ITEM # <u>29</u> DATE: <u>12</u>-10-13

COUNCIL ACTION FORM

SUBJECT: FUNDING FOR 2014 VEISHEA PANCAKE FEED

BACKGROUND:

Each year the City Council awards funds to organizations through a grant process during budget approval. Last November, VEISHEA, Inc. requested \$8,000 for its 2014 Pancake Feed. The City Council supported this event at \$8,000 in both FY 2011/12 and FY 2012/13. The Student Affairs Commission evaluated the 2014 request and spoke with VEISHEA staff. Although quorum was not attained to present a formal recommendation to the Council, the commissioners present supported VEISHEA's request.

At the February 12, 2013 Budget Wrap-Up Meeting, the City Council requested that staff meet with VEISHEA to discuss this request further. The Council's concerns centered on whether the City's \$8,000 was being used to subsidize other activities and whether the \$4 admission fee was appropriate given the City's funding. The City Council's adopted budget included \$8,000 for VEISHEA pancakes. In May, VEISHEA staff indicated willingness to reduce the fee to \$3 per person as a condition of receiving the \$8,000 in City funding. Council did not approve a contract with VEISHEA at that time; and staff was directed to gather further information about VEISHEA's budget and return to Council for additional discussion.

Based on grant application documents, the actual expenses from the 2013 Pancake Feed, and follow-up conversations with VEISHEA organizers, staff has determined that when charging \$3 per person, VEISHEA's Pancake Feed budget is in balance:

REVENUES	AMOUNT	EXPENSES AMOUNT
City of Ames Funding	\$8,000	Pancake Supplier \$315
		Mileage/Hotel
Fees (2,200 Patrons at \$3	\$6,600	Pancakes (2,200 plates at \$7,370
ea.)		\$3.35 ea.)
		Tent/Table/Chair Rental \$1,581
		Lighting Rental/Electric \$4,525
		Support Equipment \$588
		Advertising \$221
TOTAL	\$14,600	TOTAL \$14,600

However, in discussions with City staff, VEISHEA indicated that when it charged \$4 per person, the City's funds were also used to support on-campus entertainment programs. In the most recent discussions with staff, VEISHEA has proposed keeping the per person charge at \$4, which generates an additional \$2,200 for VEISHEA. VEISHEA proposes using \$2,500 of total pancake feed revenue to pay for an on-campus entertainment act. VEISHEA staff has indicated that if the per person

price was reduced to \$3, one of its on-campus entertainment programs would be canceled. (See attached letter from the VEISHEA Co-Chairs)

Staff should note that the City contracts with ISU Homecoming to provide a similar midnight pancake feed. Homecoming's pancake feed serves 1,200 people over the course of just one night, but its total cost is only \$4,200. Patrons at that event are charged \$2 per person and the City's contribution is \$1,000.

Staff needs direction regarding whether the Council would accept VEISHEA's proposal to keep fees at \$4 per person and use a portion of the Council's funding for entertainment programming, or if the Council feels that its \$8,000 should pay for the pancake feed only and the price charged should be \$3. Once this point is resolved and a contract is signed by VEISHEA, the contract will be returned to Council for approval at a later time.

ALTERNATIVES:

- 1. Direct staff to prepare a contract with VEISHEA, Inc. in the amount of \$8,000 for the pancake feed and require as a condition of the contract that VEISHEA charge no more than \$3 per person.
- 2. Direct staff to prepare a contract with VEISHEA, Inc. in the amount of \$8,000 for the pancake feed and associated entertainment acts and allow VEISHEA to charge \$4 per person.
- 3. Do not authorize staff to prepare a contract with VEISHEA, Inc.

MANAGER'S RECOMMENDED ACTION:

VEISHEA has long represented that the City funds for the Pancake Feed are used only for Pancake Feed activities. VEISHEA's budget for the pancake feed balances at \$3 per person, and it achieves the goal of providing a reasonable cost to encourage more participation. VEISHEA may choose to forego City funding if it feels strongly about setting its own prices. However, if the \$2,200 loss from charging \$3 per person instead of \$4 means the elimination of an entertainment act, VEISHEA has the opportunity to explore other funding sources between now and April.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby authorizing staff to prepare a contract with VEISHEA, Inc. for the 2014 VEISHEA Pancake Feed in the amount of \$8,000 for the pancake feed and require as a condition of the contract that VEISHEA charge no more than \$3 per person.

