

MEMORANDUM

DATE: March 9, 2015

TO: Honorable Mayor and City Commission

VIA: Kenneth Fields, City Manager

FROM: Jennifer Nanek, Assistant to the City Manager/Deputy City Clerk

RE: Grant Application of Tourist Development Council funds for Pioneer Days

SYNOPSIS: This is a grant application with Polk County Sports Marketing to apply for a grant of \$3,500 for Pioneer Days Advertising. This grant requires a 1 to 1 Match of which 75% may be documented in-kind services or products. Application deadline is April 30, 2015.

RECOMMENDATION

Staff recommends that the City Commission approve the Grant application to Polk County Sports Marketing to apply for \$3500 in grant funds to help promote Pioneer Days.

BACKGROUND

For many years the Historic Lake Wales Society, Inc. (HLWS) has applied for and received funds from the Tourist Development Council to help promote Pioneer Days. As it is unclear currently if the HLWS will be able to sponsor Pioneer Days this year, the application was submitted by the City of Lake Wales again this year.

OTHER OPTIONS

Do not apply for the grant.

FISCAL IMPACT

A 1 to 1 match is required of which 75% may be documented in-kind services or products. The maximum impact would be \$3,500. Total cost would be \$7,000 for Pioneer Days Advertising.

ATTACHMENTS

Grant application
Fiscal Impact Statement

FY 2015-2016 Arts/Culture/Heritage (ACH) Application for TDC Sponsorship
Sponsorship Application Form

Section I: General Information

Name of Organization	City of Lake Wales
Contact Person	Jennifer Nanek
Title	Assistant to the City Manager
Address	201 W. Central Ave
City, State, Zip (+4)	Lake Wales, FL 33853
Telephone	863-678-4182x270
Fax	863-678-4180
Email	jnanek@cityoflakewales.com
Website	www.cityoflakewales.com/depot/pioneer_day.shtml
Name and Title of Chief Staff Person, (if different from above)	Jennifer Nanek, Assistant to the City Manager, City of Lake Wales (Pioneer Days)
Name and Title of Chair/President Board of Directors	Kenneth Fields, City Manager
Year Organization Founded	1917
2015-16 Sponsorship Request Amount	3500.00
Project/Event Title	Lake Wales Annual Pioneer Days
Projected Event Date	October 23-25
Total Project/Program Cost	\$16,120

Section II: Public & Economic Impact Information

Total number of employees	186
Full-time	173
Part-time	13
Total personnel costs, including benefits/taxes	\$10,330,000
Estimated volunteer hours (excluding board meetings)	Estimated 100 (for Pioneer Days)
Board Members	5 – City Commission
Community Volunteers	20- Pioneer Days
Estimated value of In-Kind or other Donated services/materials	\$5000.00
Total Paid attendance at cultural events/activities	0
Explain any significantly large attendance numbers (TV, free programs, etc.)	Free Programs, low cost admission

Program Category: (check one)

Regional Events- multiple consecutive day recurring events

Maximum Request: \$100,000. 50% must be spent targeting out of market audiences. Consortium or collaboration partner events are eligible but ACH sponsorship funds from one partner may not be used to match other ACH sponsorship funds for the event or activity. Requires a minimum 1 to 1 match, of which, not more than 25% may be in-kind documented services or products. In-kind volunteer hours are not eligible to be included in the match.

ACH ongoing Cultural Program Development and Presentation

Maximum Request: \$50,000. Minimum cash match of \$2 to each \$1 ACH Sponsorship. In kind match is not allowed.

Enhancement Events that have little or no income potential

Maximum Request: \$10,000. 1 to 1 Match of which 75% may be documented in-kind services or products, excluding volunteer hours.

Fundraising Events that are Arts, Culture and Heritage focused

Maximum Request up to \$10,000. 1:1 cash match. 50% of ACH Sponsorship must be allocated to out of market advertising and promotion.

Fundraising Events that are Arts, Culture and Heritage focused but support projects or programs of non-ACH related applicants.

Maximum Request up to \$10,000. 1 to 1 cash match. 100% of ACH Sponsorship must be allocated to out of market advertising and promotion. All proceeds must be allocated to Polk County purposes.

Section III: Program Summary

In no more than 150 words, briefly describe your organization's proposed plans and activities. Explain how your project/program will:

- 1) Introduction Statement
- 2) Increase awareness of and participation in the quality and diversity of Arts Culture and Heritage programs in Polk County;
- 3) Generate incremental overnight stays in Polk County; and
- 4) Generate incremental economic activity in addition to overnight stays.

