

COUNCIL ACTION FORM

SUBJECT: FY 2021/22 OUTSIDE FUNDING REQUEST CONTRACTS

BACKGROUND:

During adoption of the FY 2021/22 Budget, the City Council reviewed requests from local organizations. The City Council allocated funds for these organizations to provide facilities and services to the public. In total, \$231,251 was allocated from the Local Option Sales Tax Fund, and \$15,000 was allocated from the Hotel/Motel Tax Fund.

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		\$15,000	
Funds awarded shall be used towards the Workforce Solutions Program. Programming efforts will be used to attract and recruit talent to the Ames community.			
Drawdown Schedule:			
Task	Date	Amount	
1. Participate in a virtual career fair	Dec. 2021	\$1,000	
2. Conduct three “upskilling” classes with DMAACC	May 2022	\$1,500	
3. Participate in 2 out-of-state workforce marketing events	May 2022	\$4,000	
4. Conduct four career fairs in Ames	June 2022	\$4,000	
5. Participate in state coop workforce marketing campaign	June 2022	\$2,000	
6. Conduct targeted marketing to ISU alumni through ISUAA	June 2022	\$2,500	

Ames International Partner Cities Association, Inc.		\$5,800	
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.			
Task	Date	Amount	
Delegation gifts and preparation	May 2022	\$600	
Partial travel expenses for trip leaders to Koshu, Japan	June 2022	\$2,400	
Development of prospective Tunisian partnership	June 2022	\$2,000	
Materials and supplies	June 2022	\$800	

Hunziker Youth Sports Complex, Inc.		\$45,000
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 2021	\$45,000

Story County Housing Trust		\$35,000
Funds awarded shall be used to: 1) Provide direct funding to individuals and families who meet income requirements to make repairs to their owner-occupied homes; and 2) Provide rental assistance to Ames residents who meet income requirements.		
Drawdown Schedule:		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Provide for owner-occupied repairs to homes	June 2022	\$20,000
Provide rental/deposit assistance to Ames residents	June 2022	\$15,000

Ames Main Street (Ames Chamber of Commerce)		\$50,035
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Host 4 th of July Parade	July 2021	\$3,800
Fulfill req'ts to maintain Ames as an MSI community and Iowa Great Place, including seeking and managing grants (Part 1)	Aug. 2021	\$6,500
Maintain a current building and business inventory, district statistics, per the requirements of the MSI program	Dec. 2021	\$2,000
Serve as a point of contact regarding downtown public policy issues and inform property owners and tenants about policy changes, construction projects, and other issues that may affect downtown (Part 1)	Dec. 2021	\$4,000
Host Snow Magic	Dec. 2021	\$3,000
Fulfill req'ts to maintain Ames as an MSI community and Iowa Great Place, including seeking and managing grants (Part 2)	Feb. 2022	\$6,500
Conduct beautification efforts in the public right-of-way	May 2022	\$12,000
Host ArtWalk	June 2022	\$3,000
Host district-wide retail promotions	June 2022	\$2,000
Serve as a point of contact for special events, whether organized by Ames Main Street or others	June 2022	\$3,235
Serve as a point of contact regarding downtown public policy issues and inform property owners and tenants about policy changes, construction projects, and other issues that may affect downtown (Part 2)	June 2022	\$4,000

Campustown Action Association (Ames Chamber of Commerce)		\$36,000
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Plan and host Fridays Around Campustown	Sept 2021	\$ 4,000
Plan and host a fall event	Oct. 2021	\$ 7,000
Recruit outside organizations to host events in Campustown	Dec. 2021	\$ 2,000
Coordinate activities to clean up and beautify Campustown (Part 1)	Dec. 2021	\$ 3,500
Promote the Campustown Façade Grant program and provide a report to the City regarding the potential to expand the program	Feb. 2022	\$ 2,000
Plan and execute Summerfest in Campustown or similar summer-themed event	June 2022	\$ 8,000
Serve as a point of contact regarding Campustown public policy issues and inform property owners and tenants about policy changes, construction projects, and other issues that may affect Campustown	June 2022	\$ 4,000
Coordinate activities to clean up and beautify Campustown (Part 2)	June 2022	\$ 3,500
Serve as a point of contact for special events occurring in Campustown, whether organized by CAA or others	June 2022	\$ 2,000

Ames Historical Society		\$46,927
<u>Drawdown Schedule:</u>		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Display 6 virtual or in-person exhibits	Dec. 2021	\$9,210
Post 250 photos or stories on social media or website	Dec. 2021	\$1,875
Present 30 programs	Dec. 2021	\$1,500
Answer 100 research requests	Dec. 2021	\$1,000
Host 2 programs related to the 19 th Amendment	Dec. 2021	\$2,157
Catalog 250 historical Ames objects	Dec. 2021	\$3,750
Partner with 5 community organizations for programs or special projects	Dec. 2021	\$2,500
Display 6 virtual or in-person exhibits	June 2022	\$9,210
Post 250 photos or stories on social media or website	June 2022	\$1,875
Present 30 programs	June 2022	\$1,500

Answer 100 research requests	June 2022	\$1,000
Host 2 programs related to the 19 th Amendment	June 2022	\$2,100
Catalog 250 historical Ames objects	June 2022	\$3,750
Partner with 5 community organizations for programs or special projects	June 2022	\$2,500
Reach all five public elementary schools with 3 rd grade programming	June 2022	\$3,000

Ames Main Street Farmers Market (Ames Chamber of Commerce)	\$7,000	
Drawdown Schedule:		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Plan and host a weekly Downtown Farmers Market	Oct. 2021	\$7,000

ALTERNATIVES:

1. Approve outside funding contracts with the organizations listed above for FY 2021/22.
2. Modify the authorized amount or scope of services for one or more organizations
3. Do not approve these funding contracts.

CITY MANAGER’S RECOMMENDED ACTION:

Funding for these activities was included in the City’s adopted FY 2021/22 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, as described above.