Ames Fall Grant Program



The Ames Fall Grant Program provides funding for activities that fulfill a public purpose for the Ames community. Grant funds are also available through Commission on the Arts, ASSET, and the Ames Community Grant Program. Funds should be requested through the program that best matches the goals of the requesting organization.

For General Community Fall Grants and Student-Sponsored Activity Fall Grants, follow the criteria below.

General Community Fall Grant Eligibility Criteria

- Funds may only be awarded to an organization with a Tax ID number, for an activity that is non-profit in nature.
- Funds provided are to be used towards an event or service that is open to the whole community.

Student-Sponsored Activity Fall Grant Eligibility Criteria

- Funds may only be awarded to organizations recognized by Iowa State University's Student Activities Center.
- Funds may only sponsor events or services that are open to the entire Ames community.
- If the funding request is for an event, the requesting organization must demonstrate that the proposed event or its past iterations have been approved by Iowa State University's Events Authorization Committee.

Grant Application Process and Additional Requirements:

- For all applications, applicants must demonstrate their ability to successfully complete their projects by answering narrative questions. All sections of the application must be completed to be eligible for consideration.
- All applications must be received no later than November 15 each year. General Community requests will be reviewed by a committee of City staff and residents. Student-Sponsored Activity requests will be reviewed by the Student Affairs Commission. The requesting organization may be asked to attend a hearing to discuss their funding requests in detail. Recommendations on all applications will be made to the City Council during its annual February budget hearings. Awards will be made official upon approval of the City budget.
- Requests for funding may be made at other times of the year in the event that an unforeseen need or opportunity arises that could not be fulfilled using the normal application timeline. To be considered, the applicant must demonstrate why the request could not be made before the normal funding deadline.
- The City Council reserves the right to deny any request, even if the eligibility criteria are met.
- Preference will be given to requests that meet the following conditions, in decreasing order of importance:
 - 1. A program or activity that would otherwise be operated by the City at a greater cost.
 - 2. Requests that have broad-based appeal to the community.
 - 3. Requests that provide a unique benefit or service to the community.
- Applicants must demonstrate efforts to seek funding from other sources. Applicants must show that they have applied for funding through programs such as the Ames Community Grant Program administered by the Ames Convention and Visitors Bureau. Funds may not be requested through multiple City programs.
- Grant awards are paid by the City on a reimbursement basis for tasks completed. To receive reimbursement for expenses, awardees must submit to the City a payment request form, a summary of expenses, and a final report documenting the outcomes of the event or program. Reimbursement will be made in accordance with the task-drawdown schedule listed in the grant application. Full program requirements will be detailed in the award contract.

- Grant awards can make up no more than 50% of the project revenues. Capital improvements, building renovations, replacement of funding that no longer exists, debt service, anything excluded from purchase through the City's Purchasing Policies (such estalcohol), expenses for supporting a particular political party, candidate, or platform, or anything that violates local, state, or federal laws are not eligible for use as a match expense and are not eligible for funds through this grant. Funds from other City-funded grant programs are ineligible as match

revenues. Funds from this grant may not be used for general fundraising, organizational dues, or memberships.

Funds awarded by the City Council in February will be available for activities starting July 1 and concluding within one year (by June 30).



