 | \$ | \$ 1,000 |
| SeaStar Strategies LLC | \$ | \$ 2,500 | \$ 2,500 |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals | \$ 1,000 | \$ 2,500 | \$ 3,500 |

Expenditures:

| Item/Service: | Cash | In-Kind | Total |
|-------------------------|----------|----------|----------|
| Radio advertising (est) | \$ 350 | \$ | \$ 350 |
| Print (est) | \$ 350 | \$ | \$ 350 |
| Social media (est) | \$ 300 | \$ | \$ 300 |
| Marketing/Coordination | \$ | \$ 2,500 | \$ 2,500 |
| | \$ | \$ | \$ |
| Totals | \$ 1,000 | \$ 2,500 | \$ 3,500 |

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:

Jeanette Gardiner

Digitally signed by Jeanette Gardiner
DN: cn=Jeanette Gardiner, o=City of Seattle
Reason: I agree to the terms outlined by the placement of my signature in this document.
Date: 2016.10.20 17:51:08.00

Date:

20 October 2016

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:

Small Business Saturday - Palmer 2015

Prepared by Jeanette Gardiner, SeaStar Strategies LLC



Introduction

Small Business Saturday was founded in 2010 (on the Saturday following Thanksgiving) by American Express to help small businesses get customers through the door at the start of the busy holiday shopping season. American Express helps raise community awareness and buy-in of the day by providing free marketing materials (totes, pins, signage, balloons, digital resources for email/social media, etc.) to small businesses and “Neighborhood Champions.”

2015 was the second year that SeaStar Strategies LLC volunteered as Palmer’s “Neighborhood Champion” to coordinate the marketing efforts for Palmer businesses. I contacted all of the 2014 participating businesses through email and made announcements through the Greater Palmer Chamber of Commerce newsletter and website to attract other Palmer businesses to participate beginning in early October 2015. As a result, 28 businesses participated in 2015, an increase of 9 over 2014.

2015 Marketing Efforts

- Distributed free marketing materials supplied by AmEx to participating businesses: signage, Shop Small totes, balloons, Shop Small pins, etc. as well as digital marketing material (SBS branded Facebook images).
- Presented at Greater Palmer Chamber of Commerce luncheon and featured two of the participating small businesses (Cover Ups and BBella Hair Design) on November 18th, and made weekly announcements at all November meetings.
- Facebook Event created two weeks prior, then promoted (paid advertising) for 24 hours.
- Wrote article that was published in The People’s Paper.
- Print advertising in The People’s Paper.
- Radio advertising (two ads) on Country Legends 100.9 (Wednesday, November 25th through Saturday, November 28th at 1 p.m.).
- Created “videos” from radio spots and posted both in the Facebook event and my Facebook business page and encouraged participating businesses to also share, which many did.
- Blog post with downloadable .pdf of 2015 participating businesses (note: one more business contacted me to participate after this was published)
<http://www.seastarstrategies.com/small-business-saturday-palmer-2015/>
- Front cover story featured in The Frontiersman’s Thanksgiving Day edition.

2015 Small Business Saturday Results

I contacted 2015 participants on Monday, November 30th and asked how sales and foot traffic compared to last year's Small Business Saturday. For those that participated for the first time in 2015, I asked them to compare the day to a typical Saturday or other community event in which they've participated (i.e. Second Saturday, Colony Days, etc.).

Following are the responses (figures and anecdotal information) from 11 of the participating businesses as of Monday, December 7th.

1. Shane Lamb Gallery: Small Business Saturday was a "good" day with approximately \$2,300 in retail sales. Similar to Colony Christmas retail event.
2. Backcountry Bike & Ski: We had a good day last year, and this year we **nearly tripled our numbers**. Thank you so much for all the work you put into this project. We here at Backcountry Bike and Ski really appreciate all that you have done.
3. Fireside Books: **SBS was our biggest day this year** (similar again to 2014 sales). **We're already noticing the secondary impact**. People came today (Monday) who were worried about the crowds on Saturday. "No one goes there; it's always too crowded." Remember that joke?
4. NonEssentials: Well if I told you how good it was you wouldn't believe it anyway. BLEW me out of the water....absolutely. *Note: I've followed up with Denise asking for figures, percentages, etc.*
5. BBella Hair Design: **Sales increase of 40%** (conservative estimate) over 2014 Small Business Saturday sales. It was obvious shoppers waited to make the impact greater.
6. Active Soles (first year participant): **We had the best sales day EVER in 8 years of business with record sales on Saturday** (had a 2-day sale, Black Friday & SBS).
7. Magpie Clothing Exchange: As was the case last year, we **saw a definite sales bump**. We had customers, both new and returning, who made a point of stopping in and shopping. Additionally, **our sales and customer numbers were up over last year**. This is definitely a positive for the business community in Palmer.
8. AK Frayed Knot (first year participant): I had a \$550 day, **fully 1/6 of my entire month. 3 times better than any other Saturday this month** (referring to November).
9. Silvertip Designs: **All I can say is "Wow!" We had a banner day, very happy with the community's support**. Thanks for all the hard work you put out there to get it rolling and keeping everyone motivated. Many, thanks!
10. Cover Ups: Jeanette, another great Small Business Saturday! **Sales for the day were \$ 6,500.00 while last year was \$6,100.00 (up about 10% in 2015)**. I attribute this to increased exposure and awareness. **This was our second year participating and once again, sales that day almost tripled a typical Saturday in November**. Thank you so much for your time, vision and dedication to this project.
11. The Garden Gate: Sales weren't greater this year than last year, but **still very good and better than an average Saturday**. The **program is an excellent one reminding people to support local business, and we will want to continue to be involved**.

Project Name: Small Business Saturday

Reviewer Name: Nathan Wallace

Date: 10/20/2016

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: 2015 for \$1000
- ☒ 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 The application clearly states the economic benefits and the reader/evaluator easily understands the benefits to the community and residents of the City. | 7 pts. 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. | 3-0 pts 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. | 7 |
| | | | Total: | 57/60 |