

Staff Report
AMES CITY AND STUDENT GRANT APPLICATIONS

January 27, 2012

This year, at Council's direction, staff implemented a new process for evaluating requests for City funds from community and student groups. Despite contacting all the groups who had received City funds in the previous fiscal year, only three applications were received by the initial deadline in November. Upon following up with the organizations that did not apply, the deadline was extended and additional applications were received. A team of staff and residents met and discussed the general community grants; the Student Affairs Commission reviewed the student-related requests. The requests, comments, and recommendations are listed below.

<p><u>Hunziker Youth Sports Complex</u> 11/12 Received: \$25,000 12/13 Request: \$25,000 Recommendation: \$25,000</p>	<p>Request is to defray operating expenses for the Complex, which results in lower fees charged to participants. There appears to be a high number of participants and fees are being charged to participants. The request is equal to what has been received in the past, and the committee felt that the funds spent are lower than what would be required if the City operated these programs directly.</p>
<p><u>Ames Historical Society</u> 11/12 Received: \$18,000 12/13 Request: \$16,000 Recommendation: \$16,000</p>	<p>Request is to support operating expenses associated with housing the City of Ames and Mary Adams collections. The request is equal to last year's funding, although \$2,000 was provided by the City last year for a project to document the Mayors of Ames. The review committee noted that without the work of this organization, items the City is not required to keep would likely have been destroyed or uncataloged. One comment from the review team was that the hours kept by AHS could be expanded to encourage more public interaction with the organization and its collections (possibly when special events are held downtown).</p>
<p><u>Main Street Cultural District</u> 11/12 Received: \$30,000 12/13 Request: \$33,000 Recommendation: \$31,000</p>	<p>Request is to support the Main Street Iowa program, promote aesthetics initiatives, and organize activities such as the 4th of July Parade, ArtWalk, MusicWalk, Snow Magic, Tune Into Main Street, and the Farmers' Market. The review team noted that some of the improvements MSCD has done have been in the public right-of-way, and that MSCD generally puts on events with broad-based appeal. In addition, MSCD serves as a useful point of contact for issues involving the downtown area, saving staff the time of contacting businesses individually. The team noted that membership dues have a tendency to fluctuate, which is an item of concern. In 11/12, MSCD received \$25,000 for administrative expenses and \$5,000 for large</p>

	flowerpots. With the flowerpots project complete, the review team felt that \$31,000 for administrative expenses was a justifiable increase, rather than the \$33,000 requested.
<u>Ames International Partner Cities</u> 11/12 Received: \$3,000 12/13 Request: \$5,000 Recommendation: \$3,000	Funds requested are to offset costs of hosting delegations, sending delegation leaders, and sending youth delegation chaperones. The team noted that AIPCA does a great job leveraging in-kind donations from local businesses and residents, though AIPCA noted that the experience it provides is less substantial than when our partners host Ames delegations. The review team also noted that the local benefit of the program is generally limited to a small number of Ames residents who participate or meet the delegations. Additionally, the application did not include an expense breakdown of how funds would be used in 12/13, which concerned the review committee. The increase in AIPCA's request was due to a desire to increase the proportion of chaperone travel funded when the youth delegation travels. The review team felt more comfortable providing funding equal to what had been funded in prior years.
<u>Campustown Action Association</u> 11/12 Received: \$3,000 12/13 Request: \$25,000 Recommendation: \$5,000	The request was for funds to support a director position. The review team noted that CAA had been awarded \$4,500 in Ames Community Grant funds for Summerfest 2012. A concern of the review team was that the application was centered more on using the funds to hire a person, without strong details on what the deliverable product would be or how the funds would fulfill a public purpose. Of the activities that were listed for this position, many were only of internal benefit to CAA. The request did highlight using the director to coordinate Summerfest, Welcomefest, and cleanup efforts in Campustown. The review team felt that these activities were worthwhile uses of City funds, and recommended \$5,000 be allocated to CAA to coordinate them.
<u>United Ames</u> 11/12 Received: \$13,000 12/13 Request: \$15,000 Recommendation: \$0	This request was to fund a development coordinator position. The application did not include information on the number of individuals who participate in planning and conducting activities. The review team was concerned about the viability of the organization going forward. While several programs put on by United Ames are public programs, several of the programs listed are actually hosted by other organizations. The funding requested was for a position, not a program, and the review team felt that the links between what the position would accomplish and the benefit to the public were weak. Many of the functions listed to be accomplished by the development coordinator

	were internal tasks. Because of these concerns, the review team recommended no City funding through this process, although the team suggested that Council may wish to discuss this request further.
<u>Homecoming</u> 11/12 Received: \$1,000 12/13 Request: \$1,000 Recommendation: \$1,000	ISU Homecoming submitted an application for pancake feed funds. The request amount was the same as that funded by Council in previous years for this event. Although Homecoming submitted this request after the deadline for grant submittal, the Student Affairs Commission recommended approval.
<u>VEISHEA</u> 10/11 Received: \$8,000 12/13 Request: \$8,000 Recommendation: \$8,000	VEISHEA requested funding for the midnight pancake feed. The request amount was the same as that funded by Council in previous years for this event. Although VEISHEA submitted this request after the deadline for grant submittal, the Student Affairs Commission recommended approval.
<u>VEISHEA</u> 10/11 Received: \$8,000 11/12 Request: \$8,000 Recommendation: \$8,000	VEISHEA also requested funding for the midnight pancake feeds for VEISHEA 2012 (the current year). Although this would not be during the 2012/13 fiscal year, the Student Affairs Commission recommended funding the event because this is generally the time of year at which VEISHEA would make a request for spring activities. Future requests will be made in the preceding fiscal year. The request was for the same amount approved by Council in previous years.

Summary of Requests:

	2011/12 Current	2012/13 Request	2012/13 Recommend.	Increase over 2011/12
Hunziker Youth Sports Complex	\$25,000	\$25,000	\$25,000	\$0
Ames Historical Society	\$18,000	\$16,000	\$16,000	(\$2,000)
Main Street Cultural District	\$30,000	\$33,000	\$31,000	\$1,000
Ames International Partner Cities	\$3,000	\$5,000	\$3,000	\$0
Campustown Action Association	\$3,000	\$25,000	\$5,000	\$2,000
United Ames	\$13,000	\$15,000	\$0	(\$13,000)
Homecoming	\$1,000	\$1,000	\$1,000	\$0
VEISHEA	\$8,000	\$8,000	\$8,000	\$0
TOTAL	\$101,000	\$128,000	\$89,000	(\$12,000)

	2010/11 Received	2011/12 Request	2011/12 Recommend.	Increase over 2010/11
VEISHEA	\$8,000	\$8,000	\$8,000	\$0
TOTAL	\$8,000	\$8,000	\$8,000	\$0