Ames Fall Grant Program Application

	·	Applicant Information	n		
		1	YES	NO	
Is this for request for a	orogram/event sponsored	by a student organization	n? X		4014/0040
Contact Person:	Karl Kerns			Date	e: 10/1/2012
Organization Name:	VEISHEA, Inc.				
Organization Address:	1580 H Memorial Unio	n Iowa State University			
	Ames			lowa	50011
	City			State	ZIP Code 42-600-4224 Invi
Phone: (515) 294-10	26 E-mail Add	lress: veishea@iasta	ite.edu	Tax ID#:	42-000-7227 (nor
		Program/Event Informa	ation		
Name of program/even	t: VEISHEA Pan	cake and Waffle Feed			
What are the goals of t	nis program/event?:				
homemade food on car	e feed is to give people will also to provide the best experi	o be split up and allocated	d towards helpir	ng with the VE	EISHEA parade. The
Date(s) program/event		4_ to <u>4/12/2014</u> npus – Iowa State Unive		inuous or ong	going:
Location of the program				II benefit from	n program/event: 3,000
Has the City of Ames f		If yes, what year was	2013	If yes, what	
program/event before?	X	it last funded?:	2013	luliuling was	received:
VEISHEA Inc. is very a aware, we use this mo	funded the activity in the preciative of the funding ney to offset the cost of ta with the City of Ames to en	provided from the City of bles, tents, chairs, and the	Ames for this e e pancake and	vent in previo waffle provide	ous years. As you may be er. We are grateful for the
		Program/Event Descri	ntion		
Please answer each o	question below using the				
Describe the program/	event you are planning to	conduct:			
be \$4 per plate for all y	Pancake feeds on central you can eat pancakes. We anized during the evening	anticipate students will b	0 AM on both F e on Central Ca	riday and Sat ampus throug	urday night. Charges will hout the night as there will
			CITY MAN	GER'S OF	FICE
			NOV	1 4 202	
			CITY OF	AMES, 101	NA

If awarded, how will your grant funds be used to accomplish a specific activity or service?:

The grant funds will be used to ensure we continue to provide the quality of service and performance to which ISU students and the City of Ames are accustomed. The Pancake Feed on Central Campus is becoming a more and more popular event, as evident by the increasing number of patrons served at each of the feeds. The Pancake Feed gives students the opportunity to relax in a friendly and controlled environment before they continue on to their way home for the night.

How will your program/event fulfill a public purpose?:

The Pancake Feeds are vital to the success and longevity of the VEISHEA celebration. Events like these keep students on campus to celebrate with good, clean fun and help to curb incidents that occur at house parties. We are currently beginning work to promote this opportunity in campus town area. We as a VEISHEA committee are confident that the events that we host are valuable to the success of our celebration.

What efforts have you made to obtain funding from other sources? Discuss any requests you may have made to other City-sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

The VEISHEA Executive Board has worked hard to promote our events and secure funding from a variety of sources including: the President of the University, GSB, student organization co-sponsorships, and registration fees. We have also submitted paper work for assistance from the Ames Convention & Visitors Bureau as well as COTA. VEISHEA receives funding from a variety of sources that contribute to the celebration as a whole. However, the City of Ames has been the exclusive sponsor of the pancake and waffle feed for the past several years.

Describe your capacity for financial and logistical management. Explain how you will be able to complete the program/event:

The VEISHEA Executive Board is composed of 27 students. Two of these students are responsible for overseeing the Catering Committee for VEISHEA 2014, including the Pancake Feeds on Friday and Saturday night. Their leadership skills coupled with their knowledge and experience with the event will ensure its success along with their 12 Catering Committee Members and assistance as from the rest of the VEISHEA Organization as needed (over 150 students).

How will you ensure that all reimbursement claims will be completed by the end of the City's fiscal year (June 30)?:

All VEISHEA committees are required to submit an end of the year report and wrap up all loose ends prior to the last day of final exams. The Business Manager will work with the committees to ensure all claims are filed and complete prior to your deadline in order to comply with the requirements of the organization.

If you do not receive this grant funding, what would the impact to your program/event be?:

The patrons and customers of this event would be immediately affected if funding for this event were not secured. We use this money to help cover the cost of tables, tents, chairs and the pancake and waffle providers. In order to recover our costs we would likely be required to scale back this event or significantly increase the cost of admission to the pancake feed. This would be detrimental to the event as the number of attendees continues to grow, (2,594 customers served during pancake feeds at VEISHEA 2011; 2,405 pancake and waffle customers at VEISHEA 2012 – number decrease due to poor weather)

If this is a student program/event, has it or its past iterations been approved by ISU's Events Authorization Committee?: This event has always received approval from the Event Authorization Committee.

Budget

Complete the budget for your activity below, including your grant request from the City of Ames in line 10 and previous fiscal years in columns A, B, and C.

