

Staff Report

MAIN STREET CULTURAL DISTRICT FOURTH OF JULY BUDGET

June 24, 2014

BACKGROUND:

The City Council at its May 27, 2014, requested a response from the Main Street Cultural District (MSCD) as to how the \$7,000 allocation from the City designated for the Sesquicentennial activities is being spent or has been spent. MSCD has provided the attached letter, which details how MSCD plans to use the extra allocation. The City Council should be aware that the City's funding contracts require, except in rare circumstances, that the organization must pay for the activity and submit documents to the City for reimbursement. Therefore, the City generally only learns about the **specific** spending after it has occurred and the activity the City has contracted for is complete.

The City Council allocated a total of \$39,000 to the Main Street Cultural District for FY 2014/15. Of this funding, \$7,000 was designated by the City Council to fund additional expenses that MSCD explained would incur due to the Sesquicentennial celebration. The remaining \$32,000 in funds were designated for beautification efforts, for other activities, and for a portion of the Fourth of July. In FY 2013/14, MSCD received \$32,000 from the City for all its activities. From that funding and other sources, MSCD spent \$7,429.29 on Fourth of July activities.

The FY 2014/15 contract was written as follows: **In recognition of the Sesquicentennial Celebration, \$7,000 of the funds shall be used to conduct Fourth of July Parade and Festival activities in 2014 beyond what was conducted in 2013.** Therefore, MSCD would have to spend the same \$7,429.29 on the Fourth of July parade and festival event plus the additional \$7,000 above and beyond what it spent in FY 2013/14 (\$14,429.29 in total expenditures) in order to receive its full allocation. MSCD's contract is attached.

It is important for the City Council to note that the contract language provides MSCD limited guidance in describing what expenditures are related to the Fourth of July parade and festival activities. The contract does not provide for City approval or review prior to making the expenditures. If the expenses are in line with the application and the description in the contract, the City is obligated to reimburse for the activities. The contract specifies that costs for reimbursement must be accompanied by "documentation evidencing in proper detail the nature and propriety of the charges." In the event that the City Council desires or if discrepancies are discovered by City staff, the contract outlines procedures for auditing of MSCD's records, but this would occur after the expenses are incurred.

AMES 150 STEERING COMMITTEE:

It is important to consider MSCD's activities in the context of the overall planning for the Sesquicentennial celebration. The Ames 150 Steering Committee, which is working in partnership with the Ames Foundation, has coordinated all the festival activities taking place during the Sesquicentennial celebration on Main Street on July 4th-5th, 2014. MSCD has coordinated the planning of the parade. The Ames 150 Steering Committee has received funds from the City, ACVB, corporate sponsorships, and individual donations to finance its festival activities for *Ames 150 on the 4th*.

The Ames 150 Steering Committee has paid for some cost for the festival activities that were included in the base MSCD budget related to music and inflatables of around \$1,263. Ames 150 has also paid for its refuse removal, portapotties, and volunteer identification. **The Ames 150 Steering Committee was asked to consider the funding of street banners on Main Street, but did not approve that project.** The Committee instead worked to raise funds for the following components:

- a History Trailer for the Ames Historical Society,
- planting of 150 trees throughout the community,
- a free festival on Main Street from July 3-5, 2014,
- an evening party in Campustown on September 26, 2014, and
- a celebration on the actual day of platting, December 17, 2014.

STAFF COMMENTS:

The question before the City Council is whether the expenses identified in MSCD's letter meet the intent of the contract language that states "In recognition of the Sesquicentennial Celebration, \$7,000 of the funds shall be used to conduct Fourth of July Parade and Festival activities in 2014 beyond what was conducted in 2013."

If the City Council is not satisfied with MSCD's proposed expenses, then the City Council may direct staff to work with MSCD to modify those expenses prior to the Fourth of July. However, the City Council may not be able, under the contract, to require changes. The contract does not provide specific guidance regarding the expenses that are acceptable or unacceptable within the realm of the Fourth of July, only that it be for the parade and festival activities.

If the City Council is comfortable with the expenses as described in Main Street's attached letter, then no further action is needed. City staff will work with MSCD to complete its reimbursement under the normal contract procedures, which includes providing a detailed list of expenditures and submitting a final report at the end of the fiscal year.

June, 18, 2014

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Mayor Campbell and City Council,

In response to the request for information, the Main Street Cultural District (MSCD) is providing an estimate of the use of funds allocated by City Council.