The City of Lake Wales in cooperation with the Historic Lake Wales Society, Inc. sponsors the Annual Lake Wales Pioneer Days every October. In 2015 the 40th Annual Pioneer Days will be held on October 23-25, 2014 on the Shores of Lake Wailes. The Lake Wales Pioneer Days is designed to recognize and honor the pioneers of our community and educate residents, visitors and students about the history of the Lake Wales area. Activities include an antique quilt display at the Depot Museum, re-enactors and demonstrators of early trades, a carriage tour of the historic districts, and entertainment including musicians and storytellers from around central Florida. Approximately 10,000 people attend the event from around Central Florida and many stay to shop, see Bok Tower and other area attractions. At least 100 vendors travel to stay in the Lake Wales area for the weekend staying in our hotels and campgrounds.

Section IV: Organization Budget (Cash) History

	Current fiscal year (10/14) to (9/15)	Most recent completed fiscal year to 9/30/2014	Prior fiscal year to 9/30/2013
Earned Income*	0.00	0.00	0.00
Contributed Income	0.00	0.00	0.00
Individual Contributions	0.00	0.00	0.00
Corporate Contributions	0.00	0.00	0.00
Corporate Sponsorships	0.00	0.00	0.00
Government Sources	0.00	0.00	0.00
City	28,873,766.00	25,260,432.00	20,356,701.00
County TDC Sponsorships	581.00	0.00	0.00
Other City/County	0.00	0	0
State	0.00	0	0
Federal	0.00	0	0
Other	0.00	0.00	0.00
Total Operating Income	28,847,347.00	25,260,432.00	20,356,701.00
Total Operating Expenses	31,241,253.00	31,405,766.00	19,688,193.00
Surplus/(deficit)	(2,366,906.00)	(6,145,334.00)	(668,508.00)

* Earned income includes ticket sales, concessions, rentals, etc.

Please explain any significant variances in the Program Management section of the Narrative.

Section V: Sponsorship Application Narrative

Explain how sponsorship funds will be allocated to meet each of the following criteria during the 2015-2016 fiscal year in **no more than 5 typed pages** total (min. 12 point font, 1 inch margins). Applicants are expected to address each of the Narrative (A through E) sections. Applicants are urged to review the scoring rubric in the Guidelines that will be used by the panel in evaluating the applications. **Please outline your response in the same format as below.**

REVIEW CRITERIA AND NARRATIVE STATEMENT

Sponsorship review criteria and scoring will focus on five target areas, and the applicant should specify if any area is inapplicable to their project by stating “N/A”:

- 1. Cultural Development Programming - 30 Points**
 - a. Arts/Culture/Heritage quality and importance of the event or program – why is this event or program worthy of sponsorship support from an arts, culture, or historic significance perspective?
 - b. What are the qualifications of the event/program artists, performers or technicians involved?
 - c. How will this event or program generate future interest in the cultural development of Polk County?
 - d. Why is an ACH Sponsorship needed to support this event or activity?
- 2. Marketing & Operational Plan to create awareness attract tourists – 30 Points**
 - a. How does this project differentiate the marketplace – how and why is it different and how and why will it attract tourists?
 - b. What is your target market and how do you intend to reach it? What are the demographic and geographic targets?
 - c. What is your advertising and promotion plan and schedule?
 - d. What is your evaluation plan to determine event success or failure and to track tourism draw?
 - e. What is the earned/contributed income potential of this program or event (ROI)?
- 3. Program/Project Schedule in relation to tourism demand – 20 points**
 - a. Is this event or activity scheduled for a Peak, Near Peak or Moderate Demand tourism period? If Peak demand period explain how it will generate incremental overnight stays.
- 4. Lodging and Hospitality Industry Partnerships – 10 points**
 - a. Describe existing or planned lodging hospitality industry partnerships
 - b. Attach contracts or letters of agreement
 - c. Provide website or print materials that show Hospitality “packages” or click-on web buttons
- 5. Demonstrated Program Management Capability – 10- points**

- a. Describe your organization’s administrative ability to plan, implement and manage this event or activity. Provide brief job titles of key staff and/or volunteers for this event or activity. **(No resumes)**
- b. Have you done this or a similar scale activity before? If yes, what and why were you successful?

The committee will consider the following application information when evaluating Program Management: The applicant's compliance history and current compliance status, operating budget and appropriateness of the proposal budget, evaluation plan and narrative responses including such items as accurate math and typographic errors. **A minimum cumulative score of 60 points is required to be considered for sponsorship.**

Section VI: Project Budget Detail

Provide a line-by-line **Project budget** (not organization annual budget) in sufficient detail to provide panelists with a full understanding of how funds will be allocated and income generated.

Section VIII: Authorized Official Signature

If funded, this signature serves as an agreement that the organization will carry out the activities as outlined in this application.