		(A)	(B)	(C)	(D)
REVENUE - ALL SOURCES		FY 10-11	FY 11-12	FY 12-13	FY 13-14
		ACTUAL	ACTUAL	ADOPTED	PROPOSED
1	1 FUNDRAISING		-		-
2	MEMBERSHIP DUES	-	-	-	-
3	FEES CHARGED (Pancake Revenue)	\$11,824	\$9,558	\$10,300	\$10,300
4	INVESTMENT INCOME		-	-	-
5	GRANTS (PRIVATE SECTOR)		-	<u>-</u>	-
6	STATE/FEDERAL FUNDS	-	-	-	-
7	ISU OR GSB FUNDS		-	-	-
8	OTHER GOV'T OR NON-PROFIT FUNDS	-	-	<u>-</u>	-
9	MISC. (Describe):	-	-	-	-
10	GRANT FUNDING FROM CITY OF AMES	\$11,000	\$8,000	\$8,000	\$8,000
11	TOTAL REVENUES	\$22,824	\$17,558	\$18,300	\$18,300

EXPENSES		FY 10-11 ACTUAL	FY 11-12 ACTUAL	FY 12-13 ADOPTED	FY 13-14 PROPOSED
12	SALARY AND RELATED	_	_	_	-
13	OCCUPANCY/RENT	-		_	
14	SUPPLIES/EQUIPMENT	\$9,129	\$7,601	\$7,970	\$7,970
15	CONTRACTUAL SERVICES	-	-	-	-
16	PROMOTION/ADVERTISING	\$500	\$500	\$500	\$500
17	MISC. (Describe): Tables, chairs, tents, electricity, ground support, sound equipment, and lights	\$13,195	\$9,457	\$9,830	\$9,830
18	TOTAL EXPENSES	\$22,824	\$17,558	\$18,300	\$18,300

Proposed Task/Drawdown Schedule

On the lines below, describe the tasks you plan to complete using grant funds, the anticipated task completion date, and the amount you will request in grant funds reimbursement for that task. The total should add up to your grant request

Task	Completion Date	Amount		
Tables, chairs, tents, electricity, ground support, sound equipment, lights, and pancake and waffle vendor.	4/13/2014	\$8,000		

Disclaimer and Signature

	ny answers are true and complete to the best named herein.	of my knowl	ledge. I am authorized to submit this applic	cation on bei	half of the
Signature:	Lallen	Title:	Business Manager	Date:	11/11/2012

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than November 15 each year to be considered for funding.

City of Ames Grant Application Budget Glossary

Funds collected from individual or corporate donations, match donations, or funds 1. Fundraising: voluntarily committed by group members 2. Membership Dues: Funds collected from those individuals or organizations who belong to the entity conducting the activity, usually collected on a monthly or annual basis Fees collected from members of the public, usually in exchange for participation 3. Fees Charged: Funds raised from investment of organization revenue in financial instruments such as 4. Investment Income: stocks, bonds, CDs, and mutual funds Funds allocated to an organization from grants offered by private companies and interests 5. Grants (Private Sector): Allocations or grant funds provided to an organization by state or federal government 6. State/Federal Funds: 7. ISU or GSB Funds: Funds collected from Iowa State University or the Government of the Student Body through student fees, tuition, tax revenues, or grants 8. Other Gov't or Nonprofit: Funds from governments other than those already listed in this budget form, including county and school district funds. Also includes any funds allocated by non-profit organizations 9. Misc.: Any other funds not listed above. Describe the source briefly in the space provided 10. Grant Funding from the City of Ames: The funds you are requesting from this grant program 11. Total Revenues: The total of lines 1-10. This number should match the expenses total listed on line 18 12. Salary and Related: Expenses for people employed by the organization for this activity, including wages, taxes, social security, unemployment insurance, and other benefits. Contracted workers' fees should be entered in line 15 13. Occupancy/Rent Expenses for obtaining access to property for operations, storage, or other purposes. This does not include utilities and upkeep, which should be listed in line 15 14. Supplies/Equipment: Anything that needs to be purchased from a vendor in order to complete a project for a program. These items can be disposable or reusable 15. Contractual Services: Services provided by a company or individual that is not a regular employee of the organization. These services are funded on a fee-for-service basis as established in a contract 16. Promotional/Advertising: Expenses such as printing fliers, banners, or posters, or advertising time purchased on television, radio, or other media to promote the event, service, or activity being provided 17. Misc.: Any expenses not listed in a particular category. Describe the expense briefly in the space provided 18: Total Expenses: The total of lines 12-17. This number should match the revenues total listed on line 11

