



I. 2.

Palmer City Council Meeting

Meeting Date: 04/23/2024
Submitted For: John Moosey, City Manager
Department: City Manager's Office
Agenda Category: Action Memorandum
Legislation Number: AM 24-022 **Approved**

Subject

Action Memorandum 24-022: Approving a Council Community Grant Request from Rodeo Alaska in the Staff Recommended Amount of \$1,500 for the 49th State Professional Rodeo Cowboys Association Xtreme Bulls Rodeo and Music Fest

Summary Statement/Background

Over 40 PRCA professional athletes and their families, over 250 local contestants, including junior rodeo contestants, TV Broadcasting crews, and thousands of spectators will travel to Palmer this year for our historical event at the Alaska State Fairgrounds in Palmer.

This outdoor 4-day event will give all our local Palmer businesses, such as hotels, restaurants, bed and breakfast. Gift shops and all of what downtown Palmer has to offer a chance to thrive and be a part of an award-winning event.

In February 2014, the City Council adopted Ordinance NO. 14-043, which established the Council Community Grant Program. The City Council approved \$12,000.00 in the Community Council Grants line item for 2024.

| 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 | 1/9/2024 |
| AM 24-010 | 49th State Street Rodders | \$1,500 | \$9,000.00 | 3/12/2024 |

Administration's Recommendation:
Approve Action Memorandum No. 24-022.

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

Northernmost PRCA Request

Project Name: NORTHERNMOST PRCA Xtreme Bulls

Date Received: 3-25-24

Reviewer Name: John Moosey

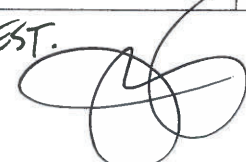
Date Reviewed: 3-29-24

Has the event previously received City funding? Y N List Years/Amounts: 21, 22, 23
 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. | 3 |
| Total: | | | | 53 |

Staff Recommendation: \$1500 This is the 4th yr of request. QUESTION NEEDED FROM CITY. 



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

Program Information

Program, service, project, or event title: Northernmost PRCA XTREME BULLS rodeo and Music Fest
Date(s) of program, service, project, or event: May 25th - 27th 2024

Applicant Information

Name: Frank Koloski
Address: 2551 Lyvona Lane
City: Anchorage State: AK Zip: 99502
Phone: 907-748-7336 Email: rodeoalaska@gmail.com

Organization Information

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

Funding Request

Amount of Request: \$ 5,000.00
Matching funds provided by applicant: \$ Yes
Type of funds requesting: Cash In-Kind In-Kind Type: _____

Remittance Information

Remit Payment to: Rodeo Alaska
Address mail check to: 2551 Lyvona lane
City: Anchorage, State: AK Zip: 99502
Phone: 907-748-7336 Email: rodeoalaska@gmail.co



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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.

Eligibility

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

Rodeo Alaska in kind asks for the support to come together for an event that will benefit the entire community. This event will be outdoors in a large open area. It will serve to very large spectator attendance which will allow local small businesses a great opportunity to service another historical event.

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.

Inviting the top professional rodeo contestants in the world to have an opportunity of a life-time to compete in a historical event and to witness the beauty of our great state of Alaska!
Provide contestants and spectators from across our country the opportunity to witness this historical event. Provide our Alaskan community a Family Fun Grassroot event filled with powerful positive energy! Give our Alaskan spectators the opportunity to camp on a safe premise and enjoy a fun filled weekend in Palmer. Provide opportunity to support our local businesses to provide services to thousands of people and their families that will be here to celebrate this historical event. Provide a marketing strategy that will encompass the entire country.

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).

Rodeo Alaska has already working hard for this community event. Rodeo Alaska continues to develop its structure for this event including team build meetings with breakout gatherings for community and event awareness. The Alaska State Fair Grounds will be the destination for the community to come and enjoy never before seen action from the number one bucking horses in the world.

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.

Structured formats of attendance tracking will be done through ticketing, online survey type tracking and vendor response. Rodeo Alaska will give final results,with in 72 hours from the events conclusion.

Detailed Budget

Revenue:

| Source: | Cash | In-Kind | Total |
|------------------|--------------|--------------|--------------|
| Rodeo Alaska | \$ 15,000.00 | \$ | \$ 15,000.00 |
| Sponsors | \$ 40,000.00 | \$ | \$ 40,000.00 |
| In Kind Sponsors | \$ | \$ 15,000.00 | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals | \$ | \$ | \$ |

Expenditures:

| Item/Service: | Cash | In-Kind | Total |
|-------------------------|--------------|---------|--------------|
| PRCA Event cost | \$ 30,000.00 | \$ | \$ 30,000.00 |
| Stock/Big Stone Alberta | \$ 46,000.00 | \$ | \$ 46,000.00 |
| Facility Rental | \$ 5,000.00 | \$ | \$ 5,000.00 |
| Equipt. Rental | \$ 10,500.00 | \$ | \$ 10,500.00 |
| Marketing | \$ 25,000.00 | \$ | \$ 25,000.00 |
| other | \$ 10,000.00 | \$ | \$ 10,000.00 |
| | \$ | \$ | \$ |
| Totals | \$ | \$ | \$ |

Matching Funding Source

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

Rodeo Alaska will be supporting a substantial amount of funding for this event. Rodeo Alaska will also utilize community and business partnership opportunities that will also be used to help support this event. Partnerships will be made available for Businesses/individuals that would be interested in being involved with this historical event.

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).

All Post event reports including cost expenditures will be available immediately after the event.

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: Frank Kobi

Date: 3-27-24

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): _____