

**City of Palmer  
Action Memorandum No. 18-038**

**Subject:** Approving a Council Community Grant in the Amount of \$3,000.00 to the Palmer Museum of History and Art for the Garden and Art Faire to be held on July 14, 2018


**Agenda of:** March 13, 2018

**Council Action:**     **Approved**                       **Amended: To Award \$2,000.00**  
                                  **Defeated**




**Originator Information:**

**Originator:**     City Manager

**Department Review:**

<b>Route to:</b>	<b>Department Director:</b>	<b>Signature:</b>	<b>Date:</b>
_____	Community Development	_____	_____
X	Finance		2/15/2017
_____	Fire	_____	_____
_____	Police	_____	_____
_____	Public Works	_____	_____

**Approved for Presentation By:**

	<b>Signature:</b>	<b>Remarks:</b>
City Manager		_____
City Attorney		_____
City Clerk		_____

**Certification of Funds:**


Total amount of funds listed in this legislation:    \$ 3,000.00

This legislation (√):

<input type="checkbox"/>	Creates revenue in the amount of:	\$ _____
<input checked="" type="checkbox"/>	Creates expenditure in the amount of:	\$ <u>3,000.00</u>
<input type="checkbox"/>	Creates a saving in the amount of:	\$ _____
<input type="checkbox"/>	Has no fiscal impact	

Funds are (√):

<input checked="" type="checkbox"/>	Budgeted	Line item(s): <u>01-02-10-6068</u>
<input type="checkbox"/>	Not budgeted	_____

Director of Finance Signature: 

**Attachment(s):**

- 2018 Council Grant Application
- 2018 Scoresheet

**Summary Statement/Background:**

The Palmer Midsummer Garden and Art Faire is an annual event that has grown over the years to an expected attendance in 2018 of 2,000-2,500 visitors. The event takes place in the Palmer Historic District on the “Quad”, the Pavilion and at the Museum and Visitor Center.

The organization will conduct a physical count of attendees, have a virtual check-in through social media, and have a visitor stat form on the main green space to provide feedback afterwards. 2017 attendance numbers are attached.

This event has been sponsored in the past in amounts of \$750.00, \$1,500.00, \$2,000.00 and \$2,000.00, the increase in the request for funds is based on the increase in costs associated with a larger event than previous years. Matching funds have increased as well. The expenditures are outlined in the request and the amount is 20% of the total expected expenditures.

In February 2014, the City Council adopted Ordinance No. 14-043, which established the Council Community Grant program. The Council also approved \$10,000.00 in the Community Council Grants line item for 2018 that would finance approved Council grants.

Legislation #	Organization	Amount	Date Approved
AM No. 18-021	Who Let The Girls Out	\$1,500	2/13/18
AM No. 18-028	Mayor’s Green Day Gallup	\$1,000	2/27/18
AM No. 18-029	Who Let the Girls Out Run	\$1,000	2/27/18
AM No. 18-038	PMHA Garden and Art Faire	\$2,000	3/13/18
Total 2018 Grants approved prior:		\$5,500.00	

**Administration’s Recommendation:**

To approve Action Memorandum No. 18-038 Council Community Grant in the Amount of \$3,000.00 to the Palmer Museum of History and Art for the Garden and Art Faire to be held on July 14, 2018.



## City of Palmer • City Manager's Office

231 W. Evergreen Avenue • Palmer, AK 99645

Phone: 907-745-3271 Fax: 907-745-0930

### Council Community Grant

The City of Palmer recognizes the valued contributions being provided through the volunteer efforts of community organizations, agencies, and individuals on behalf of its citizens. Community grant funding demonstrates Council's commitment to programs, services, projects and events that are benefits to the community while at the same time recognizing the financial constraints impacting the City's ability to provide funding.

#### **The objectives of the City of Palmer Council Community Grant are:**

- to provide modest levels of support and assistance to help foster and develop community programs, services, projects, and events that enhance the greater Palmer community's cultural and economic environment; and
- to treat all organizations fairly and consistently while creating a minimal administrative process.

#### **Applicant eligibility**

Preference will be given to organizations and groups that demonstrate Palmer community support and that propose a program, service, project or event (event) having the potential for positive economic and cultural impacts and that show evidence of efficient use of resources, sound business practices/accountability, and describe the organization's or group's knowledge, skills and self-reliance.

