




HISTORIC
FRANKLIN
TENNESSEE

ITEM #8
WRKS 03/08/2011

MEMORANDUM

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

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		
TOTAL	\$1,515.00		\$2,587.14

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		
TOTAL	\$6,255.00		\$8,516.57

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			\$300.00
Maintenance			
TOTAL			\$4,693.90

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		
TOTAL	\$975.00		\$1,496.00

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		
TOTAL	\$3,575.00		\$4,723.93

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		
TOTAL	\$3,015.00		\$3,700.48

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		
TOTAL	\$1,155.00		\$732.22

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		
TOTAL	\$1,155.00		\$2,895.64

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
	\$29,285.88



City of Franklin, Tennessee

Special Event Grant Application (for “in-kind” support)

This is a supplemental procedure document to the Special Events policy. All terms, qualifications and requirements in that policy apply to the in-kind procedure and are incorporated as if specifically stated herein.

Purpose of this Application: This application is to be completed if sponsors of events are requesting fees be waived associated with the City’s cost to support the event, including facility rental fees, labor fees, equipment use fees, material use fees, and other costs.

Application Deadline – due based on the schedule below to: City of Franklin, TN, Public Outreach Specialist, PO Box 305, Franklin, TN 37064 or 109 Third Avenue South, Suite 103, Franklin, TN 37064.

On or before **Jan. 31** for **events in May, June or July**
 On or before **April 30** for **events in August, September or October**
 On or before **July 31** for **events in November, December or January**
 On or before **Oct. 31** for **events in February, March or April**

Applications must include:

- A completed copy of the Special Event Application.
- A letter of request on non-profit organization letterhead signed by the organization’s leader.
- A completed copy of the “In-Kind” City Support / Grant Application

Detail Your Request on the Application Form, Page 4: Please state specifically what items are requested and so City staff can determine the total cost of the support requested. Please also state any special requests of the City. See the example below and include any attachments:

Example: *We specifically request the City provide clean-up, during and after our event. We request the use of four electrical outlets and two water connections.*

Review and Process:

- The Special Event Advisory Team (SEAT) will consider applications from qualifying nonprofit organizations.
- Any clarification or correction will be requested of the submitting organization before final review consideration.
- The evaluation includes a scoring system and written comments. Each application has a possible perfect score of 100 points. The scores of each member of the review committee will be totaled and averaged. For each point scored by the review committee, \$50 of “in-kind” services support will be awarded. This will determine the application’s “in-kind” services support potential cap.
- Applicants will be notified of the SEAT’s recommendation no later than a week after its review. Applicants have five (5) business days to notify the Public Outreach Specialist in writing of their intent to appeal the SEAT’s recommendation to the City Administrator. If the applicant agrees with the



SEAT's recommendation, the request for in-kind support will be placed on the agenda of the Board of Mayor and Aldermen's next possible meeting. If the applicant wishes to appeal the committee's recommendation, the appeal will be placed on the regular agenda of the BOMA's next possible meeting. Applicants should plan to attend the BOMA meeting to present information and to respond to questions. Decisions of BOMA are final.

Review Criteria: The SEAT reviews and evaluates all applications using the criteria below. Applicants should address all relevant criteria in their applications and be as detailed as possible.

The Criteria for the weighted scoring system is:

I – Promotion of Tourism & Economic Impact (1-30 points):

- number of total anticipated attendees (1-30 points; 1 point for each 200 anticipated attendees)

II – Quality (1-35 points):

- overall merit of the event (1-15 points)
- event furthers the organization's stated mission (1-10 points)
- event has innovation and creativity in programming and content (1-10 points)

III – Capability (1-15 points):

- evidence the organization has a continuing history of growth, stability, and vision (1-5 points)
- evidence of the organization's ability to accomplish proposed goals of the event (1-5 points)
- accuracy and completeness of the application and event planning (1-5 points)

IV – Community Outreach (1-20 points):

- evidence of efforts to reach a diverse audience (1-10 points)
- event to reach new and special audiences, including collaborative programs (1-10 points)

V – Post Evaluation (1-5 points):

- Previous year's post evaluation report will be used to award extra points to current application.

Extra Credit

Allocation of Funding:

- For each point scored by the review committee, \$50 of "in-kind" services support will be awarded. For example, an event that scores an average of 66 points will be awarded a cap of \$3,300 in "in-kind" services.
- The actual "in-kind" services provided by the City may not exceed that requested by and awarded to the event.
- Once an agency has reached its allocated funding, the agency will be required to reimburse the City for support costs associated with an event.
- Grants will be awarded on a quarterly basis until annual in-kind funding has been depleted.