In communication with Brian Phillips in March, we submitted this estimation of what the extra funds would be used to support:

\$500 Extra Grandstand Sound & Bleacher
\$500 Marching Bands
\$5500 Decor and Pole Banners
\$850 A New Overhead Banner
\$2800 6'x3' Parade Decade Banners
\$2450 Dedicated Payroll for Event Mgmt/consulting
and receive a response of "That is great."

At this time, the following would more accurately reflect what I would submit to draw down the \$7000 of funds:

\$800 6'x3' Parade Decade Banners
\$5425 Pole Banners, install and other Decoration
\$500 Extra Mulch
\$275 MSCD Event Coordinator on site

I understand that there have been rumors surrounding the choices the MSCD makes regarding our budget. However, I would state that the organization prioritizes our fiscal responsibility and our Board of Directors does not take financial decisions lightly. We provide many benefits and events to the community with very little resources including a small staff and small budget. We leverage those resources with countless volunteer hours to provide incredible value.

Sincerely,
Cari Hague
Executive Director
Main Street Cultural District

cc: Brian Phillips

CONTRACT FOR SERVICES

THIS AGREEMENT, made and entered into the **1st day of July, 2014**, by and between the **CITY OF AMES, IOWA**, a municipal corporation organized and existing pursuant to the laws of the State of Iowa (hereinafter sometimes called "City") and **Ames Chamber of Commerce** (a nonprofit entity organized and existing pursuant to the laws of the State of Iowa and hereinafter called "Provider") for **Main Street Cultural District**;

WITNESSETH THAT:

WHEREAS, the City of Ames has, by its City Council acting in open and regular session, determined that certain services and facilities to be provided to the City of Ames and its citizens by Provider, such services and facilities being hereinafter described and set out, should be purchased in accordance with the terms of a written agreement as hereinafter set out, in accordance with all applicable Federal, State, and Local laws or regulations;

NOW, THEREFORE, the parties hereto have agreed and do agree as follows:

I PURPOSE

The purpose of this Agreement is to procure for the City of Ames and its citizens certain services and facilities as hereinafter described and set out; to establish the methods, procedures, terms and conditions governing payment by the City of Ames for such services; and, to establish other duties, responsibilities, terms and conditions mutually undertaken and agreed to by the parties hereto in consideration of the services to be performed and monies paid.

II SCOPE OF SERVICES

A. For an amount not to exceed **\$39,000**, the City agrees to purchase the Provider's services and facilities as generally described in the Provider's 2014/15 application. This description shall be made a part of this Agreement.

B. The Provider's application proposal is modified as described in the box below:

\$5,000 of the funds provided shall be used towards permanent beautification activities in the downtown area. \$27,000 shall be allocated to conduct Summer Sidewalk Sales, Foodies & Brew, Oktoberfest, Halloween Costume Ball, and Snow Magic.

Provider has indicated that it intends to conduct Pub Crawl, Art Walk, and Music Walk, although no financial reimbursement is assigned to these activities.

In recognition of the Sesquicentennial Celebration, \$7,000 of the funds shall be used to conduct Fourth of July Parade and Festival activities in 2014 beyond what was conducted in 2013. A copy of the 2013 Fourth of July budget is attached to this application and shall

serve as a baseline of expenditures.

The Provider shall serve as a point of contact for coordinating events held in the Main Street Cultural District, regardless of whether the event is sponsored by the Provider or another entity.

Drawdown Schedule:

<u>Task</u>	<u>Date</u>	<u>Amount</u>
Conducting Fourth of July activities beyond what was conducted in 2013	July 2014	\$7,000
Completing Beautification Projects	October 2014	\$5,000
Conducting Summer Sidewalk Sales, Foodies & Brew, Oktoberfest, Halloween Costume Ball, and Snow Magic	December 2014	\$27,000

**III
METHOD OF PAYMENT**

A. All payments to be made by the City of Ames pursuant to this Agreement shall be reimbursement for actual costs incurred by Provider in providing services required by Section II above. Any alternate payment arrangements must be approved by the City Council.

B. The City will disburse payment monthly on requisition of Provider.

C. Requisitions for disbursement shall be made in such form and in accordance with such procedures as the Director of Finance for the City shall prescribe. Said form shall include but not be limited to an itemization of the nature and amount of costs for which reimbursement is requested, and must be filled out completely.

