



HISTORIC  
FRANKLIN  
TENNESSEE

ITEM #15  
WRKS 02/08/2011

## MEMORANDUM

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February 1, 2011

**TO:** Board of Mayor & Aldermen

**FROM:** Eric Stuckey, City Administrator  
Monique McCullough, Public Outreach Specialist

**SUBJECT:** Proposed Grant Program for Special Events

### Purpose

The purpose of this memorandum is outline a proposal to the Board of Mayor and Aldermen (BOMA) for a grant program for the City to correctly allocate and recoup costs associated with special events that occur within the City.

### Background

In 2010, staff formed the Special Events Advisory Team (SEAT) comprised of at least one staff member from each of the City's departments. SEAT members meet once a month to review Event Permit applications and meet with event organizers. They then recommend approval, approval with changes, or denial to the Board of Mayor and Aldermen. SEAT members also keep track of their department's costs for each special event.

In the past, for most events held in Franklin, personnel and supplies costs have been totally absorbed by the City. Personnel working special events are a considerable percentage of our overtime budgets. For 2010 events held in downtown Franklin alone, the City incurred over \$29,000 in overtime costs.

In order to better account for these costs as well as being sure to accurately report them in our records and to still support our worthwhile community events, the Special Events Advisory Team is proposing a "Special Events Grant" program.

The Special Event Grant Program is a way for organizations to request in-kind support from the City of Franklin. The program would be available to any organization holding a community-wide event on City property or in City facilities (parades, athletic events, and foot races would not be eligible). Organizations coordinating special events would complete and submit the application. Each SEAT member would review the application and score it. An average score would be taken from each member's scores. The applicant would be awarded \$50 of in-kind support for each point received (i.e. an applicant who receives an average score of 88 would receive \$4,400 in in-kind services). Applicants will not be awarded anything greater than what's being requested. Any City services received over amount awarded will be reimbursed to City by the applicant.

### Financial Impact

The Special Event Grant Program would be implemented in calendar year 2012. A new General fund account would be created in FY 2012. We anticipate an original budget of \$50,000. All costs associated with outside special events either incurred or recouped would be charged to this account.



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### **Options**

- a. Proceed with the development of the Special Event Grant Program, including developing Standard Operating Procedures for the program and continue to educate special event coordinators of the program and its effects on them.
- b. Continue to completely absorb costs associated with all special events. For auditing purposes, these costs would still need to be accurately recorded which still requires the creation of a budget line item.

### **Recommendation**

Staff recommends development of the Special Event Grant Program with implementation in January 2012.



*Grant Program for City Services*

**1. Background**

- a. Overtime costs
- b. Cutting back on overtime and also accounting for those costs (auditors require it)
- c. Wanted to develop something that would take care of that and still be able to help our events.
- d. Created a “grant” program

**2. Grant Program**

- a. Implemented in 2012
- b. Draft
  - i. Organization submits Grant Application (based on deadlines – so budget is not depleted before events in later months)
  - ii. Application should be specific on what is being requested as in-kind services
  - iii. SEAT reviews and scores each application (average taken for each member’s scores)
  - iv. Applicant receives \$50 per point awarded
  - v. Post Evaluation from previous year – extra points
  - vi. Applicant notified of amount (if any) being recommended
  - vii. Applicant can appeal to City Administrator
  - viii. If no appeal, recommendations placed on BOMA agenda for approval
  - ix. Applicant will not be awarded anything greater than what’s being requested
  - x. Any services received over amount awarded will be reimbursed to City by applicant
- c. Other Issues:
  - i. Grant cannot be used to pay for Police
  - ii. For profit events that are not free to the public can not apply
  - iii. Charging for supplies (barricades, caution tape, rollouts)

