

**COUNCIL ACTION FORM**

**SUBJECT: APPROVAL OF FY 2017/18 AND FY 2018/19 OUTSIDE FUNDING REQUEST CONTRACTS**

**BACKGROUND:**

During adoption of the FY 2018/19 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, \$188,070 was allocated from the Local Option Sales Tax Fund.

Additionally, the City Council allocated funds in the FY 2017/18 amended Budget from the General Fund for:

- 1) **Hunziker Youth Sports Complex** - \$14,000 to install a fence and gate
- 2) **Campustown Action Association** - \$40,000 to implement a program for cleaning activities in the public spaces of the Campustown area
- 3) **The Ames Foundation** - \$20,000 for I-35 welcome signage

As of the time of this writing, **The Ames Foundation** had not returned its signed contract. Therefore, approval of the contract with this organization will be withheld until a later date.

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 Historical Society</b> | <b>FY 2018-19</b> | <b>\$42,600</b> |
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| Funds awarded shall be used to: |
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1. Present 60 presentations and open houses, to be hosted at the Ames History Center and in locations throughout the community
2. Take the history trailer to 8 community events or elementary school visits
3. Respond to no fewer than 300 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 1,000 historical Ames collections objects
6. Present 9 new exhibits
7. Collaborate with no fewer than 6 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 15 presentations/open houses; take the history trailer to 2 community events or elementary school visits; Answer 75 research requests; Host 375 public open hours at the Ames History Center; Catalog 250 historical Ames objects; Present 2 new exhibits; Conduct special projects/programs with 2 partnering community organizations | September 2018 | \$10,650      |
| Present 15 presentations/open houses; take the history trailer to 2 community events or elementary school visits; Answer 75 research requests; Host 375 public open hours at the Ames History Center; Catalog 250 historical Ames objects; Present 2 new exhibits; Conduct special projects/programs with 1 partnering community organization  | December 2018  | \$10,650      |
| Present 15 presentations/open houses; take the history trailer to 2 community events or elementary school visits; Answer 75 research requests; Host 375 public open hours at the Ames History Center; Catalog 250 historical Ames objects; Present 2 new exhibits; Conduct special projects/programs with 1 partnering community organization  | March 2018     | \$10,650      |
| Present 15 presentations/open houses; take   | June 2018      | \$10,650      |

| <b>Ames International Partner Cities Association</b>   |             | <b>FY 2018-19</b> | <b>\$6,000</b> |
|--|-------------|-------------------|----------------|
| <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 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.</p> |             |                   |                |
| <p>Drawdown Schedule:</p>  |             |                   |                |
| <u>Task</u>  | <u>Date</u> | <u>Amount</u>     |                |
| Expenses for hosting youth delegation from Japan   | June 2018   | \$3,500           |                |
| Partial travel expenses for adult delegation trip leader(s)  | June 2019   | \$2,000           |                |
| Materials and Supplies   | June 2019   | \$500             |                |

| <b>Campustown Action Association (Ames Chamber of Commerce)</b> |  | <b>FY 2018-19</b> | <b>\$30,650</b> |
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Provider shall:

1. Initiate the collection of signatures to establish a Self-Supported Municipal Improvement District in Campustown
2. Plan and host Summerfest in Campustown, a fall event, and a new student-centric event
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, including hosting a public meeting for those interested in the program
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. Conduct beautification efforts in Campustown, including the installation of vegetation in planters and installation of banners.
7. Serve as a point of contact to communicate to affected property owners and tenants when special events or activities are planned by those other than Provider.

| <u>Task</u>   | <u>Date</u> | <u>Amount</u> |
|---|-------------|---------------|
| Collect signatures to implement a SSMID in Campustown   | Dec 2018    | \$2,000       |
| Plan and host a fall event and student-centric event  | Oct 2018    | \$11,000      |
| Plan and execute Summerfest in Campustown   | Jun 2019    | \$8,000       |
| Continue community outreach efforts with Healthiest Ames and ISU                              | Nov 2018    | \$1,000       |
| Promote the Campustown Façade Grant program, including hosting a public informational meeting | Mar 2019    | \$1,000       |
| Collect feedback regarding design elements for Welch Avenue reconstruction project            | Apr 2019    | \$1,000       |
| Conduct beautification efforts  | May 2019    | \$5,000       |
| Serve as a point of contact for special events  | June 2019   | \$1,650       |

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| <b>Hunziker Youth Sports Complex</b> | <b>FY 2018-19</b> | <b>\$29,650</b> |
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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 2018 | \$29,650      |

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| <b>Main Street Cultural District</b> | <b>FY 2018-19</b> | <b>\$44,300</b> |
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The Provider shall:

- I. Fulfill all program and accreditation requirements to maintain Main Street Iowa and Iowa Great Places designations. Research, identify, and apply for grant funding opportunities, and manage compliance with the requirements of those grants received
- 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 a 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. Serve as the point of contact and base of knowledge for downtown historic preservation efforts, downtown development strategies, and district-wide improvement efforts.
- VII. Initiate district beautification projects, including but not limited to hosting clean up days, purchasing and installing flowers, plants, and mulch, painting and/or varnishing downtown benches, and replacing banners on 50 light poles.
- VIII. Implement strategies to create upper floor housing in the Downtown area.
- IX. Serve as a point of contact for coordinating community events held in the Main Street Cultural District by other entities. Attend special events meetings with the City as needed to represent the interests of the District.
- X. 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, 4th of July Parade, Snow Magic, and District-wide retail promotions.