Name/Title:	Click here to enter text.
Signature:	Click here to enter text.
Date:	Click here to enter a date.

Required Attachments

- Narrative Responses
- Budget Detail
- IRS Determination Letter documenting non-profit status
 - Organizations without IRS exempt status may apply through a “fiscal sponsor arrangement” with an Exempt Organization. There are specific restrictions in this case. The event or activity must be fully ACH eligible otherwise and no funds may be allocated for fiscal sponsor administrative costs.
- Organization’s most recent IRS 990 or 990 EZ
- Board of Directors Listing

Application Compilation:

Submit **one original, signed copy to:**

Polk County Tourism and Sports Marketing, 2701 Lake Myrtle Park Rd. Auburndale, FL 33823
 Attn: Kris Keprios

DEADLINE: Thursday, April 30, 2015 at 4:00 pm

Applications must be **received** by Polk County Tourism and Sports Marketing staff by deadline; postmarked by applications will **not** be considered. Late applications will not be accepted and absolutely no exceptions will be made.

FINAL NOTES: Applicants are encouraged to complete the application early. Please do not hesitate to call Polk County Tourism and Sports Marketing if you have questions or need technical assistance in completing the application. Applications which do not meet the guidelines (incomplete, exceed page/length limits or assign improper categories) WILL NOT BE SCORED.

STATEMENT OF FISCAL IMPACT
Polk County
(Polk County Funds – Advertising for Pioneer Days Event)

PREPARED BY

CITY OF LAKE WALES
FINANCE DEPARTMENT

Nature of Statement and Information Disclosed

This is a statement of fiscal impact for the grant performed as required by and in accordance with Section 2-802, Article VIII of the City of Lake Wales Code of Ordinances. It is a statement solely for the purpose of analyzing and reporting the fiscal impact on the City of either applying or not applying for this grant, using certain assumptions as indicated herein. No attempt is made to evaluate the Grant Application for suitability to City objectives.

In order to provide an unqualified statement of fiscal impact that can be certified as reasonably full and complete by the Finance Department, certain information must be provided permitting Finance Department personnel to produce a full and complete determination as to all anticipated fiscal impacts. This impact statement was produced using:

- **Grant Application**
- **Agenda Memo**

This impact statement represents, in our unqualified opinion, a valid estimate of known present or future impacts anticipated to result from the acceptance of the aforementioned grant.

In some cases, the nature of a fiscal impact is described rather than stated using specific dollar amounts or figures. This is done in order to provide information on the nature of the expected fiscal impact where there simply is not enough information to quantify the impact, or whether the exact amount of the impact depends on the exact type of future events or conditions.

General Assumptions

A fiscal impact statement constitutes a forward-looking statement on the acceptance of grant funds and the proper execution of all requirements as set forth in any grant application, agreement, covenants attached to real or tangible property, or other duly enforceable stipulations. In order to produce such a statement, assumptions about future events and conditions must be made.

In any case where a reasonable expectation of a future condition or event has been disclosed or is already known to Finance Department personnel, that information has been used as an Assumption in the fiscal impact statement. Expectations not known or not considered reasonably expected to occur have been excluded from the fiscal impact statement. If an event or condition may occur which would have a material and *direct* fiscal impact, but is not reasonably expected to occur, it is disclosed in the fiscal impact statement.

General Assumptions are made in this fiscal impact statement that the City Staff executing the grant program already possess the required knowledge and expertise to expertly perform all of the requirements of the grant, and that the information provided to prepare this impact statement is true and correct. It is also assumed that no outside events will create a positive or negative influence on the grant program, and that there will be no changes in the legal, operational, or economic environment in which the grant program, and the City as whole, operates, except as disclosed herein.

Current Fiscal Impacts

Impacts on Revenue

The grant application amount is not to exceed \$3,500 plus matching City funds of \$3,500 (total \$7,000).

Impacts on Expenditures

Estimated costs relating to advertising:

Advertising Cost	<u>\$ 7,000.00</u>
Polk County - Grant	\$ 3,500.00
City matching funds	<u>3,500.00</u>
	<u>\$ 7,000.00</u>

Future Fiscal Impacts

Impacts on Revenue

No net future revenue impact is expected from accepting the grant.

Impacts on Expenditures

No future expenditures are expected from accepting the grant.

Other Future Commitments

N/A

Disclosures of Possible Material Future Events

N/A

Certification

We hereby certify that this fiscal impact statement is, to the best of our knowledge, a valid estimate of known present or future impacts anticipated to result from the application and acceptance of the aforementioned grant.

Approved By:



Dorothy Ecklund
Finance Director
City of Lake Wales