D. The maximum total amount payable by the City of Ames under this agreement is detailed in the SCOPE OF SERVICES (Part II of this contract), and no greater amount shall be paid.

E. All unobligated amounts disbursed to the Provider shall be repaid to the City as of the effective date of termination of this agreement. The Provider shall repay to the City any disbursed funds for which documentation of actual expenses is not provided.

F. The Provider shall requisition for funds no more frequently than once per month. If Provider wishes to request disbursement of funds on other than a monthly basis, the Provider must submit a request in writing to be approved by the City Manager's Office. Failure to request reimbursement in a timely manner shall be grounds for termination of this agreement. In no case will a disbursement request be accepted for reimbursement after July 15th of the following fiscal year.

**IV
FINANCIAL ACCOUNTING AND ADMINISTRATION**

A. All monies disbursed under this Agreement shall be accounted for by the accrual method of accounting.

B. Monies disbursed to Provider by the City will be deposited by Provider in an account under the Provider's name. All checks drawn on the said account shall bear a memorandum line on

which the drawer shall note the nature of the costs for which the check is drawn in payment, and the program(s) of service.

C. All costs for which reimbursement is claimed shall be supported by documentation evidencing in proper detail the nature and propriety of the charges. All checks or other accounting documents pertaining in whole or in part to this Agreement shall be clearly identified as such and readily accessible for examination and audit by the City or its authorized representative.

D. All records shall be maintained in accordance with procedures and requirements established by the City Finance Director, and the City Finance Director may, prior to any disbursement under this Agreement, conduct a pre-audit of record keeping and financial accounting procedures of the Provider for the purpose of determining changes and modifications necessary with respect to accounting for funds made available hereunder. All records and documents required by this Agreement shall be maintained for a period of three (3) years following final disbursement by the City.

E. At such time and in such form as the City may require, there shall be furnished to the City such statements, records, reports, data, and information as the City may require with respect to the use made of monies disbursed hereunder.

F. At any time during normal business hours, and as often as the City may deem necessary, there shall be made available to the City for examination all records with respect to all matters covered by this Agreement and Provider will permit the City to audit, examine, and make excerpts or transcripts from such records.

G. The Provider must submit a final report to the City within thirty (30) days of the submission of the final requisition for reimbursement or the concluding date of this contract, whichever is earlier. The final report shall describe, at minimum, the services and facilities provided under the contract, an accounting of the number of individuals to whom services or facilities were provided, and any supporting documentation to substantiate these descriptions. Failure to submit a final report as required may result in any funds awarded to the Provider through subsequent contracts being held in sequestration until the final report is complete.

V DURATION

This Agreement shall be in full force and effect from and after July 1, 2014, until June 30, 2015. The City Council may terminate this Agreement by giving written notice to the Provider at least sixty (60) days before the effective date of such termination. From and after the effective date of termination, no further disbursement under this Agreement shall be made by the City. Any money disbursed to the Provider and unencumbered or unspent as of the effective date of termination, shall be repaid to the City.

VI DISCRIMINATION PROHIBITED

In accordance with Chapter 14 of the Municipal Code, no person shall, on the grounds of age, race, color, creed, religion, national origin, disability, sexual orientation, or sex be excluded from

participation in, be denied the benefits of, or be subjected to discrimination under any program or activity funded in whole or in part with funds made available under this Agreement.

IN WITNESS WHEREOF the parties hereto have, by their authorized representatives, set their hand and seal as of the date first above written.

CITY OF AMES, IOWA

ATTEST:

BY _____
Ann Campbell, Mayor

Diane Voss, City Clerk

Organization Name

BY _____
Authorized Representative

ATTACHMENT A

Main Street Cultural District expenses for Fourth of July 2013 (excluding staff time expenses)

misc	364.66
Bill Riley	500
Grand Marshal	400
Sound	800
Fred Love	300
Alpha	703.13
Inflatables	963
Golf Car	254.4
Portable toilet	100
Radio	382
Flower	9.1
Shirts	788
ISU Spirit Squad	150
Décor/Banners	500
Garbage Rental	100
Garbage supplies	90
Extra Toilets	140
Rental Truck	250
Design	150
Water/Ice	100
Emcee	380
Total	7,424.29



Ames Fall Grant Program

The Ames Fall Grant Program provides funding for activities that fulfill a public purpose for the Ames community. Grant funds are also available through Commission on the Arts, ASSET, and the Ames Community Grant Program. Funds should be requested through the program that best matches the goals of the requesting organization.

