

**COUNCIL ACTION FORM**

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

**BACKGROUND:**

During the February budget hearings for the FY 2016/17 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, \$144,400 was allocated for activities occurring in FY 2016/17.

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>\$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 January 2017 and in July 2017 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	July 2017	\$7,500

<b>Ames Historical Society</b>		<b>\$37,000</b>
Funds awarded shall be used to:		
<ol style="list-style-type: none"> <li>1. Present 40 presentations and open houses, to be hosted at the Ames History Center, in locations throughout the community, and at Hoggatt School</li> <li>2. Take the history trailer to 15 classes of Ames 3rd graders and at least 5 community events</li> <li>3. Respond to no fewer than 300 research requests</li> <li>4. Host at least 1300 public open hours at the Ames History Center, with at least 1,500 visitors</li> <li>5. Catalog at least 500 historical Ames collections objects</li> <li>6. Present 8 new exhibits at the Ames History Center</li> <li>7. Collaborate with no fewer than two partnering community organizations to conduct special projects, host events, and/or present programs.</li> </ol>		
Drawdown Schedule:		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
Present 10 presentations/open houses; take	September 2016	\$9,250

the history trailer to 4 3 <sup>rd</sup> grade classes and 1 community event; answer 75 research requests; host 325 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	December 2016	\$9,250
Present 10 presentations/open houses; take the history trailer to 4 3 <sup>rd</sup> grade classes and 1 community event; answer 75 research requests; host 325 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	March 2017	\$9,250
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 325 public open hours at the Ames History Center; catalog 125 historical Ames objects; present 2 new exhibits at the Ames History Center	June 2017	\$9,250

<b>Ames International Partner Cities Association</b>		<b>\$5,000</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 youth delegation	September 2016	\$2,400
Partial travel expenses for adult delegation trip leader(s)	June 2017	\$2,100
Supplies and Equipment	June 2017	\$500

<b>Campustown Action Association (Ames Chamber of Commerce)</b>		<b>\$27,000</b>
Provider shall:		
1. Research and develop a plan to improve the cleanliness of outdoor areas within Campustown		
2. Develop and host two summer events open to the public, in addition to Summerfest		
3. Develop an ongoing community outreach committee to coordinate efforts among organizations and entities to improve Campustown		
4. Implement an expanded "Make Campustown Shine" program to clean outdoors areas within Campustown		
5. Promote the Campustown Façade Grant program and application opportunity to eligible property owners in 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 improve the cleanliness of outdoor areas within Campustown	August 2016	\$4,000
Develop and host two summer events	September 2016	\$5,000
Develop an ongoing community outreach committee	October 2016	\$6,000
Implement an expanded "Make Campustown Shine" program	January 2017	\$4,000
Promote the Campustown Façade Grant program	March 2017	\$2,000
Plan and execute Summerfest in Campustown	June 2017	\$6,000

<b>Hunziker Youth Sports Complex</b>		<b>\$28,300</b>
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 2016	\$28,300

<b>Main Street Cultural District</b>		<b>\$39,600</b>
<b>Fulfill all requirements to maintain Ames as a designated Main Street Iowa community:</b>		
\$21,000		
<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>		
<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</li> </ul> </li> </ul>		

Street Center.

- iii. Facilitate the technical services provided through the Main Street Iowa program.
- iv. Maintain 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. Represent downtown Ames and the community of Ames at local, state, and national Main Street conferences, marketing, and business events.

**Enhance the look and feel of the Main Street Cultural District:** \$9,000

*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.*

▪ **The Provider shall:**

- i. Serve as the point of contact and base of knowledge for downtown historic preservation efforts, downtown development strategies, and district wide improvement efforts.
- ii. Assist in the marketing and implementation of the Ames Downtown Façade Grant Program.
- iii. 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.
- iv. Identify and implement strategies to create upper floor housing in the Downtown area. A report will be delivered to the City Council identifying efforts to be taken independently towards this goal, as well as identifying specific codes and policies, if any, under the control of the City Council that could be modified to address this issue.

**Reestablish the Main Street Cultural District as the social gathering space for Ames:**

\$9,600

*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.*

▪ **The Provider shall:**

- i. Serve as a point of contact for coordinating community events held in the Main Street Cultural District by other entities.
- 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 (\$1,500), 4<sup>th</sup> of July Parade (\$5,500), Music Walk (\$1,500), and Bike Night (\$1,100).
- iii. Budget for each event includes any marketing and advertisement costs, administrative 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 2016	\$5,500
Fulfill req'ts to maintain Ames as an MSI community (pt 1)	August 2016	\$10,500
Host Music Walk	September 2016	\$1,500
Host Main Street Bike Night	October 2016	\$1,100

Develop upper-floor housing strategies	November 2016	\$3,500
Fulfill req'ts to maintain Ames as an MSI community (pt 2)	January 2017	\$10,500
Enhance the Look and Feel of the MCSD - beautification	May 2017	\$5,500
Host Art Walk	June 2017	\$1,500

**ALTERNATIVES:**

1. Approve outside funding contracts with the organizations listed above for FY 2016/17
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 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.