

**City of Palmer
Action Memorandum No. 20-022**

Subject: Approving a Council Community Grant in the Amount of \$1,000.00 to the Organizers of the Palmer Spring Classic

Agenda of: March 10, 2020

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


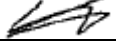
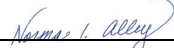
Originator Information:

Originator: City Manager

Department Review:

Route to:	Department Director:	Signature:	Date:
_____	Community Development	_____	_____
X	Finance		2/20/2020
_____	Fire	_____	_____
_____	Police	_____	_____
_____	Public Works	_____	_____

Approved for Presentation By:

	Signature:	Remarks:
City Manager		_____
City Attorney		_____
City Clerk		_____

Certification of Funds:


Total amount of funds listed in this legislation: \$ **1,000.00**

This legislation (√):

<input type="checkbox"/>	Creates revenue in the amount of:	\$ _____
X	Creates expenditure in the amount of:	\$ <u>1,000.00</u>
<input type="checkbox"/>	Creates a saving in the amount of:	\$ _____
<input type="checkbox"/>	Has no fiscal impact	

Funds are (√):

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

Director of Finance Signature: 

Attachment(s):

- 2020 Grant Application

Summary Statement/Background:

A volunteer community group (9 member organizing committee) is requesting a \$1,000 grant to help support costs for the Palmer Spring Classic 2020, a cycling event to be held (start/finish) in downtown Palmer. Grant funds will be used to support marketing, equipment, supplies, and insurance costs.

Palmer Spring Classic has received funding from Palmer in 2019 (\$1,000). The group collects race fees to help offset the cost of the event.

The event is open to the public and is located within the city limits of Palmer. Last year the Classic had over 230 participants and a post report was provided in 2019.

In February 2014, the City Council adopted Ordinance No. 14-043, which established the Council Community Grant program. The Council also approved \$12,000.00 in the Community Council Grants line item for 2020 that would finance approved Council grants.

Legislation #	Organization	Amount	Date Approved
20-004	HPAC 2020 Winter support	3,000	1/14/2020
20-016	MatSu Senior Center	1,000	2/25/2020
20-017	WLTGO	1,630	2/25/2020
20-021	Mayor's Green Day Gallop	2,000	3/10/2020
Total 2020 Grants approved prior:		7,630	

Administration's Recommendation:

To approve Action Memorandum No. 20-022



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.



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Council Community Grant Application

Program, service, project or event title: Palmer Spring Classic
Date(s) of program, service, project or event: May 16, 2020

Applicant Information

Name: Leah Werner
Address: 132 W. Arctic Ave.
City: Palmer State: AK Zip: 99645
Phone: 907-746-5018 Email: wernerleah1@gmail.com

Organization Information

Name of organization/group: Palmer Spring Classic
Type of organization: Non-profit Volunteer community group Other

Funding Request

Amount of Request: \$ 1000.00
Matching funds provided by applicant: \$ 3000.00+

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 Palmer Spring Classic is an annual bicycling event put on by Backcountry Bike and Ski. The ride offers three distances where riders of all levels and abilities can venture out on their own or with a group, be speedy or take their time and enjoy the scenery. The route is clearly marked, with aid stations, and will give the riders a great view of the Palmer side of the Valley. Last year the PSC attracted 230 riders in addition to family and volunteers. This year, the 8th annual, the event will be on Saturday, May 16. The purpose of the event is to celebrate spring, promote cycling in Palmer and to encourage the patronage of several local establishments both before and after the ride.

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).

The PSC has a 9 member organizing committee tasked with pre-event coordination of registration, securing donations, setting up the volunteer committee (approximately 20-25 people to assist in the tasks of check in and registration, man the aid stations, and act as course marshals), securing insurance and communication with Palmer PD and AST, and advertisement. The registration/check has traditionally been at Vagabond Blues but due to the growth of the event we have secured the Palmer Depot. We are confident that Vagabond and other establishments will still see an uptake in business that morning. The finish, like last year, will be at the Palmer Alehouse.

Eligibility

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

This event is open to all members of the public, it is not timed and it is non-competitive. The PSC attracts participants not only from Palmer and Wasilla but also Anchorage, Big Lake, Eagle River, Kenai and Talkeetna. Local businesses are featured to encourage spending money both before and after at these establishments as it starts and ends in downtown Palmer. By it's nature, the entire event cannot take place within the city limits, but we feel it supports our belief that Palmer is an outdoor recreation destination and the routes chosen highlight and enhance this.

Matching Funding Source

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

Most of the funding will come directly from registration fees which will cover event insurance, food, water and aid station supplies, advertising, signage and course marking. We will be securing in kind donations from Vagabond Blues, Matanuska Brewery, 203 Kombucha, Turkey Red and Palmer Alehouse as we have in the past. Our largest expense is the commemorative event swag given to each participant. As the registration fee is minimal we just wish to highlight Palmer as a bicycle friendly community!

Community Benefit and Reporting

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. Please explain how and when your organization will report results back to the City Council.

Cycling, especially long distance cycling, is hard work leaving participants hungry and thirsty. Pre-check in generally brings business to downtown cafes and post ride the Ale House and other restaurants will see business as well. In 2019, 155 of the 230 participants were from outside of Palmer. Last year we gave a post-event power point presentation to the City Council and would be happy to do that again.

Detailed Budget

Revenue:

Source:	Cash	In-Kind	Total
Registration Fees	\$ 6000.00	\$	\$ 6000.00
203 Kombucha	\$	\$ 120.00	\$ 120.00
Matanuska Brewery	\$	\$ 180.00	\$ 180.00
Turkey Red	\$	\$ 50.00	\$ 50.00
	\$	\$	\$
Totals	\$	\$	\$ 6350.00

Expenditures:

Item/Service:	Cash	In-Kind	Total
Event Insurance	\$ 900.00	\$	\$ 900.00
Advertising/Race Bibs	\$ 300.00	\$	\$ 300.00
Depot Rent/Rent-a-Can	\$ 575.00	\$	\$ 575.00
Aid Station Food	\$ 1500.00	\$	\$ 1500.00
2020 Event Give Away	\$ 5000.00	\$	\$ 5000.00
Totals	\$	\$	\$ 6925.00

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:

Leah Wynn

Date:

2-20-2020

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: _____