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Palmer City Council Meeting

Meeting Date: 03/12/2024
Submitted For: John Moosey, City Manager
Department: City Manager's Office
Agenda Category: Action Memorandum
Legislation Number: AM 24-010

Approved

Subject

Approving a Council Community Grant to the 49th State Street Rodders in the Amount Of \$1,500 for Their Valley Chrome and Wheel Car Show.

Summary Statement/Background

Our "Valley Chrome & Wheel" Car Show will benefit Palmer by bringing a lot of people to Palmer during the first weekend of May 2024. People come to show their vehicles or attend the car show, and they will see other areas of Palmer. In 2023, we had well over 1,100 people attending our 3-day MTA event. This is a popular car show that kicks off the summer and car show season in Alaska and is looked forward to by many. We invite local food trucks to come out, but along with these food trucks, people will be eating in local restaurants and visiting local shops. We encourage local businesses, Alaska Raceway Park, O'Reilly Auto Parts, and others who have an interest in cars and the community to set up booths as well as other nonprofits like the Veterans and AARP. This car show is not the only involvement we have with the City of Palmer but the beginning. We rely on the turnout at the MTA "Valley Chrome & Wheel" Car Show as support for other big summer shows in Palmer, like "Hot Summer Nights" and the "Colony Days Car Show". If you have ever been to Downtown Palmer for those shows, you know we have a large turnout, that people come from miles around to show off their vehicles and see the beautiful cars and enjoy our charming city. So, by sponsoring this project you are really supporting 3 in total, not counting the smaller shows we have at Palmer business during the summer. Our car club relies heavily on the city of Palmer and the community for its support.

Legislation #	Organization	Amount Requested	Remaining	Date Approved
Res 24-005	Beginning Balance-2024 Budget		\$12,000.00	
AM 24-002	2024 I Heart Hockey 8U Tournament	\$1,500	\$10,500.00	1/9/24

Administration's Recommendation:

The Administration recommends approving Action Memorandum No. 24-010.

Fiscal Impact

Total Amount of funds listed in this legislation: \$1,500.00
Legislation creates expenditure in the amount of: \$1,500.00
Budgeted Y/N?: Y
Line Item(s): 01-02-10-6068 Council Community Grants

Attachments

Valley Chrome & Wheel Car Show

Project Name: VALLEY CHROME AND WHEEL CAR SHOW Date Received: 2.7.24

Reviewer Name: JOHN MOOSEY Date Reviewed: 2.8.24

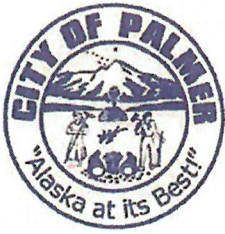
Has the event previously received City funding? Y N List Years/Amounts: 2018 - 2024
 If yes, was the Post Event Report completed? Y N

Required Elements:

- Accessible to all members of the community
- Takes place in/within one mile of Palmer City Limits

		Expectations			Points
		10 pts	7 pts.	3-0 pts	
Accessibility & Strategic Priorities	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.		10
	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.		10
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 must 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 because 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 because 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 benefit because 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.		10
				Total:	60

Staff Recommendation: \$1,500



City of Palmer
City Clerk's Office
231 W. Evergreen Avenue
Palmer, AK 99645
Phone: (907) 761-1301
Fax: (907) 761-1340

Council Community Grant Application Information

The purpose of the city of Palmer Council Community Grant Program is to recognize the valued contributions being provided through the volunteer efforts of community champions on behalf of its citizens. Community grant funding demonstrates the Council's commitment to programs, services, projects, and events that are a benefit to the community while at the same time recognizing the financial constraints impacting the city's ability to provide funding.

The goal and objective of the city of Palmer Council Community Grant are:

- **Goal:** to provide modest levels of support and assistance to help foster and develop community programs, services, projects, and events that enhance Palmer's quality of life.
- **Objective:** 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 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 and skills.

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

1. 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 is effective in providing a community benefit to Palmer;
 - c. Applicant is accountable through sound management and financial practices;
 - d. Individuals are not eligible;
 - e. Grant funds must be spent on the sole purpose for which it was awarded;
 - f. Unspent money shall be returned to the city.
2. 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.
3. Defined as a program, service, project, or event that the council has determined provides significant benefits to the Palmer community as a whole.



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Council Community Grant Application

Program Information

Program, service, project, or event title: "Vall ey Chrome & Wheel" Car Show

Date(s) of program, service, project, or event: May 2nd,3rd,4th and 5th, 2024

Applicant Information

Name: 49th State Street Rodders

Address: PO Box 891

City: Pal mer

State: AK

Zip: 99645

Phone: 907-745-8276

Email: ak49statestreetrodders@gmail.com

Organization Information

Name of organization/group: 49TH STATE STREET RODDERS

Type of organization/group: Non-profit Volunteer group Other: _____

Funding Request

Amount of Request: \$ 2,500.00

Matching funds provided by applicant: \$ _____

Type of funds requesting: Cash In-Kind In-Kind Type: Ice Arena Use

Remittance Information

Remit Payment to: 49th State Street Rodders

Address mail check to: PO Box 891

City: Pal mer

State: AK

Zip: 99645

Phone: 907 745 827 6

Email: ak49statestreetrodders@gmail.com

Eligibility

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

The 49th State Street Rodders is a nonprofit car club of approximately 100 members, our central theme is to have fun, companionship, share car information and history of all vehicles. Right now our oldest vehicle is a 1915 Ford farm truck and our newest is a 2022 Ford Mustang. We have a lot of different makes and models in-between as well as cycles, works in progress, and even tractors, so as you can see we cover a wide spectrum. Many of our members have more than one vehicle that they show. We love to speak to the community and spectators about our cars, trucks, vintage and classic vehicles. We talk to and show our vehicles to all ages. We answer their questions and give them advice on their own projects. All our events are free to the public both to attend and show a vehicle. I am happy to say that we seem to be attracting some younger members and are starting to get some youth interested in classic cars. We had the grandson of a member approach us about helping to get kids interested and we have taken him up on the offer. This young man had taken a motorcycle apart and totally restored it and is only 14 years old. Amazing and I love his enthusiasm. I am sure he will be a great help in getting the younger generation interested. We also work with a local high school and support them and their car restorations.