West Student Office Space, Memorial Union, Iowa State University, Ames, Iowa 50011, Phone (515) 294-1026

April 26, 2013

Brian Phillips 515 Clark Avenue Ames, IA 50010

Mr. Phillips & The Ames City Council:

On behalf of VEISHEA, Nick and I would like to thank you for the City's continued support of Friday and Saturday late night pancakes on Central Campus.

We understand your request in lowering the cost of pancakes for students and have evaluated our budget for 2014. We plan on bringing the fee down from \$4/plate to \$3/plate as long as we still receive \$8,000 from the City of Ames.

We look forward to working with you in the year to come for a successful VEISHEA 2014!

If you have further questions, be sure to let us know.

Thanks!

Nick Morton & Karl Kerns VEISHEA 2014 General Co-Chairs November 8, 2013

City of Ames Council PO Box 811 515 Clark Avenue Ames, Iowa 50010

Re: VEISHEA 2014 City Grant

Dear City of Ames Council:

We would like to request a change in our VEISHEA 2014 City Grant application. It came to our attention when working with Mr. Brian Phillips that the application did not accurately communicate what the funds help sponsor. The city's allocation to VEISHEA before the formal grant process was originally as general support to help draw students away from unofficial activities during VEISHEA week and to an alcohol free environment. As the grant process evolved, the pancake feed has been what that money has been attributed towards. In the past, the pancake feed used to have campus event entertainment acts alongside it. These events had a weather location inside the Memorial Union which were used more often than not. Last year we officially moved these to the Memorial Union as the primary location to minimize confusion to the general public on their location in less than desirable weather conditions and to encourage an increased attendance in such weather conditions. These events are a vital component of our evening lineup activities that draw thousands of people away from unofficial activities.

After communication with Mr. Brian Phillips, he expressed the Council's interest in seeing the pancake fee reduced to \$3 per plate due to the lack of knowledge where the other \$2,200 was going. We apologize for the miscommunication in the direction of this funding as the grant process has evolved and the recent changes to the Pancake Feed. We would like to formally request a budget line item be added to our grant application to include "Campus Events Entertainment Act(s) (ie regurgitator, hypnotist, magician, etc.)" in the amount of \$2,500 as an expense.

If you look at the reason these funds are allocated towards VEISHEA, then this directly falls in line with our mutual goal of pulling people away from unofficial activities and into an alcohol free environment during the evening hours. We are currently in the middle of our financial year and if we were to change the plate price to \$3 we would be losing \$2,200 in our bottom line revenue and have to cancel a campus events entertainment act(s) from our evening activities. Further, we feel that the decrease of \$1 per plate would not draw near the increase in people (if any for that matter) needed to make up for the cancelled campus events entertainment act.

We hope that you will grant permission for the proposed line item addition in working towards our mutual goals.

