

**City of Palmer
Action Memorandum No. 18-053**

Subject: Approving a Council Community Grant in the Amount of \$500.00 to the American Legion Post 15 to Support a Salute to Service Fun Run and Picnic to be Held on May 19, 2018

Agenda of: April 24, 2018

Council Action: **Approved** **Amended:** _____
 Defeated

Originator Information:

Originator: City Manager

Department Review:

| Route to: | Department Director: | Signature: | Date: |
|--------------|-----------------------|-----------------------------|-----------------|
| _____ | Community Development | _____ | _____ |
| <u> X </u> | Finance | <u><i>Shirley Davis</i></u> | <u>04/13/18</u> |
| _____ | Fire | _____ | _____ |
| _____ | Police | _____ | _____ |
| _____ | Public Works | _____ | _____ |

Approved for Presentation By:

| | Signature: | Remarks: |
|---------------|------------------------------|----------|
| City Manager | <u><i>[Signature]</i></u> | _____ |
| City Attorney | <u><i>[Signature]</i></u> | _____ |
| City Clerk | <u><i>Norma L. Alley</i></u> | _____ |

Certification of Funds:

Total amount of funds listed in this legislation: \$ 500.00

This legislation (√):

| | | |
|-------------------------------------|---------------------------------------|------------------|
| <input type="checkbox"/> | Creates revenue in the amount of: | \$ _____ |
| <input checked="" type="checkbox"/> | Creates expenditure in the amount of: | \$ <u>500.00</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: *Shirley Davis*

Attachment(s):

- 2018 Council Grant Application
- 2018 Scoresheet

Summary Statement/Background:

The America Legion Salute to Service event is new to the valley. This event supports scholarship fundraising for valley students, veteran’s service organizations, military recruiting, and high school booster clubs.

The organization will conduct the event at the American Legion Post off the Glenn Highway.

This event has not been sponsored in the past.

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 | \$1500 | 02/13/18 |
| AM No. 18-028 | Mayor's Green Day Gallup | \$1000 | 2/27/18 |
| AM No. 18-029 | Who Let the Girls Out Run | \$1000 | 2/27/18 |
| AM No. 18-038 | PMHA Garden and Art Faire | \$2000 | 3/13/18 |
| AM No. 18-047 | Valleywide Community Pinewood Derby | \$500 | 4/10/18 |
| AM No. 18-053 | Am. Legion Post 15 Community Social | | |
| | | | |
| Total 2018 Grants approved prior: | | \$6,000.00 | |

Administration’s Recommendation:

To approve Action Memorandum No. 18-053 Council Community Grant in the Amount of \$500.00 to the to the American Legion Post 15 to support a Community Social and Fundraiser.



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 event 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.



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Council Community Grant Application

Program, service, project or event title: Salute to Service Fun Run & Picnic

Date(s) of program, service, project or event: 19 May 2018

Applicant Information

Name: American Legion Post 15 (POC Stephanie Wright)

Address: 1550 Mystic Cir

City: Palmer State: AK Zip: 99645

Phone: 910-273-1597 Email: _____

Organization Information

Name of organization/group: Palmer American Legion Post 15

Type of organization: Non-profit Volunteer community group Other

Funding Request

Amount of Request: \$ 500.00

Matching funds provided by applicant: \$ 2350 in kind

Project Summary Information

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

Post 15 is hosting throwing a summer kick off party to raise funds for a scholarship for our local graduates. State and local emergency services, high school sports boosters, military entities, and veterans programs are all invited to be a part of the day to raise money and awareness at no cost to the groups participating. The day is starting with a family fun run/walk, includes a BBQ, cornhole tournament, and more.

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).

All events are taking place on 19 May 2018. The run is starting at Bleeding Heart Brewery, all else is at Post 15 on Outer Springs. Volunteers with the Legion family are doing the set up, running, and clean up of the event.

Eligibility

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

Beneficiaries of the primary events are local students through the scholarship fund being started. Other groups to benefit are varied veterans help programs, and teams such as PHS football and cheer that are hosting their own kiddie events.

Matching Funding Source

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

The Post is seeking sponsorships and donations from a wide array of sources to make the day as fun as possible for the entire community.

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.

- Scholarship for local students
 - Interaction between vets and programs
 - Fundraising opportunity for teams
 - Local business interaction
- AAR will be provided to city mgr.
Open to all.

