



April 6, 2020

Ames Mayor and City Council
515 Clark Ave
Ames, IA 50010

Dear Mayor Haila and Members of the Ames City Council,

I submit this letter today for your consideration of a one-time payment totaling \$21,922.72 to assist with Ames Main Street's downtown beautification efforts. If you recall AMS' FY2021 Outside Funding Request, the organization asked for additional funds for downtown beautification, but the City was understandably unable to do so at that time. It was noted in the Council Action Form (included) however, that a one-time payment may be possible to assist with these beautification efforts, which will need to take place in the next month or two.

With that in mind, the Ames Main Street organization contacted Country Landscapes, who we have worked with before for downtown landscaping and beautification, but went away from them for a few years as we tried to achieve this objective with very generous donations from Lowe's and volunteer labor. While the donations from Lowe's of product, supplies, and VTO for Lowe's employees to assist with the downtown plantings are greatly appreciated, we found that maintenance and keeping the plants clean, alive, and weeded were more than volunteers could possibly handle. There are over 25 flower beds alone on Main Street, and volunteers were simply not able to maintain all of them throughout the year.

Therefore, we have been working with Country Landscapes to plant all the flower beds throughout downtown, as well as water, maintain, and replant them as necessary. We have done our best to attain the best value possible, and after much time and effort and much generosity, flexibility, and patience from Country Landscapes, we have come to the total amount of \$30,422.72 for the entire landscaping package. That said, Country Landscapes has offered to provide \$1,000 off the total price if we are able to come to terms in the next few weeks, bringing the total price down to \$29,422.72. Since the city has already included \$7,500 in the FY2020 AMS contract for downtown beautification, that then brings the final price down to the aforementioned \$21,922.72.

You may ask, if we provide a one-time payment for this year's landscaping, how will it be paid for going forward? Ames Main Street is currently working on alternative funding models to ensure this can be continued in future years, but we truly believe we need to work with Country Landscapes for one-year and allow them to showcase their work and expertise in a way that will provide a value proposition to people we may ask to support financing such work in future years.

Ames Main Street certainly understands the City has many obligations and requests, especially at this critical juncture in time, but we hope you will strongly consider assisting us in the manner described to bring beauty, color, and liveliness to Downtown Ames for the spring, summer, and fall of 2020.

Providing beautiful and welcoming places to socialize and interact is such a critical role of downtown areas, which is why the city invests in downtown beautification every year as part of our annual funding agreement. Ames Main Street believes moving forward in this way will do just that and build significant good will throughout the community.

In closing, we hope the Council will decide to place this request for one-time funds in the amount of \$21,922.72 on your next agenda for discussion and consideration.

Downtown beautification is a critical partnership between the City and Ames Main Street, and we want to ensure we provide a beautiful landscape and area for residents and visitors alike to enjoy while spending time in Downtown Ames.

We thank you for your consideration and look forward to continuing to work with the City on this and many other items in the time ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "Drew Kamp", written in a cursive style.

Drew Kamp
Executive Director
Ames Main Street



COUNTRY LANDSCAPES, INC.

Distinctive Landscapes Since 1981

PROPOSAL #: 0215422
 SALESPERSON: Ben Hershey
 CUSTOMER NO: AMEFOU
 ORDER DATE: 1/15/2020

Corporate Office • 3801 East Lincoln Way, Ames, IA 50010
 Toll Free 1.800.794.9795 • Corporate Fax 515.232.8325 • www.countrylandscapes.com

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JOB TITLE: JANUARY 2020 - MAIN STREET BEAUTIFICATION (REVISED 4.3.20)

Sold To:	Ship To:
AMES FOUNDATION 304 MAIN ST AMES, IA 50010	MAIN STREET BEAUTIFICATION MAIN STREET AMES, IA 50010

02. PLANTING BEDS

<u>ITEM</u>	<u>QTY</u>	<u>SIZE</u>
SHREDED HARDWOOD MULCH	980.00	SQFT
PREEN - PRE EMERGENT	980.00	SQFT
ASSORTED PERENNIALS/GRASSES	980.00	EACH
ASSUMES 12" ON CENTER PLANTING FOR EACH BED NO WARRANTY DUE TO HIGH TRAFFIC AREA		