An applicant organization must meet the following general criteria in order to be considered for a Council Community grant:

1. Program, service, project or event must primarily benefit the community and residents of Palmer.
2. Program, service, project or even has City wide significance and is expected to bring economic and/or public relations benefit to the City.
3. Grant applicants should be able to demonstrate active fundraising efforts to support the continuation of the program, service, project or event. The City grant should not be considered as the primary source of funding for the organization.
4. Funding requests can be defined as programs, services, projects and events that economically benefit Palmer by supporting, sustaining, promoting, informing, educating, celebrating, preserving and/or providing access to the arts, culture, environment, heritage, recreation and/or health activities.
5. To qualify for funding, the group must demonstrate its commitment to all of the following principles:
  - a. Program, service, project or event is open – accessible – to all members of the community;
  - b. Program, service, project or event must take place within the Palmer city limits or within one mile of the city limits;
  - c. Program, service, project or event is effective in providing an economic benefit to Palmer;
  - d. applicant is accountable through sound management and financial practices;
  - e. Individuals are not eligible.



**City of Palmer • City Manager's Office**  
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## Council Community Grant Application

Program, service, project or event title: Palmer Museum Garden & Art Faire  
Date(s) of program, service, project or event: July 14, 2018

### Applicant Information

Name: Brooke G Heppinstall Kroenung, Palmer Museum Board Director  
Address: 723 S. Valley Way  
City: Palmer State: Alaska Zip: 99645  
Phone: 907-746-7668 Email: director@palmermuseum.org

### Organization Information

Name of organization/group: Palmer Museum of History and Art  
Type of organization:  Non-profit  Volunteer community group  Other

### Funding Request

Amount of Request: \$ 3,000.00  
Matching funds provided by applicant: \$ 12,950.00

### Project Summary Information

In the space below, provide a concise, on paragraph summary of your proposed program, service, project or event and how it promotes economic development for the City of Palmer.

The 10th annual Garden & Art Faire is a community-wide event held on the 2nd Saturday in July from 10am to 8pm in downtown Palmer. Our goal is to showcase Palmer as a livable community with an agricultural base where gardening connects us through many activities. This free event offers instructional opportunities and displays: cooking/preserve your produce, art and music classes, live music performance, locally made arts and crafts - the fair becomes an incubator for entrepreneurs and community activities. We hope to grow a new crop of gardeners, local talents, small business, support our local non-profits, arts organizations and promote the City of Palmer as a destination and great place to live.

### **Project Scope of Work**

Please list the steps to be taken to conduct the program, service, project or event. Be sure to address issues such as: beginning and ending date, who will work to conduct the event/project, clean-up team, where is the project going to occur (location).

From December through July, the event is coordinated by the Palmer Museum, with a planning committee consisting of members from local businesses, nurseries, art, garden and state organizations. There will be live music and artistic performances, vendors with locally made products. Free classes in cooking, gardening, art are scheduled at the Palmer Public Library, Showcase Gardens, local businesses. The event will include the Palmer Wine Walk/Rhubarb Rumble the evening prior which highlights downtown Palmer businesses.

### **Eligibility**

Describe how your program, service, project or event meets the eligibility guidelines.

The Faire [PGMAF] is unique, not only in its Palmer-centric approach, but, in our emphasis on accessible educational opportunities that highlight living in Alaska. The event is the result of Valley-wide support from a network of over 14 local non-profits, 10 agricultural groups, 20 downtown businesses, state and local government entities. All event performances, classes, exhibits are FREE to the public on a wide variety of topics and fully accessible to all audiences. It is located centrally on the Borough Quad and extends throughout downtown Palmer. Our goal has consistently been to make this a city-wide event that stays relevant to our patrons' needs.

### **Matching Funding Source**

Describe source of matching funding. Have alternate sources of funding been explored?

Match funding will be provided by a combination of local business sponsorships at various levels (\$100-\$3,000) including downtown merchants and professionals, vendor fees, foundation sponsorships (Mat-Su Health Foundation), local and state organizations (Alaska State Council on the Arts, Palmer Lions, AARP Alaska), local cooperatives (MEA, MTA), In addition, we receive in-kind support from various other local entities (Hatcher Pass Radio, PEDA, PAC, Palmer City Alehouse).

### Community Benefit

Please indicate how the results of your program, service, project or event will enhance economic development or generally benefit the City of Palmer. Describe the expected number of participants to be attracted by the event or project. Please explain how your organization will evaluate the community benefit of your event. Examples might include surveys, registrations, sign-in sheets, number of people served, etc.

Attendance and event evaluation will be determined through several methods including:

a physical count taken at the Palmer Museum, a virtual check-in through social media (Facebook) and visitor stat forms at our selfie station on the main green. The expected number of participants is projected to be between 2,000-2,500. The City of Palmer will directly benefit from the event through increased awareness of local businesses and stimulate economic growth as we become known as a destination location. Support for small local businesses including local artisans, members of the agricultural and educational communities will enhance collaborative efforts between our community partners.