Detailed Budget

Revenue:

| Source: | Cash | In-Kind | Total |
|---------------------------|------|----------|---------|
| <u>dunk tank</u> | \$ | \$ 200.- | \$ |
| <u>prizes (Airfare)</u> | \$ | \$ 350.- | \$ |
| <u>location</u> | \$ | \$ 500.- | \$ |
| <u>food</u> | \$ | \$ 500.- | \$ |
| <u>labor (volunteers)</u> | \$ | \$ 800.- | \$ |
| Totals | \$ | \$ | \$ 2350 |

Expenditures:

| Item/Service: | Cash | In-Kind | Total |
|----------------------|---------------|---------|---------|
| <u>Scholarship</u> | \$ 1,000 / yr | \$ | \$ |
| <u>food</u> | \$ | \$ | \$ |
| <u>advertisement</u> | \$ 300.- | \$ | \$ |
| <u>t-shirts</u> | \$ 2,000.- | \$ | \$ |
| Totals | \$ 3300 | \$ | \$ 3300 |

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:



Date:

8/9/18

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:

Palmer American Legion Post 15 presents:

SALUTE TO SERVICE

FAMILY FUN RUN & PICNIC

Saturday 19 May 2018 ~ Post 15, Palmer, AK



Registration Starts 10am at

**BLEEDING
HEART
BREWERY**



Step Off at Noon



Tournament Starts at 3pm

Pre-Registration \$10

Day-of Registration \$15

1st Place

2 Round Trip Tickets

Anchorage to Kenai

Register at Post 15

Fun Run Costume Contest

Individual and Group Categories

Prizes for best entries!

BBQ Chicken

Hamburgers

Hot Dogs



**BBQ & TOURNAMENT
PROCEEDS BENEFIT THE**

POST 15

SCHOLARSHIP FUND

**EVERYONE
WELCOME**

Displays, Demos, and Activities by:

- Local High School sports boosters
- Palmer Fire Department
- Army, Navy, USAF, Marine, and USCG
- Alaska Wildlife Troopers
- Veteran's Organizations
- Local EMS

SALUTE TO SERVICE

FAMILY FUN RUN & PICNIC

Dear Sir or Ma'am,

Pursuant to the goals and aims of the American Legion, Palmer Post 15 is hosting an event to raise funds for a scholarship for the young men and women of our local area. This May 19th, we have invited local high school sports teams, veterans programs, and public safety entities to join us in a kick off to summer party sure to be a fun day for everyone. This event includes a Family Fun Run/Walk, BBQ, Cornhole Tournament, and more. We are not charging admission or fees to any participating groups, and therefore we can use a little help with start-up funds. As a sponsor, you can be assured that all proceeds from this event will be going directly to the scholarship, and your business or company's name will stand out as a donor to the fund. We have provided a list of tier levels for your consideration, and look forward to hearing from you. Thank you very much for your time.

Sincerely, American Legion Post 15, Palmer, AK

Sponsorship Tiers

- \$100 - Business name listed as a sponsor and recognition at the event

- \$250 - Business name listed on event advertisements, and 2 steak dinners at Post 15

- \$500 - Business logo on event advertisements, 2 steak dinners at Post 15, and 2 event Sponsor thank you souvenirs

- \$1000 - Business logo on event advertisements, 2 steak dinners at Post 15, 2 event Sponsor thank you souvenirs, and recognition on radio advertisements

The American Legion is a non-profit 501(c)(19) Veterans Organization.

Please contact Post 15 or event coordinator Stephanie Wright (910)273-1597 for more information or to become a sponsor today!

Palmer American Legion Post 15
1550 Mystic Circle
Palmer, AK 99645

Project Name: American Legion Community Event

Reviewer Name: Nathan Wallace

Date: 4/6/2018

Qualification Pre-Check

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

- Event must be accessible to all members of the community.
- Event must take place within Palmer city limits or within one mile of city limits. .5 miles
- Event has received funding from the City in the past. List the years funding was received: None
 - 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 | 7 pts. | 3-0 pts | |
| | The application clearly states the economic benefits and the reader/evaluator easily understands the benefits to the community and residents of the City. | 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. | 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. | 3 |
| 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. | 7 |
| 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 |
| | | | Total: | 40/60 |