- Once in-kind funding has been depleted, all groups will be required to reimburse the City for costs associated with their event.
- Groups will know before their event if they have been awarded a grant or if the City support services will be provided at cost to their group.
- Applicants will be notified of the SEAT's recommendation no later than a week after its review.
- Applicants have five (5) business days to notify the Public Outreach Specialist in writing of their intent to appeal the SEAT's recommendation to the City Administrator. If the applicant agrees with the SEAT's recommendation, the request for in-kind support will be placed on the agenda of the Board of Mayor and Aldermen's next possible meeting. If the applicant wishes to appeal the committee's recommendation, the appeal will be placed on the regular agenda of the BOMA's next possible meeting. Applicants should plan to attend the BOMA meeting to present information and to respond to questions. Decisions of BOMA are final.

City labor, materials, facilities and/or equipment **may not always be available** because of previously scheduled uses. In those instances, special event applicants will be responsible for procuring or providing labor, materials, facilities and/or equipment at their own expense.

In-kind City support is provided only on public property that is owned, administered and maintained by the City.

In-kind City Support Grants **may not** apply to costs associated with liability insurance costs.

Any organization or group that receives funding from or through the City must financially contribute to its event an amount no less than the in-kind support it has requested from the City.

Applicants who seek a greater level of in-kind City support from the prior year must justify the increase in an attachment to their in-kind support application. Failure to do so will limit the event to no more than the same level of support as the prior year.

Acknowledgement of the City's Grant: By accepting this grant, Organizations shall acknowledge the City in all event advertisements and publications (with text and City logo). This acknowledgement must be equal to that of supporters/sponsors of the event for the like amount of value of cash or services provided. This in no way makes the City a sponsor, co-sponsor or party to the event.

Special Event Permit Fee: The \$100.00 Special Event Permit fee is non-refundable and **may not** be waived.

Hold Harmless: By accepting any grant of "in-kind" services from the City, the Organization agrees to assume the defense of and indemnify and save harmless the City, its aldermen, boards, commissions, officers, employees and agents, from all suits, actions, damages or claims to which the City may be subjected of any kind or nature whatsoever resulting from, caused by, arising out of or as a consequence of such event and the activities permitted in connection therewith, and acceptance of any services.



Services Cost Schedule		
Item	Refundable Deposit	Fee
Application/Permit Fee	n/a	\$100.00 per event
Utility Connection <i>(water or electricity)</i>	n/a	\$15.00 per connection / per day (not counting the first three connections)
Clean-Up / Damage Deposit	\$250.00 - \$1000.00 per event (depending on size and location of event)	(will be reimbursed if the City does not have to clean or repair damage resulting from the event)
City Staff – Laborer <i>i.e. Solid Waste. Streets, or Parks crew member; Maintenance worker</i>	n/a	\$25.00 per person/per hour (four hour minimum)
City Staff – Equipment Operator or Supervisor <i>i.e. Solid Waste Driver; Street Sweeper; Department Foreman</i>	n/a	\$30.00 per person/per hour (four hour minimum)
City Staff – Technical <i>i.e. Codes or Fire Inspector; GIS or Engineering personnel;</i>	n/a	\$30.00 per person/per hour (four hour minimum)
Event Set-up Costs:	<ul style="list-style-type: none"> • Rollouts (5) - \$25 • Recycle Frames - \$3 each w/ bag • Trash Frames - \$3 each w/bag • Additional bags - \$1.50 each • Dumpsters - \$75 each • Fold out barricades - \$5 each • Stanchions - \$10 each • Orange barrels - \$10 each • “Rhino” barricades - \$10 each • Caution tape - \$5 per roll 	



Justifications for “In-Kind” Service Support

Be as detailed as possible; attach separate pages as needed.

If handwritten, write legibly.

Estimated Total Attendance: _____

Address the Overall Merit of the Event:

Address how this Event Furthers the Organization’s Stated Mission:

Address how this Event Has Incorporated Innovation and Creativity in Programming and Content:



Address how Your Organization has a Continuing History of Growth, Stability, and Vision:

Address how Your Organization Will Accomplish the Proposed Goals of the Event:

Address how this Event Will Reach a Diverse Audience:

Address how this Event Will Reach New and Special Audiences, Including Collaborative Programs
