

COUNCIL ACTION FORM

SUBJECT: APPROVAL OF 2015/16 OUTSIDE FUNDING REQUEST CONTRACTS

BACKGROUND:

During adoption of the FY 2015/16 Budget, the City Council reviewed requests from local organizations. The City Council allocated Local Option Sales Tax funds for these organizations to provide facilities and services to the public. In total, \$138,180 was allocated for activities occurring in FY 2015/16.

Contracts with each organization have been signed by organization representatives, returned to City staff, and are now before the City Council for approval. Scopes of services and funding amounts for each organization are listed below:

Ames Economic Development Commission		\$7,500
Funding will be used to purchase one year of access to the Buxton SCOUT program. Reports from this program will be made available to representatives of prospective businesses, existing businesses, and others requesting retail analysis of the Ames area. The Provider shall send a report to the City in January 2016 and in July 2016 summarizing the use of the program, including the number of times reports have been produced for potential customers.		
Drawdown Schedule:		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Renew Buxton Subscription	July 2016	\$7,500

Ames Historical Society		\$35,000
Funds awarded shall be used to:		
<ol style="list-style-type: none"> 1. Present 40 presentations and open houses at the Ames History Center and in the community 2. Take the history trailer to 15 classes of Ames 3rd graders and at least 8 community events 3. Answer at least 200 research requests 4. Host at least 1300 public open hours at the Ames History Center, with at least 1,500 visitors 5. Catalog at least 500 historical Ames collections objects 6. Present 8 new exhibits at the Ames History Center 		
Drawdown Schedule:		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Present 10 presentations/open houses; take the history trailer to 4 3 rd grade classes and 2 community events; answer 50 research requests; host 325 public open	September 2015	\$8,750

hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center		
Present 10 presentations/open houses; take the history trailer to 4 3 rd grade classes and 2 community events; answer 50 research requests; host 325 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	December 2015	\$8,750
Present 10 presentations/open houses; take the history trailer to 4 3 rd grade classes and 2 community events; answer 50 research requests; host 325 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	March 2016	\$8,750
Present 10 presentations/open houses; take the history trailer to 3 3 rd grade classes and 2 community events; answer 50 research requests; host 325 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	June 2016	\$8,750

Ames International Partner Cities Association	\$5,000
<p>Funds provided shall be used to undertake such activities as will foster and promote friendly relations and mutual understanding between the people of Ames, Iowa and people of similar cities of other nations. These activities shall include the hosting of international delegations, the sending of delegation leaders, and the sending of youth delegation chaperones in sanctioned trips to the City's recognized partner cities. The Provider shall also act as a coordinating influence among those organizations, groups and individuals desiring to engage in activities furthering those objectives and purposes stated above.</p>	
Drawdown Schedule:	
<u>Task</u>	<u>Date</u> <u>Amount</u>
Hosting Expenses for visiting adult delegation	September 2015 \$2,400
Partial travel expenses for adult delegation trip leader(s)	June 2015 \$2,100
Supplies and Equipment	June 2016 \$ 500

Campustown Action Association (Ames Chamber of Commerce)		\$27,000
<p>Provider shall:</p> <ol style="list-style-type: none"> 1. Host a series of community-oriented family summer events to draw visitors to Campustown 2. Assist the City in creating a campaign promoting the use of the Ames Intermodal Facility 3. Evaluate and develop recommendations to enhance a) the public lighting system in Campustown and b) the outdoor public space of the 100 blocks of Hayward Avenue and Welch Avenue. 4. Develop recommendations for the City and coordinate activities related to the Healthiest Ames initiative. 5. Assist Campustown Façade Grant applicants in developing applications that meet the intent and requirements of the program. 6. Coordinate the involvement of Campustown businesses in the development and implementation of the Long-Range Transportation Plan. 7. Serve as a point of contact for coordinating events held in Campustown, regardless of whether the event is sponsored by the Provider or another entity. 		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Host a series of community-oriented family summer events	October 2015	\$ 5,000
Creating a campaign promoting the use of the Ames Intermodal Facility	November 2015	\$ 4,000
Develop recommendations and coordinate activities related to the Healthiest Ames initiative	February 2016	\$ 4,000
Assist Façade Grant applicants in developing applications that meet program intent and req'ts	March 2016	\$ 2,000
Coordinate businesses involvement in development and implementation of the LRTP	May 2016	\$ 2,000
Evaluate and develop recommendations to enhance public lighting and outdoor public space	June 2016	\$ 10,000

Homecoming Central Committee		\$1,000
<p>Funds awarded shall be used towards costs associated with contracting for and/or providing for a pancake feed to be held as an alcohol-free activity during the late night hours of one night of Homecoming weekend 2015. In turn, patrons of the pancake feed will be charged lower prices than they would if expenses were not subsidized.</p>		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Host pancake feed	October 2015	\$1,000