SECTION TOTAL: \$24,841.97

03. WATERING

<u>ITEM</u>	<u>QTY</u>	<u>SIZE</u>
WATERING PER TRIP - BILL AS NEEDED	1.00	EA

SECTION TOTAL: \$197.00

04. MAINTENANCE

<u>ITEM</u>	<u>QTY</u>	<u>SIZE</u>
LANDSCAPE MAINTENANCE (1) VISIT PER WEEK FOR (20) WEEKS INCLUDES WEEDING, DEAD HEADING & FERTILIZING.	20.00	LS
FALL CLEANUP-BEDS	1.00	LS

SECTION TOTAL: \$5,383.75

WE PROPOSE to furnish material and labor in accordance with the above specifications for the sum of \$ 30,422.72.
 A minimum deposit of \$ 7,605.68 is due with signed proposal before work can be scheduled.
 In the event that the specified varieties or sizes of nursery stock are not available, we reserve the right to make substitutions of variety and size at no additional cost when such substitutions do not compromise the integrity of the design. If no substitutions are available, the items will be backordered to be installed and invoiced as a separate job. Invoicing will occur either at completion or at month's end (for projects exceeding one month in duration).

AUTHORIZED SIGNATURE _____ DATE _____

Net Order:	\$30,422.72
Sales Tax:	0.00
Order Total:	<u>\$30,422.72</u>

ACCEPTANCE OF PROPOSAL - The above prices, specifications, and conditions (including those in Attachment A) are satisfactory and are hereby accepted.
 Country Landscapes, Inc. is authorized to do the work as specified.
 \$ _____ is hereby paid as a deposit with check # _____
 The balance of received invoices will be paid within 10 days of invoice date.
 A finance charge of 1 1/2 % per month, which is an annual percentage rate of 18%, will be charged on accounts over 30 days past due, plus attorney's fees and costs related to the collection of amounts owed & not paid when due.

Date of Acceptance: _____

Signature _____

Signature _____

*This proposal may be subject to repricing after *** 2/14/2020 ****

SALE PRICED NURSERY STOCK CARRIES A 1-YEAR WARRANTY LIMITED TO SALE PRICE PAID.
SALE PRICED PERENNIALS CARRY NO WARRANTY. • DISCONTINUED ITEMS CARRY NO WARRANTY.
N - Indicates Sales Nursery Stock • P - Indicates Sale Perennial • D - Indicates Discontinued Item • S - Indicates Sale

OUTSIDE FUNDING REQUESTS SUMMARY

January 31, 2020

The City uses an application process to evaluate funding requests from outside organizations. Applications are evaluated by a team of City staff members. Requests were given preference if they involved activities that would otherwise be conducted by the City at a greater cost, had a broad-based appeal to the community, provided a unique benefit or service, or pursued current City Council goals.

The City Council authorized a total of \$205,374 for the requests, or an increase of 4% over the adopted FY 2019/20 amount. These requests would be funded by the Local Option Sales Tax Fund. This excludes the request from the Ames Economic Development Commission (AEDC) for the Workforce Development Program, which is paid from Hotel/Motel Taxes.

For FY 2019/20, The Community Academy received \$15,000, which the City Council authorized to come from Council Contingency funds. Therefore, it is not counted in the FY 2019/20 budgeted total. The Community Academy did not request funds for FY 2020/21.