Project Summary Information

In the space below, provide a concise, one paragraph summary of your proposed program, service, project or event and how it benefits the community as well as how this supports the Council's strategic priorities.

We have had this event the "Valley Chrome & Wheel" Car Show for years now. Around 11 years I believe. Last year we had a great show. Our three day car show in May at the MTA Events Center and Ice Rink last summer had around 1,100 people attend and vote for their favorite vehicle. We had a large turnout of vehicles showing in the arena, so many that we ran out of room and had to turn some who didn't pre-register away, and then had 2 days of "Day Tripping" cars that could not stay overnight but showed up in the cordoned off area in the parking lot. This event promotes Palmer, and the MTA Event Center and Ice Rink, promotes tourism by bringing people and other car clubs in from all over Alaska and lets people see what a wonderful place Palmer is to live. It brings enjoyment to many and brings a lot of families out doing things together.

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).

Our car show is a 4 day event. We wish to have it at the MTA Ice Rink and Event Center as we have in past year, We need use of the ice rink from May 2nd. thru May 5th of 2023. Thursday May 2nd is not open to the public but the day we use to stage all of our vehicles. The Car Show starts and is open to the public Friday May3rd from 4:00pm to 8:00pm. Saturday May 4th we are open to the public from 10:00am to 8:00pm and Sunday May 5th we are open from 10:00am to 4:00pm. We give out trophies for different classes (14 of them) at 3:45pm Sunday so we can have all our vehicles out of the arena and the area cleaned up to return the Rink clean and in the condition we received it by 6:00pm. The show will be run by dedicated officers, directors and members of the 49th State Street Rodders who give many hours of their time in preparation of this event as well as time spent staging the cars, we provide security during the times we are open to the public by patrolling the area and cleaning up at the end of the show. We are not a cash based club and we never charge for our shows to attend or participate. All our activities are for the love of our vehicles and to support our 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 participates 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.

Our "Valley Chrome & Wheel" Car Show will benefit Palmer buy bringing a lot of people to Palmer. People will come to show their vehicles or attend the car show and they will see other areas of Palmer. Last year 2023 we had well over 1,100 people attend our 3 day MTA event. This is a popular car show that kicks off the Summer and car shows season in Alaska and looked forward to by many. We invite local food trucks to come out but along with these food trucks people will be eating in local restaurants and visiting local shops. We encourage local businesses, Alaska Raceway Park, O'Reilly Auto Parts and others who have interest in cars and the community to set up booths as well as other nonprofits like the Veterans and AARP. This car show is not the only involvement we have with the City of Palmer but the beginning. We rely on the turnout at the MTA "Valley Chrome & Wheel" Car Show as support for other big summer shows in Palmer like our "Hot Summer Nights" and the "Colony Days Car Show" which we coordiante with Global Credit UN. If you have ever been in Downtown Palmer for those shows you know we have a large turnout, that people come from miles around to show off their vehicles and see the beautiful cars and enjoy our charming city. So by sponsoring this project you are really supporting 3 in total not counting the smaller shows we have at Palmer business during the summer. Our car club relies heavily on the city of Palmer and the community for its support.

Detailed Budget

Revenue:

Source:	Cash	In-Kind	Total
Membership	\$ 500.00	\$ _____	\$ 500.00
Club officer?Members Labor	\$ _____	\$ 2,500.00	\$ 2,500.00
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
Totals	\$ 500.00	\$ 2,500.00	\$ 3,000.00

Expenditures:

Item/Service:	Cash	In-Kind	Total
Trophies	\$ 500.00	\$ _____	\$ 500.00
Event rental space	\$ _____	\$ 2,500.00	\$ 2,500.00
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
Totals	\$ 500.00	\$ 2,500.00	\$ 3,000.00

Matching Funding Source

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

We are a car club that survives off of our membership dues, sponsorships and the dedication and volunteer work of our members. We already have all the supplies for our show and the only outlay of funds will be for the 12 Trophies given out on the final day of the car show.


Post Event Report

Describe how you propose to provide a post-event report with details on the economic impact, how funding was spent on the sole purpose for which it was awarded, and if any unspent money is to be returned to the city (provide an expected date).

I will send a letter after the show with how many attended, how many vehicles were registered and pictures of the event. There shouldn't be any leftover money because we are looking for in-kind sponsorship of use of the MTA Ice Arena not any actual cash. But if there is any money left over it will be returned to the City of Palmer.

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:

1/31/24

For Office Use Only

Date received by City Clerk's Office:

City Council agenda date:

Action Memorandum No.:

City Council:

Approved

Denied

Amount Approved:

\$

Date applicant notified of request outcome:

I-9 Form Submitted (for taxable organizations only):