Hunziker Youth Sports Complex		\$26,680
<p>Funds awarded shall be used towards operating expenses for facilities, including but not limited to utilities, communications, supplies, equipment, professional services, and maintenance. In turn, participants in sports programs will be charged lower participant fees than they would if operating expenses were not subsidized.</p>		

<u>Task</u>	<u>Date</u>	<u>Amount</u>
Provide and maintain turf playing surfaces	October 2015	\$19,000
Provide/maintain HYSC facilities (e.g., garbage, utilities, etc.)	October 2015	\$ 7,680

Main Street Cultural District	\$36,000
<p><u>Fulfill all requirements to maintain Ames as a designated Main Street Iowa community:</u> \$19,000 <i>The Main Street Iowa program provides comprehensive support and assistance to participating communities to enhance local downtown and economic development efforts. The program provides access to financial incentives and ongoing technical assistance in the areas of architectural/historic preservation, design, business development, economic development, market analysis, capacity building, and district marking. Services are provided to communities which maintain National Main Street Accreditation and Main Street Iowa program requirements.</i></p> <ul style="list-style-type: none"> ▪ <u>The Provider shall:</u> <ol style="list-style-type: none"> i. Fulfill all program and accreditation requirements to maintain Main Street Iowa designation. ii. Serve as the point of local contact and base of knowledge for downtown revitalization, economic development strategies in the MSCD, Main Street Iowa, and the National Main Street Center. iii. Facilitate the technical services provided through the Main Street Iowa program. iv. Maintain current Main Street district building and business inventory. v. Maintain and share appropriate district statistics per Main Street Iowa accreditation and program requirement processes. vi. Represent downtown Ames and the community of Ames at local, state, and national Main Street conferences, marketing, and business events. 	
<p><u>Enhance the look and feel of the Main Street Cultural District:</u> \$5,000 <i>Improving the physical appearance of downtown provides the foundation for economic development and creates a catalyst for private investment. The local Main Street program will continue to create an atmosphere in the Main Street Cultural District that encourages local residents to do their business, live, work, and be entertained in downtown Ames.</i></p> <ul style="list-style-type: none"> ▪ <u>The Provider shall:</u> <ol style="list-style-type: none"> i. Serve as the point of contact and base of knowledge for downtown historic preservation efforts, downtown development strategies, and district wide improvement efforts. ii. Assist in the marketing and implementation of the Ames Downtown Façade Grant Program. iii. Initiate district beautification projects, including but not limited to hosting clean up days, purchasing flowers/plant and mulch, labor costs of planting and maintaining downtown plantings throughout the spring, summer, and fall months. 	
<p><u>Reestablish the Main Street Cultural District as the social gathering space for Ames:</u> \$12,000 <i>Strengthening the social value of downtown through retail and special events draws people to the community and district, enhances the positive image of the community, and increases exposure and economic opportunity for downtown businesses.</i></p> <ul style="list-style-type: none"> ▪ <u>The Provider shall:</u> <ol style="list-style-type: none"> i. Serve as a point of contact for coordinating community events held in the Main Street Cultural District by other entities. ii. Host a series of community-oriented family summer events to draw outside visitors to the cultural and business center of Ames, Iowa. Including: Art Walk, June 5 (\$2,000), 4th of July Parade, July 4 (\$4,000), Summer Sidewalk Sales, July 23-25 (\$1,000), Music Walk, September 3 (\$2,000), Snow Magic, November 13- December 12 (\$3,000) 	

- iii. Budget for each event includes any marketing and advertisement costs, administrative costs, permit costs, outside entertainment costs such as live music, security costs, and miscellaneous costs associated with putting on an event that is geared to attract hundreds and thousands of participants and increase business traffic and revenue within the Main Street Cultural District.

Drawdown Schedule:

<u>Task</u>	<u>Date</u>	<u>Amount</u>
Host 4 th of July Parade	July 2015	\$4,000
Host Summer Sidewalk Sales	July 2015	\$1,000
Fulfill req'ts to maintain Ames as an MSI community (pt 1)	August 2015	\$9,500
Host Music Walk	September 2015	\$2,000
Host Snow Magic	December 2015	\$3,000
Fulfill req'ts to maintain Ames as an MSI community (pt 2)	January 2016	\$9,500
Enhance the Look and Feel of the MCSD	March 2016	\$5,000
Host Art Walk	June 2016	\$2,000

ALTERNATIVES:

1. Approve outside funding contracts with the organizations listed above for FY 2015/16
2. Modify the authorized amount or scope of services for one or more organizations
3. Do not approve these funding contracts.

MANAGER'S RECOMMENDED ACTION:

Funding for these activities was included in the City Council's 2015/16 Budget. These scopes of services have been developed in cooperation with the organizations to ensure that the City's funding is used for the benefit of the public.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving outside funding contracts with the organizations listed above for FY 2015/16