

**COUNCIL ACTION FORM**

**SUBJECT: APPROVAL OF FY 2016/17 AND FY 2017/18 OUTSIDE FUNDING REQUEST CONTRACTS**

**BACKGROUND:**

During adoption of the FY 2017/18 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, \$145,114 was allocated from the Local Option Sales Tax Fund and \$7,500 was allocated from the Hotel/Motel Tax Fund (for the AEDC) for activities occurring in FY 2017/18.

Additionally, the City Council allocated funds in the FY 2016/17 amended Budget from the General Fund Contingency for:

- 1) Ames Historical Society - \$2,700 to arrange plaques to be purchased and installed on historic buildings downtown
- 2) Leadership Ames Signage Project - \$15,000 for entryway signage (the agreement is with The Ames Foundation, which is acting as the fiscal agent for this project)
- 3) Main Street Cultural District Lighting Project - \$20,000 for the extension of the Downtown Lighting Project.

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:

<b>Ames Economic Development Commission</b>		<b>FY 2017-18</b>	<b>\$7,500</b>
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 December 2017 and in June 2018 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	June 2018	\$7,500	
<b>Ames Historical Society</b>		<b>FY 2017-18</b>	<b>\$40,000</b>
Funds awarded shall be used to:			
1. Present 40 presentations and open houses, to be hosted at the Ames History Center and in locations throughout the community			
2. Take the history trailer to 15 classes of Ames 3rd graders and at least 8 community events			

3. Respond to no fewer than 200 research requests
4. Host at least 1,500 public open hours (30 hours per week) 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
7. Collaborate with no fewer than two partnering community organizations to conduct special projects, host events, and/or present programs.

Drawdown Schedule:

<u>Task</u>	<u>Date</u>	<u>Amount</u>
Present 10 presentations/open houses; take the history trailer to 4 3 <sup>rd</sup> grade classes and 2 community events; answer 75 research requests; host 375 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	September 2017	\$10,000
Present 10 presentations/open houses; take the history trailer to 4 3 <sup>rd</sup> grade classes and 2 community events; answer 75 research requests; host 375 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	December 2017	\$10,000
Present 10 presentations/open houses; take the history trailer to 4 3 <sup>rd</sup> grade classes and 2 community events; answer 75 research requests; host 375 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	March 2018	\$10,000
Present 10 presentations/open houses; take the history trailer to 3 3 <sup>rd</sup> grade classes and 2 community events; answer 75 research requests; host 375 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	June 2018	\$10,000

<b>Ames International Partner Cities Association</b>	<b>FY 2017-18</b>	<b>\$8,000</b>
--	-------------------	----------------

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 and the sending of delegation leaders. 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.

Drawdown Schedule:

<u>Task</u>	<u>Date</u>	<u>Amount</u>
Hosting Expenses for visiting adult delegation	September 2017	\$2,400
Partial travel expenses for youth delegation trip leader(s)	June 2018	\$2,100
Expenses for hosting delegation from Italy Or sending delegation to Italy	June 2018	\$3,000
Supplies and Equipment	June 2018	\$500

**Campustown Action Association (Ames Chamber of Commerce) FY 2017-18 \$27,000**

Provider shall:

1. Research and develop a plan to implement a Self—Supported Municipal Improvement District in Campustown
2. Develop and host two summer events open to the public, in addition to Summerfest
3. Continue community outreach efforts with Healthiest Ames and ISU
4. Promote the Campustown Façade Grant program and application opportunity to eligible property owners in Campustown
5. Collect feedback regarding the planned reconstruction of the 100-block of Welch Avenue and communicate that feedback to the City for use in the design of the project
6. Host at least one event to clean up Campustown
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>
Research and develop a plan to implement a SSMID in Campustown	September 2017	\$2,000
Develop and host two summer events	October 2017	\$8,000
Continue community outreach efforts with Healthiest Ames and ISU	November 2017	\$3,000
Promote the Campustown Façade Grant program	March 2018	\$1,000
Provide input regarding design elements for Welch Avenue reconstruction project	April 2018	\$2,000
Host events to improve Campustown cleanliness	May 2018	\$3,000
Plan and execute Summerfest in Campustown	June 2018	\$8,000

**Hunziker Youth Sports Complex FY 2017-18 \$28,925**

Funds awarded shall be used towards the facilities, equipment, and services required to provide youth sports programs for the Ames community. In turn, participants in sports programs will be charged lower participant fees than they would if operating expenses were not subsidized.