For General Community Fall Grants and Student-Sponsored Activity Fall Grants, follow the criteria below.

General Community Fall Grant Eligibility Criteria

- Funds may only be awarded to an organization with a Tax ID number, for an activity that is non-profit in nature.
- Funds provided are to be used towards an event or service that is open to the whole community.

Student-Sponsored Activity Fall Grant Eligibility Criteria

- Funds may only be awarded to organizations recognized by Iowa State University's Student Activities Center.
- Funds may only sponsor events or services that are open to the entire Ames community.
- If the funding request is for an event, the requesting organization must demonstrate that the proposed event or its past iterations have been approved by Iowa State University's Events Authorization Committee.

Grant Application Process and Additional Requirements:

- For all applications, applicants must demonstrate their ability to successfully complete their projects by answering narrative questions. **All sections of the application must be completed to be eligible for consideration.**

- **All applications must be received no later than November 15 each year.** General Community requests will be reviewed by a committee of City staff and residents. Student-Sponsored Activity requests will be reviewed by the Student Affairs Commission. The requesting organization may be asked to attend a hearing to discuss their funding requests in detail. Recommendations on all applications will be made to the City Council during its annual February budget hearings. Awards will be made official upon approval of the City budget.

- Requests for funding may be made at other times of the year in the event that an unforeseen need or opportunity arises that could not be fulfilled using the normal application timeline. To be considered, the applicant must demonstrate why the request could not be made before the normal funding deadline.

- The City Council reserves the right to deny any request, even if the eligibility criteria are met.

- Preference will be given to requests that meet the following conditions, in decreasing order of importance:

1. A program or activity that would otherwise be operated by the City at a greater cost.
2. Requests that have broad-based appeal to the community.
3. Requests that provide a unique benefit or service to the community.

- Applicants must demonstrate efforts to seek funding from other sources. Applicants must show that they have applied for funding through programs such as the Ames Community Grant Program administered by the Ames Convention and Visitors Bureau. Funds may not be requested through multiple City programs.

- Grant awards are paid by the City on a reimbursement basis for tasks completed. To receive reimbursement for expenses, awardees must submit to the City a payment request form, a summary of expenses, and a final report documenting the outcomes of the event or program. Reimbursement will be made in accordance with the task-drawdown schedule listed in the grant application. Full program requirements will be detailed in the award contract.

- Grant awards can make up no more than 50% of the project revenues. Capital improvements, building renovations, replacement of funding that no longer exists, debt service, anything excluded from purchase through the City's Purchasing Policies (such as alcohol), expenses for supporting a particular political party, candidate, or platform, or anything that violates local, state, or federal laws are not eligible for use as a match expense and are not eligible for funds through this grant. Funds from other City-funded grant programs are ineligible as match revenues. Funds from this grant may not be used for general fundraising, organizational dues, or memberships.

Funds awarded by the City Council in February will be available for activities starting July 1 and concluding within one year (by June 30).



Ames Fall Grant Program Application

Applicant Information

Is this for request for a program/event sponsored by a student organization? YES NO

Contact Person: Cari Hague - Director Date: 11/15/2013

Organization Name: Main Street Cultural District

Organization Address: 312 main Street Suite 201

Ames IA 50010
City State ZIP Code

Phone: 515-233-3472 E-mail Address: Director@amesdowntown.org Tax ID#: 42-0623975

Program/Event Information

Name of program/event: Main Street Cultural District

What are the goals of this program/event?:

The MSCD mission is to advance and promote downtown as the destination district in the heart of the Ames community. The concept has been strongly embraced by numerous community businesses, organizations, and individual residents. MSCD is an investor based organization, open to anyone in the community that would like to support its development and enjoy its benefits.

Date(s) program/event will be held: _____ to _____ Check if continuous or ongoing:

Location of the program/event: Downtown Ames

of individuals involved in program/event planning: 2 Paid fulltime staff and 100s of volunteers # of individuals who will benefit from program/event: All of Ames.

Has the City of Ames funded this program/event before? YES NO If yes, what year was it last funded?: 2013 If yes, what amount of funding was received?: \$32,000

If the City of Ames has funded the activity in the past, how will funds awarded this year be used to enhance the program/event?:

See Appendix

Program/Event Description

Please answer each question below using the space provided.