Agencies' budget submittals are attached. Recommendations for funding are as follows:

<p><u>Ames Historical Society</u></p> <ul style="list-style-type: none"> • 19/20 Received: \$45,512 • 20/21 Request: \$49,500 • Recommendation: \$46,927 	<p>Funds will also be used to purchase new scanning equipment. The requested funding supports a variety of programming activities including preparing exhibits, answering research requests, presenting programs, and collaborating with community organizations on special projects. Specifically this year, AHS requested funds to increase the number of programs, including a new program recognizing the 100th anniversary of the 19th Amendment.</p>
<p><u>Ames International Partner Cities Association</u></p> <ul style="list-style-type: none"> • 19/20 Received: \$6,000 • 20/21 Request: \$7,000 • Recommendation: \$5,525 	<p>AIPCA requested funds to potentially host or send a delegation to a new partner city in Kosovo. Additionally, a youth delegation will be hosted from Japan.</p> <p>It should be noted that a significant reason for the decrease in funding is related to the grant criterion that states grant funds can make up no more than 50% of the project revenues. AIPCA's budget shows \$8,800 in total revenues, with \$7,000 requested from the City. Some review team members felt this criterion had not been enforced in the past and therefore, AIPCA should not be held to it; others felt it should be adhered to. The average recommendation was \$5,525.</p>

<p><u>Ames Main Street</u></p> <ul style="list-style-type: none"> • 19/20 Received: \$47,297 • 20/21 Request: \$60,000 • Recommendation: \$50,035 	<p>AMS requested funds to conduct beautification efforts Downtown and to support ArtWalk, Snow Magic, the 4th of July Parade and retail events.</p> <p>In prior years, the City provided \$7,500 for beautification efforts; AMS is requesting \$20,200 for this activity in part due to the cost of installing new “Ames Main Street” branded signage. For this one-time signage update, the City Council could consider allocating one-time funds, if it is interested in supporting that program.</p>
<p><u>Campustown Action Association</u></p> <ul style="list-style-type: none"> • 19/20 Received: \$32,965 • 20/21 Request: \$37,000 • Recommendation: \$35,168 	<p>CAA has requested funds for hosting Summerfest and two fall events. CAA would also use funds for beautification efforts, explore and promote façade improvements, and recruit outside organizations to hold events in Campustown.</p>
<p><u>Hunziker Youth Sports Complex</u></p> <ul style="list-style-type: none"> • 19/20 Received: \$30,700 • 20/21 Request: \$32,000 • Recommendation: \$31,876 	<p>This request is to defray operating expenses for the Complex, which results in lower fees charged to participants.</p>
<p><u>Story County Housing Trust</u></p> <ul style="list-style-type: none"> • 19/20 Received: \$35,000 • 20/21 Request: \$36,500 • Recommendation: \$35,843 	<p>This request is to fund owner-occupied home repairs and rental assistance programs for individuals and families in the City of Ames and Story County. Funds will be used to partially meet the 25% local match monies for the state annual grant award.</p>

Request from Hotel/Motel Tax Fund:

<p><u>AEDC</u></p> <ul style="list-style-type: none"> • 19/20 Received: \$15,000 • 20/21 Request: \$15,000 • Recommendation: \$15,000 	<p>Funds requested are to support the AEDC’s workforce development programming. Funds would be used for a women in manufacturing event, a parent/student manufacturing event, online marketing, and sponsorship of a child care program.</p>
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FY 2020/21 Operational Funding Recommendations (Local Option)

	2019/20 Adopted	2020/21 Request	2020/21 Recomm.	\$ Increase or Decrease	% Increase or Decrease
Ames Historical Society	45,512	49,500	46,927	1,415	3.1%
Ames Int'l Partner Cities	6,000	7,000	5,525	-475	-7.9%
Ames Main Street	47,297	60,000	50,035	2,738	5.8%
Campustown Action Ass'n	32,965	37,000	35,168	2,203	6.7%
Hunziker Youth Sports Complex	30,700	32,000	31,876	1,176	3.8%
Story County Housing Trust	35,000	36,500	35,843	843	2.4%
TOTAL	\$ 197,494	\$222,000	\$ 205,374	\$ 7,900	4.0%

FY 2020/21 Operational Funding Recommendations (Hotel/Motel Tax Fund)

	2019/20 Adopted	2020/21 Request	2020/21 Recomm.
AEDC Workforce Development Program	\$ 15,000	\$ 15,000	\$ 15,000
TOTAL	\$ 15,000	\$ 15,000	\$ 15,000