<u>Task</u>	<u>Date</u>	<u>Amount</u>
Provide a youth sports program comprising baseball, soccer, and softball	October 2017	\$28,925

Main Street Cultural District	FY 2017-18	\$41,189
<p><b><u>Fulfill all requirements to maintain Ames as a designated Main Street Iowa community:</u></b></p>		
<p>\$18,189</p>		
<p><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"> <li>▪ <u>The Provider shall:</u> <ul style="list-style-type: none"> <li>i. Fulfill all program and accreditation requirements to maintain Main Street Iowa designation.</li> <li>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.</li> <li>iii. Facilitate the technical services provided through the Main Street Iowa program.</li> <li>iv. Maintain current Main Street district building and business inventory.</li> <li>v. Maintain and share appropriate district statistics per Main Street Iowa accreditation and program requirement processes.</li> <li>vi. Represent downtown Ames and the community of Ames at local, state, and national Main Street conferences, marketing, and business events.</li> </ul> </li> </ul>		
<p><b><u>Enhance the look and feel of the Main Street Cultural District:</u></b> \$9,500</p>		
<p><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"> <li>▪ <u>The Provider shall:</u> <ul style="list-style-type: none"> <li>i. Serve as the point of contact and base of knowledge for downtown historic preservation efforts, downtown development strategies, and district wide improvement efforts.</li> <li>ii. 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.</li> <li>iii. Implement strategies to create upper floor housing in the Downtown area.</li> </ul> </li> </ul>		
<p><b><u>Reestablish the Main Street Cultural District as the social gathering space for Ames:</u></b></p>		
<p>\$13,500</p>		
<p><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"> <li>▪ <u>The Provider shall:</u> <ul style="list-style-type: none"> <li>i. Serve as a point of contact for coordinating community events held in the Main Street Cultural District by other entities.</li> <li>ii. Host a series of community-oriented family summer events to draw outside visitors to the cultural and business center of Ames, Iowa. These events shall include: Art Walk, 4<sup>th</sup> of July Parade, and Snow Magic.</li> <li>iii. Budget for each event includes any marketing and advertisement costs, administrative</li> </ul> </li> </ul>		

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.

In consideration of the foregoing, the City of Ames shall be recognized as an investor in the Main Street Cultural District.

Drawdown Schedule:

<u>Task</u>	<u>Date</u>	<u>Amount</u>
Host 4 <sup>th</sup> of July Parade	July 2017	\$5,000
Fulfill req'ts to maintain Ames as an MSI community (pt 1)	August 2017	\$9,094
Organize and produce retail events in the district	November 2017	\$500
Host Snow Magic	December 2017	\$1,500
Implement upper-floor housing strategies	December 2017	\$4,500
Fulfill req'ts to maintain Ames as an MSI community (pt 2)	January 2018	\$9,095
Secure and plan the Smithsonian Museum Traveling Exhibit	January 2018	\$5,000
Enhance the Look and Feel of the MCSD - beautification	May 2018	\$5,000
Host ArtWalk	June 2018	\$1,500

<b>Ames Historical Society (Historic Building Plaques)</b>	<b>FY 2016-17</b>	<b>\$2,700</b>
The Provider shall research, design, and procure plaques describing the historical nature of six downtown buildings. The Provider shall ensure the plaques are installed on the front façade of each building. The design and installation of the plaques shall be consistent with existing historical plaques in place on buildings in the downtown area.		

<b>Main Street Cultural District (Rooftop Lighting)</b>	<b>FY 2016-17</b>	<b>\$20,000</b>
The Provider shall procure and install decorative LED lighting along the rooflines of buildings along both sides of the 400 block of Douglas Avenue, 400 block of Kellogg Avenue, and 400 block of Burnett Avenue in Ames. The lighting shall be consistent in design and function with the lighting installed in 2016-2017 along the north and south sides of Main Street in Ames by the Provider.		
The lights shall be used for holiday and special event decoration, as well as for other decorative purposes as the Provider sees fit. The Provider shall be responsible for any electricity costs, maintenance, repairs, or replacement of the lighting. The Provider shall secure permission of the property owners upon whose properties the lighting will be installed, and shall be responsible for ensuring the installation complies with all applicable codes and requirements.		

<b>The Ames Foundation (Leadership Ames Signage Project)</b>	<b>FY 2016-17</b>	<b>\$15,000</b>
The Provider shall act as the fiscal agent for a group of individuals conducting a Leadership Ames service project to install two entryway signs at the perimeter of the Ames community. One sign shall be located east of the Ames corporate limits along U.S. Highway 30 and one sign shall be located west of the Ames corporate limits along U.S. Highway 30. The two new signs shall be similar in scale, materials, and appearance to the existing "Ames" sign located on the property of Danfoss, 2920 E 13 <sup>th</sup> Street, Ames, except that the new signs will be constructed from concrete rather than natural stone.		
Funds provided by the City shall be used to purchase materials, supplies, and services required for the design or construction of the signs. The project scope shall include the sign structures, lighting, and landscaping immediately adjacent the signs.		

Should the project fail to be completed prior to December 31, 2017, the Provider agrees to return to the City of Ames the sum of \$15,000.

**ALTERNATIVES:**

1. Approve outside funding contracts with the organizations listed above for FY 2016/17 and FY 2017/18
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's adopted FY 2017/18 and amended FY 2016/17 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 2016/17 and FY 2017/18.