Describe the program/event you are planning to conduct: _____

See Appendix

If awarded, how will your grant funds be used to accomplish a specific activity or service?:

See Appendix

How will your program/event fulfill a public purpose?:

See Appendix

What efforts have you made to obtain funding from other sources? Discuss any requests you may have made to other City-sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

Describe your capacity for financial and logistical management. Explain how you will be able to complete the program/event:

The MSCD has a proven track record of financial and logistical management.

How will you ensure that all reimbursement claims will be completed by the end of the City's fiscal year (June 30)?:

This has never been a problem with our organization.

If you do not receive this grant funding, what would the impact to your program/event be?:

If this is a student program/event, has it or its past iterations been approved by ISU's Events Authorization Committee?:

Budget

Complete the budget for your activity below, including your grant request from the City of Ames in line 10 and previous fiscal years in columns A, B, and C.

		(A)	(B)	(C)	(D)
REVENUE - ALL SOURCES		FY 11-12 ACTUAL	FY 12-13 ACTUAL	FY 13-14 ADOPTED	FY 14-15 PROPOSED
1	FUNDRAISING	25445	15600	15000	30000
2	MEMBERSHIP DUES	30117	30000	30000	30000
3	FEES CHARGED	2900	2900	2900	2900
4	INVESTMENT INCOME	23	20	20	
5	GRANTS (PRIVATE SECTOR)	7217	4800	0	
6	STATE/FEDERAL FUNDS	55336			
7	ISU OR GSB FUNDS				
8	OTHER GOV'T OR NON-PROFIT FUNDS	10000	13500	12000	
9	MISC. (Describe):	952			29049
10	GRANT FUNDING FROM CITY OF AMES	30000	31000	32000	45000
11	TOTAL REVENUES	161990	97820	91900	136949

EXPENSES		FY 11-12 ACTUAL	FY 12-13 ACTUAL	FY 13-14 ADOPTED	FY 14-15 PROPOSED
12	SALARY AND RELATED	53926	60000	56000	75000
13	OCCUPANCY/RENT	4800	4800	1200	6000
14	SUPPLIES/EQUIPMENT	5055	5770	8460	8000
15	CONTRACTUAL SERVICES	14606	17940	18940	24000
16	PROMOTION/ADVERTISING	6919	9290	16020	23949
17	MISC. (Describe):	55336			
18	TOTAL EXPENSES	140642	97800	100620	136949

Proposed Task/Drawdown Schedule

On the lines below, describe the tasks you plan to complete using grant funds, the anticipated task completion date, and the amount you will request in grant funds reimbursement for that task. The total should add up to your grant request

Task **Completion Date** **Amount**

--	--	--

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.

Signature: _____ Title: _____ Date: _____

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than November 15 each year to be considered for funding.

City of Ames Grant Application Budget Glossary

1. Fundraising: Funds collected from individual or corporate donations, match donations, or funds voluntarily committed by group members
2. Membership Dues: Funds collected from those individuals or organizations who belong to the entity conducting the activity, usually collected on a monthly or annual basis
3. Fees Charged: Fees collected from members of the public, usually in exchange for participation
4. Investment Income: Funds raised from investment of organization revenue in financial instruments such as stocks, bonds, CDs, and mutual funds
5. Grants (Private Sector): Funds allocated to an organization from grants offered by private companies and interests
6. State/Federal Funds: Allocations or grant funds provided to an organization by state or federal government
7. ISU or GSB Funds: Funds collected from Iowa State University or the Government of the Student Body through student fees, tuition, tax revenues, or grants
8. Other Gov't or Nonprofit: Funds from governments other than those already listed in this budget form, including county and school district funds. Also includes any funds allocated by non-profit organizations
9. Misc.: Any other funds not listed above. Describe the source briefly in the space provided
10. Grant Funding from the City of Ames: The funds you are requesting from this grant program
11. Total Revenues: The total of lines 1-10. This number should match the expenses total listed on line 18
12. Salary and Related: Expenses for people employed by the organization for this activity, including wages, taxes, social security, unemployment insurance, and other benefits. Contracted workers' fees should be entered in line 15
13. Occupancy/Rent: Expenses for obtaining access to property for operations, storage, or other purposes. This does not include utilities and upkeep, which should be listed in line 15
14. Supplies/Equipment: Anything that needs to be purchased from a vendor in order to complete a project for a program. These items can be disposable or reusable
15. Contractual Services: Services provided by a company or individual that is not a regular employee of the organization. These services are funded on a fee-for-service basis as established in a contract
16. Promotional/Advertising: Expenses such as printing fliers, banners, or posters, or advertising time purchased on television, radio, or other media to promote the event, service, or activity being provided
17. Misc.: Any expenses not listed in a particular category. Describe the expense briefly in the space provided
- 18: Total Expenses: The total of lines 12-17. This number should match the revenues total listed on line 11