### Detailed Budget

#### Revenue:

Source:	Cash	In-Kind	Total
Vendor Fees	\$ 4,250	\$	\$ 4,250
Local Foundations	\$ 3,500	\$	\$ 3,500
Palmer Businesses	\$ 1,450	\$ 8,852	\$ 10,302
AKSCA	\$ 3,000	\$	\$ 3,000
Local Non-Profits	\$ 750	\$ 3,750	\$ 4,500
Totals	\$ 12,950	\$ 12,602	\$ 25,552

#### Expenditures:

Item/Service:	Cash	In-Kind	Total
Marketing/advertising	\$ 6,050	\$ 2,652	\$ 8,702
Musicians & Rentals	\$ 6,600	\$ 6,950	\$ 13,550
Printing	\$ 2,450	\$	\$ 2,450
Supplies 850& Labor	\$ 850	\$ 3,000	\$ 3,850
	\$	\$	\$
Totals	\$ 15,950	\$ 12,602	\$ 28,552

Applications may be submitted at any time to the address listed above. Please allow at least six weeks lead time for application review and City Council agenda scheduling.

Applicant signature:

Brooke J. Heppinstall Kroening

Date:

2-13-18

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For Office Use Only

Date received by Manager's Office: \_\_\_\_\_

City Council agenda date: \_\_\_\_\_

Action Memorandum No.: \_\_\_\_\_

City Council:

Approved

Denied

Date Manager's Office notified applicant of request outcome: \_\_\_\_\_

# 2017 Palmer Museum Garden & Art Faire

## Attendance Breakdown

7/8/2017

These percentages are calculated for you. You do not need to enter anything in them.

### Knowledge Management Statistics

Attendance Based on Age Groupings	1-17 yrs old	18-24 yrs old	25-64 yrs old	65 yrs old and older
Total number of attendees based on age grouping	30	16	257	56
Total number of recorded attendees	270	270	270	270
Grouping Percentage of Overall Attendees	11.11%	5.93%	58.15%	20.74%

Attendance Based on Residential Area	Mat-Su Valley	Anchorage	Fairbanks	Eagle River	Glenallen	Out of State
Total number of attendees based on residential area	197	28	0	12	6	27
Total number of recorded attendees	270	270	270	270	270	270
Grouping Percentage of Overall Attendees	72.96%	10.37%	0.00%	4.44%	2.22%	10.00%

Attendee's Event Interest	Music	Workshops	Vendors
Total number of attendees preferring event category	111	77	210
Total number of recorded attendees	270	270	270
Grouping Percentage of Overall Attendees	41.11%	28.52%	77.78%

### \*\*RECORDED OBSERVATIONS

- Majority of attendees between the ages of 25-64 preferred vendors and music
- Majority of attendees from Anchorage preferred music
- Majority of attendees over the age of 65 preferred vendors and workshops
- Majority of the attendees from Anchorage were between the ages of 25-64

- Based on Museum attendance count of 534 and Green count of 540 (270 doubled to allow for attendees who did not fill out a form due to extensive rain) estimated attendance was 1,074 people.



# 2016 Palmer Midsummer Garden & Art Faire

## Attendance Breakdown

7/9/2016

gray cells are calculated for you. You do not need to enter anything in them

### Knowledge Management Statistics

Attendance Based on Age Grouping	18-24 Yr old	25-34 Yr old	35-44 Yr old	45 Yr old and older
Total number of attendees based on age grouping	58	40	321	78
Total number of recorded attendees	497	497	497	497
Grouping Percentage of Overall Attendees	11.67%	8.05%	64.55%	15.69%

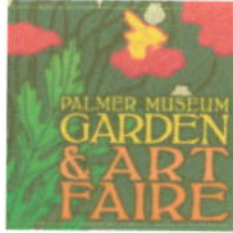
Attendance Based on Residential Area	Mid-South Valley	Anchorage	Fairbanks	Central Alaska	Yukon/Alaska	Out of State
Total number of attendees based on residential area	364	85	3	3	2	32
Total number of recorded attendees	497	497	497	497	497	497
Grouping Percentage of Overall Attendees	73.24%	17.10%	0.60%	1.01%	0.40%	6.43%

Attendees' Event Interest	Music	Workshops	Vendors
Total number of attendees preferring event category	211	143	400
Total number of recorded attendees	497	497	497
Grouping Percentage of Overall Attendees	42.45%	28.77%	80.45%

### \*\* RECORDED OBSERVATIONS

- Majority of attendees between the ages of 25-64 preferred vendors and music
- Majority of attendees from Anchorage preferred music
- Majority of attendees over the age of 65 preferred vendors
- Majority of the attendees from Anchorage were between the ages of 25-64

- Based on Museum attendance count of 1,156 and Green count of 994 (497 doubled to allow for 2 hour gap and attendees who did not fill out a form) estimated attendance was 2,150 people



February 13, 2018  
Nathan Wallace  
City Manager  
City of Palmer  
231 W. Evergreen Ave.  
Palmer, AK 99645

Dear Nathan,

Thank you for alerting me to the Council Community Grant application and for sending me the necessary materials. Please note that while we are bringing a new Executive Director on board for the Palmer Museum, he is not officially in place yet. I have signed the grant as a Museum Board Director, but, I have kept the Museum Director's email as the contact reference in future. I'm sure they'll CC me if needed on this grant proposal.