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> |
|--|-------------|
| Host 4 <sup>th</sup> of July Parade<br>\$6,800   | Jul 2018    |
| Fulfill req'ts to maintain Ames as an MSI community and Iowa Great Place, including seeking and managing grants (part 1)<br>\$6,500  | Aug 2018    |
| Maintain a current building and business inventory, district statistics per the requirements of the MSI program, and serve as a point of contact for property owners and the public regarding downtown economic development, historic preservation, public infrastructure improvements, MSI technical services (part 1)<br>\$5,000 | Dec 2018    |
| Host Snow Magic<br>\$1,500   | Dec 2018    |
| Fulfill req'ts to maintain Ames as an MSI community and Iowa   | Feb 2018    |

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| <b>Story County Housing Trust</b>   | <b>FY 2018-19</b> | <b>\$34,870</b> |             |             |               |   |           |          |   |           |          |
|---|-------------------|-----------------|-------------|-------------|---------------|---|-----------|----------|---|-----------|----------|
| <p>Funds awarded shall be used to:</p> <ol style="list-style-type: none"> <li>1. Provide direct funding to individuals and families who meet income requirements to make repairs to their owner-occupied homes</li> <li>2. Provide rental assistance to Story County residents who meet income requirements</li> </ol> <p>Income requirements established for recipients of the assistance described above will conform to the requirements established as part of the Provider's funding agreement with the Iowa Finance Authority for these programs.</p> <p>Drawdown Schedule:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><u>Task</u></th> <th style="text-align: left;"><u>Date</u></th> <th style="text-align: left;"><u>Amount</u></th> </tr> </thead> <tbody> <tr> <td>Provide for owner-occupied repairs to homes</td> <td>June 2019</td> <td>\$19,925</td> </tr> <tr> <td>Provide rental assistance to Story County residents</td> <td>June 2019</td> <td>\$14,945</td> </tr> </tbody> </table> |                   |                 | <u>Task</u> | <u>Date</u> | <u>Amount</u> | Provide for owner-occupied repairs to homes | June 2019 | \$19,925 | Provide rental assistance to Story County residents | June 2019 | \$14,945 |
| <u>Task</u>   | <u>Date</u>       | <u>Amount</u>   |             |             |               |   |           |          |   |           |          |
| Provide for owner-occupied repairs to homes   | June 2019         | \$19,925        |             |             |               |   |           |          |   |           |          |
| Provide rental assistance to Story County residents   | June 2019         | \$14,945        |             |             |               |   |           |          |   |           |          |

| <b>Hunziker Youth Sports Complex, Inc.</b>   | <b>FY 2017-18</b> | <b>\$14,000</b> |
|--|-------------------|-----------------|
| <p>The Provider shall install a fence and gate at the Hunziker Youth Sports Complex. The fence shall be located between the north edge of the playing fields and the north parking lot, and the gate shall be situated to control access from the north parking lot into the north-south driveway. Recognizing that the complex must remain accessible to City staff for maintenance of City water wells located on the property, the Provider shall ensure the City has an electronic device or keycode to operate the gate as needed. The Provider shall ensure that the fence and gate are constructed in accordance with construction codes and standards in effect in the City, including permitting required for development in the flood plain.</p> |                   |                 |

| <b>Campustown Action Association (Ames Chamber of Commerce)</b>  | <b>FY 2017-18</b> | <b>\$40,000</b> |
|--|-------------------|-----------------|
| <p>Provider will develop and implement a program for cleaning activities in the public spaces of the Campustown area. The activities to be included in this program are weekly sidewalk cleaning/litter pick-up, purchase of equipment and materials for volunteer clean-up activities, implementation of a cigarette recycling program, and marketing materials to increase awareness of the Make Campustown Shine program.</p> |                   |                 |

**ALTERNATIVES:**

1. Approve outside funding contracts with the organizations listed above for FY 2017/18 and FY 2018/19, with the exception of the contract with The Ames Foundation.
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 2018/19 and amended FY 2017/18 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.

~~After review of the City's FY 2017/18 and FY 2018/19 Budgets, the City Manager recommends that the City Council approve the funding for the organizations listed above.~~