The Main Street Cultural District mission is to advance and promote downtown as the destination district in the heart of the Ames community. The concept has been strongly embraced by numerous community businesses, organizations, and individual residents. MSCD is an investor based organization, open to anyone in the community that would like to support its development and enjoy its benefits.

We are a Main Street Iowa Community which means we are regulated by Main Street Iowa (MSI). We report to them monthly and they in turn provide services and advice to the city and our operation.

The MSCD is requesting \$45,000 as a new funding level. This is an increase over last years \$32,000. The reason for this is simple. 2014 will be the most aggressive MSCD program to date. Adding 4 major events to our current schedule, represents over a 25% increase in services provided. We need this funding to make these events happen, and to continue to provide the services the city expects from our organization. This new funding level also puts the city support at 33% of our budget. This is a healthy level that still encourages our organization to work hard to grow the membership base and independent fundraising efforts.

We understand that we are being compared to other organizations when it comes to percentage funding increase. We have two responses to that line of thinking...

1. The MSCD is really pushing the boundaries when it comes to providing services to the Ames community. We have had over 65,497 people come to our events and that represents a massive amount of volunteer and organizational leadership. The funding the city gives MSCD is leveraging 1 to 2 fundraising ratio, and thousands of volunteer hours.
2. MSI, a division of the Iowa Economic Development Authority which the MSCD reports to every month, has pointed out that our organization receives less in city contribution than other MSI communities of comparable size.
 - Cedar Falls \$132,000
 - Dubuque City funding \$94,762
 - Mount Vernon \$65,000
 - Valley Junction \$60,000
 - Czech Village(Cedar Rapids) \$55,000
 - Waverly \$55,500

We deeply appreciate the current level of city support. This support has helped Ames become one of the top cities in the MSI program in terms of retail sales. Increase retail sales means additional sales tax for the city. The MSCD goal is to continue to grow retail sales and as a result increase sales taxes. The requested city support will greatly aid this goal. There are few organizations doing as much as we do with the resources we have. It reflects the talent of the business owners, MSCD staff, and volunteers who are committed to this community. All of our

business owners are deeply committed to seeing Main Street become a shining star for our community and Ames become the smart choice for all of Iowa.

We want people outside of Ames talking in terms of “Have you been to Ames...?” as they do with other destination communities.

Thank you and we look forward to your response.

MSCD Program Services Breakdown					
Events					
	Families with children	Non Student adults	ISU students	Local Business Owners	Cost of event
Annual Member meeting				150	\$2,472
January Dollar Days	2000	1500	200	80	\$1,187
St Patrick's Pub Crawl		900	300	5	\$1,387
Art Walk	1400	1100	200	90	\$9,382
Easter Egg Hunt	230			40	\$1,188
Small Business Seminar				200	\$7,317
Farmers Market 26 weeks	10400	18200	2000	13	\$6,947
4th of July Parade	8000	5000		4	\$15,437
BBQ and Craft Beer	200	600	200	20	\$13,934
Music Walk	800	800	100	90	\$6,350
Oktoberfest	100	2000	900	20	\$27,238
Halloween Trick or Treat	400			30	\$2,374
Halloween Costume Ball		600	400	5	\$13,934
August Dollar Days	2000	1500	400	80	\$1,037
Snow Magic Expand	1000	700	300	40	\$10,934
	38%	47%	7%	1%	
Total Attendance	65297				\$121,117 Total Estimated Cost
Main Street City support service provided					
Bench Beautification Program	\$2,428				
Plants and Flowers	\$6,046				
Business Recruitment/Fill vacant building	\$2,024				
MSI Program Compliance	\$1,087				
Facilitate Façade Grants	\$1,037				
Event coordination with non member groups	\$987				
Tom Evans revitalization	\$1,107				
Public Art Management	\$1,117				
	\$15,831				Total Estimated Cost
					Total Projected Cost for 2014 Program
					\$136,949

New or Expanded event for 2014