**3. Event Approval Process**

- a. Significant Changes:
  - i. New application – events requesting downtown will be asked to attend DFA meeting and present event to merchants – form includes comments from DFA
  - ii. Rush fee of \$100 (if special event application turned in less than 90 days)
  - iii. Meeting with staff mandatory before event is placed on BOMA agenda
  - iv. Stronger enforcement of damage deposit; Damage Deposit check will be deposited; reimbursed if no damage
  - v. Penalty for staying later than stated on application – extra overtime costs that are not covered by awarded grant



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## 2010 Events

### Brewfest (March 13, 2010)

	<u>pd by applicant</u>	<u>Equipment</u>	<u>Labor</u>
Solid Waste		\$1,055.25	\$1,710.64
Streets		\$532.00	\$786.50
Engineering			\$90.00
BNS	\$75.00		
Police	\$1,440.00		
<b>TOTAL</b>	<b>\$1,515.00</b>		<b>\$2,587.14</b>

### Main Street Festival (April 24-25, 2010)

	<u>pd by applicant</u>	<u>Equipment</u>	<u>Labor</u>
Solid Waste		\$5,760.10	\$5,304.82
Streets		\$713.00	\$1,848.00
Engineering			\$180.00
Fire			\$1,080.00
Parks		\$38.50	\$103.75
BNS	\$75.00		
Police	\$6,180.00		
<b>TOTAL</b>	<b>\$6,255.00</b>		<b>\$8,516.57</b>

### Franklin on the Fourth (July 4, 2010)

	<u>pd by applicant</u>	<u>Equipment</u>	<u>Labor</u>
Solid Waste		\$1,611.20	\$3,117.90
Streets		\$733.00	\$1,276.00
Engineering			
Maintenance			\$300.00
<b>TOTAL</b>			<b>\$4,693.90</b>

### Bluegrass Festival (July 23 - 24, 2010)

	<u>pd by applicant</u>	<u>Equipment</u>	<u>Labor</u>
Solid Waste			
Streets		\$472.00	\$1,496.00
Engineering			
BNS	\$75.00		
Police	\$900.00		
<b>TOTAL</b>	<b>\$975.00</b>		<b>\$1,496.00</b>

**Jazz Festival (September 4 - 5, 2010)**

	<u>pd by applicant</u>	<u>Equipment</u>	<u>Labor</u>
Solid Waste		\$1,708.45	\$2,782.93
Streets		\$806.00	\$1,881.00
Engineering			\$60.00
BNS	\$75.00		
Police	\$3,500.00		
<b>TOTAL</b>	<b>\$3,575.00</b>		<b>\$4,723.93</b>

**Pumpkinfest (October 30, 2010)**

	<u>pd by applicant</u>	<u>Equipment</u>	<u>Labor</u>
Solid Waste		\$1,854.00	\$3,340.48
Streets		\$370.00	\$360.00
Engineering			
BNS	\$75.00		
Police	\$2,940.00		
<b>TOTAL</b>	<b>\$3,015.00</b>		<b>\$3,700.48</b>

**Wine Down Main Street (November 5, 2010)**

	<u>pd by applicant</u>	<u>Equipment</u>	<u>Labor</u>
Solid Waste	\$600.00	\$1,023.00	\$252.22
Streets		\$370.00	\$480.00
Engineering			
BNS	\$75.00		
Police	\$480.00		
<b>TOTAL</b>	<b>\$1,155.00</b>		<b>\$732.22</b>

**Dickens of a Christmas (December 11 - 12)**

	<u>pd by applicant</u>	<u>Equipment</u>	<u>Labor</u>
Solid Waste		\$1,836.00	\$2,799.64
Streets		\$95.00	\$96.00
Engineering			
BNS	\$75.00		
Police	\$1,080.00		
<b>TOTAL</b>	<b>\$1,155.00</b>		<b>\$2,895.64</b>

**Event Costs as of December 31, 2010 (labor only)**

Engineering	\$270.00
Fire	\$1,080.00
Maintenance	\$300.00
Parks	\$103.75
Solid Waste	\$19,308.63
Streets	\$8,223.50
<b>TOTAL</b>	<b>\$29,285.88</b>