I do hope the City will again be a part of our event on the grounds showing off their current projects to their constituents and the general public. While I realize folks should 'show up' at the various meetings at the City, there's only so much room for the public in that council space. A booth on the green gives the City a broader reach and gives them a much-needed personal public face with the locals. I hope this year I will be successful in pulling our Borough's presence onto the green as well for just that reason. Now, more than ever, our public entities need to engage their constituents outside of the office and remind them that they are also constituents with a vested interest in their communities.

On a lighter note, what does the Palmer Museum Garden and Art Faire have in common with the Macy's Thanksgiving Day Parade? We have the Colony High Marching Band coming to our event! The band will be fundraising for their trip to Europe and will play and march through the event. I'd love it if we could figure out how to allow them to start at the main intersection in town! We're happy to help out our kids grow their opportunities with our event. They will have a free booth space to demonstrate 'How to dance down the street holding a tuba without missing a beat' and raise funds. May I refer them to your office if they need any special permits?

Thank you,

Brooke Heppinstall

[woolwood@mtaonline.net](mailto:woolwood@mtaonline.net) 746-3606

Organizing Committee Chair, Palmer Museum Garden and Art Faire  
Palmer Museum of History and Art, Board Director

Project Name: Palmer Midsummer Garden and Art Faire

Reviewer Name: Nathan Wallace

Date: 2/15/2018

## Qualification Pre-Check

All items listed below must be present before further review of application.

- X Event must be accessible to all members of the community.
- X Event must take place within Palmer city limits or within one mile of city limits.
- X Event has received funding from the City in the past. List the years funding was received: 2013-\$750 2014-\$1500 2016-\$2000 and 2017-\$2000

✘ If event was supported by a City grant in the past, the post event report from the previous event is complete.

	Application Elements	Expectations	Points Earned	
Accessibility & Strategic Priorities	10 pts The application clearly states the economic benefits and the reader/evaluator easily understands the benefits to the community and residents of the City.	7 pts. The application states the benefits, however it is not clear and/or the reviewer/evaluator must assume or use reason to determine the benefits to the community and residents of the City.	3-0 pts The application does not clearly demonstrate the benefits and/or the reader/evaluator cannot determine through reasoning the benefits to the community or residents of the City.	7
	The application clearly addresses how the project meets one or more of the City's Economic Development Strategic Priorities.	The application attempts to address how the project meets one or more of the City's Economic Development Strategic Priorities; however, the reviewer/evaluator must assume or use reason to determine how the project is addressing a strategic priority(s).	The application does not clearly demonstrate how the project is addressing a strategic priority and/or the reader/evaluator cannot determine through reasoning how the project is addressing a strategic priority.	7
Fiscal	The application clearly states how much financial or in-kind services are being requested for the project.	The application contains information regarding financial and/or in-kind services as part of the project; however, it is not clear and the reviewer/evaluator must assume or use reason to determine what is being requested.	The application does not clearly state what is being requested and/or the reviewer/evaluator cannot determine through reasoning.	10
	The application includes a project budget which demonstrates sound fiscal practices and reviewer/evaluator can easily understand.	The application includes a project budget; however, the reviewer/evaluator has questions or has to use reason to understand the overall budget for the project.	The application does not include a project budget or the reviewer/evaluator cannot understand and/or has significant concerns about the budget as presented.	10
Benefit	The application clearly states how the community will benefit as a result of the event.	The application states the degree of benefits; however, it is not clear and the reviewer/evaluator must assume or use reason to determine the how the community will benefit as a result of this grant.	The application does not clearly demonstrate the degree of benefits and/or the reviewer/evaluator cannot determine the how the community will benefits as a result of this grant.	10
Reporting	The application clearly states how and when the City will receive a post event report on this project.	The application attempts to address how a post event report will be given to the City; however it is unclear and the reviewer/evaluator must assume or use reason to determine how and when the report will be presented.	The application does not attempt to address how a post event report will be given to the City or the reviewer/evaluator cannot determine how the report will be presented.	3
			<b>Total:</b>	<b>47/60</b>