Wichole Motean

Sincerely,

Karl Kerns and Nick Morton
VEISHEA 2014 General Co-Chairs

VEISHEA 2014 Pancake Budget at \$3 per person

EXPENSES						
	Vendor	Product	Number	Pr	rice/Each	Total
Tent/Chairs/Tables	Classic Events	40 x 80 Tent		\$	928.00	\$ 928.00
	Classic Events	Internal Tent Lighting	4	\$	16.20	\$ 64.80
	Classic Events	Tent Sides	6	\$	20.00	\$ 120.00
	Classic Events	8' x 30' Tables	40	\$	6.30	\$ 252.00
	Classic Events	Chairs	200	\$	1.08	\$ 216.00
Lighting	Ziegler Power Systems	Allmand NitePro Light Plants	2	\$	200.00	\$ 400.00
	Ziegler Power Systems	Fuel	2	\$	33.33	\$ 66.67
	Ziegler Power Systems	Freight	2	\$	66.67	\$ 133.33
	Musco Lighting	Central Campus and Lake LaVerne Lighting	0.5	\$	6,370.00	\$ 3,185.00
	FP&M	Backup Generator for Musco Lighting	0.5	\$	1,480.00	\$ 740.00
PR	Z-Card North America	Z-Card	0.035	\$	4,000.00	\$ 140.00
		Weekend Poster	0.1	\$	200.00	\$ 20.00
	Nite Owl Printing	General Brochure	0.03	\$	2,000.00	\$ 61.00
Pancakes Support	Chris Cakes	Mileage	250		0.7	\$ 175.00
	MU Hotel	Hotel	2	\$	70.00	\$ 140.00
	FP&M	Electric for Central Campus			1,232.00	\$ 123.20
	Electronic Engineering	Radios	0.03	\$	6,150.00	\$ 184.50
	NB Golf Carts	Utility Golf Cart		\$	110.00	\$ 110.00
	Barker Implement	Gators	0.05	\$	750.00	\$ 37.50
	FP&M	Turf Replacement	0.25	•	219.41	\$ 54.85
	Jims Johns Inc	Portable Restrooms	0.05	\$	1,550.00	\$ 77.50
Pancakes	Chris Cakes	Pancakes	2200		3.35	\$ 7,370.00
			Total	All	Expenses:	\$ 14,599.35
REVENUES						
			Number			Total
City of Ames Grant					8,000.00	\$ 8,000.00
Patron Fees			2200	\$	3.00	\$ 6,600.00

Total All Revenues: \$ 14,600.00

VEISHEA 2014 Budget - revised request (\$4 per person and entertainment funds)

EXPENSES						
	Vendor	Product	Number	Price/Each		Total
Tent/Chairs/Tables	Classic Events	40 x 80 Tent	1		\$	928.00
	Classic Events	Internal Tent Lighting	4	\$ 16.20	\$	64.80
	Classic Events	Tent Sides	6	\$ 20.00	\$	120.00
	Classic Events	8' x 30' Tables	40	\$ 6.30	\$	252.00
	Classic Events	Chairs	200	\$ 1.08	\$	216.00
Lighting	Ziegler Power Systems	Allmand NitePro Light Plants	2	\$ 200.00	\$	400.00
	Ziegler Power Systems	Fuel	2	\$ 33.33	\$	66.67
	Ziegler Power Systems	Freight	2	\$ 66.67	\$	133.33
	Musco Lighting	Central Campus and Lake LaVerne Lighting	0.5	\$ 6,370.00	\$	3,185.00
	FP&M	Backup Generator for Musco Lighting	0.5	\$ 1,480.00	\$	740.00
PR	Z-Card North America	Z-Card	0.035	\$ 4,000.00	\$	140.00
		Weekend Poster	0.1	\$ 200.00	\$	20.00
	Nite Owl Printing	General Brochure	0.03	\$ 2,000.00	\$	61.00
Pancakes Support	Chris Cakes	Mileage	250	0.	7 \$	175.00
	MU Hotel	Hotel	2	\$ 70.00	\$	140.00
	FP&M	Electric for Central Campus	0.1	\$ 1,232.00	\$	123.20
	Electronic Engineering	Radios	0.03	\$ 6,150.00	\$	184.50
	NB Golf Carts	Utility Golf Cart	1	\$ 110.00	\$	110.00
	Barker Implement	Gators	0.05	\$ 750.00	\$	37.50
	FP&M	Turf Replacement	0.25	•	•	54.85
	Jims Johns Inc	Portable Restrooms	0.05	\$ 1,550.00	\$	77.50
Pancakes	Chris Cakes	Pancakes	2200	\$ 3.35	\$	7,370.00
Campus Events Ente	ertainment Act(s)	ie Regurgitator, hypnotist, magician, etc			\$	2,500.00
			Total	All Expenses	: \$	17,099.35

REVENUES				
	Number	P	rice/Each	Total
City of Ames Grant	1	\$	8,000.00	\$ 8,000.00
Pancake Patron Fees	2200	\$	4.00	\$ 8,800.00
Additional Campus Event Entertainment Act(s) Sponsorship	1	\$	299.35	\$ 299.35
	Total A	\II	Revenues:	\$ 17 099 35