City of Carroll

112 E. 5th Street Carroll, Iowa 51401-2799 (712) 792-1000 FAX: (712) 792-0139

MEMO TO: Honorable Mayor and City Council Members

FROM: Mike Pogge-Weaver, City Manager MJP-W

DATE: July 19, 2018

SUBJECT: Funding request for the City of Carroll's 150th Celebration

The City of Carroll will celebrate its sesquicentennial in 2019. Some initial discussions have been held between Chamber and City staff about how to mark the occasion and dates for the event have been set for July 19-21, 2019 in order to avoid other area celebrations and community events in the area.

Chamber and City staff are looking to form an independent Carroll 150 Committee that will run the event, including fundraising. While a budget for the event has not yet been set, in order to get it off the ground, it is suggested that the City make an initial commitment so work can begin on securing entertainment and vendors for that weekend. This funding will be utilized to support the costs that are not typically sponsorship supported, including sanitation, deposits, etc. It is requested that the City contribute $40,000 for the event.

One suggestion would be to fund this out of Hotel/Motel Tax Collections. Specifically, it is requested that $20,000 be contributed out of FY 2018/2019 and an additional $20,000 out of FY 2019/2020. This would be one-time direct allocations to the committee. Attached is an updated budget for the Hotel/Motel tax collections for the Council's reference.

RECOMMENDATION: Mayor and City Council consider approving $40,000 for the Carroll 150 Committee funded out of Hotel/Motel Tax Collections with $20,000 in FY 2018/2019 and an additional $20,000 out of FY 2019/2020.

Carroll Chamber of Commerce
Accomplish More Together

July 19, 2018

Mike Pogge-Weaver
City Manager
City of Carroll
112 E 5th St
Carroll, Iowa 5l40l

Dear Mike, Mayor Jensen and Council Members;

The Chamber of Commerce is excited to assist the City with the planning and execution of a Sesquicentennial event to be held next summer. The chosen dates for the event are the weekend of July 18-21, 2019. Initially, a small committee of city and Chamber staff have met to discuss the logistics and begin the initial marketing and preparation for the event.

The intention of the committee is to work to bring a weekend full of activities at locations around the city to celebrate Carroll and the rich history of this amazing community. Discussion was held around funding of the project. A new entity will be formed to receive funding in the form of donation for the event. This will include the volunteers for the event raising some sponsorship income. As a non-profit, most of the Chamber budget is through membership and sponsorship from local business partners, it was agreed that the Chamber will not take the lead in fundraising or the event itself, but that will be done with a team of local leaders in partnership with the City and the Chamber.

To make the event successful, along with the funds raised in the form of sponsorship, funding from the City will be necessary for the event. This funding will be utilized to support the costs that are not typically sponsorship supported, including sanitation, deposits, etc. Although a final budget has not been developed or set, we felt it was important to know what funding may be available in order to start the budget process as well as securing entertainment and vendors for that weekend. The committee is requesting a total of $40,000 for the event next summer. Also discussed and agreed was that fact that any money that may be raised will be donated to a local cause or community improvement, to be determined by the oversight committee and named soon. Any event proceeds will not revert to the City or the Chamber.

We are excited to support your event, and look forward to a full weekend of fun to celebrate this wonderful community!

Sincerely,

Shannon Landauer

Shannon Landauer, CEcD
Carroll Chamber of Commerce

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HOTEL/MOTEL TAX COLLECTIONS
June 30, 2018

	Actual FY 15/16	Actual FY 16/17	Actual FY 17/18	BUDGET FY 18/19	Projected FY 19/20	Projected FY 20/21	Projected FY 21/22	Projected FY 22/23
July 1 Balance	$ 100,115	$ 249,155	$ 294,050	$ 286,192	$ 257,566	$ 186,566	$ 265,566	$ 344,566
One time set aside ($40,000)	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Estimated Revenue:								
Hotel/Motel tax	$ 259,272 (1)	$ 248,857 (1)	$ 247,299 (1)	$ 220,000 (1)	$ 220,000 (1)	$ 220,000 (1)	$ 220,000 (1)	$ 220,000 (1)
Interest income	$ 1,114	$ 2,582	$ 4,088	$ 2,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000
Misc. Donations	$ -	$ -		$ -	$ -	$ -	$ -	$ -
Expenses:								
Cultural support	$ (1,421)	$ (21,433)	$ 1,104	$ (6,126)	$ (10,000)	$ (10,000)	$ (10,000)	$ (10,000)
Theater Improvements	$ -	$ -	$ -	$ (100,000)	$ (150,000)	$ -	$ -	$ -
Park & rec capital:								
Rec Center Improvements	$ -	$ (5,003)	$ -	$ -	$ -	$ -	$ -	$ -
Tourism promotion (Chamber)	$ (19,925)	$ (20,107)	$ (15,965)	$ (34,500)	$ (22,000)	$ (22,000)	$ (22,000)	$ (22,000)
Comm Dvlp - Public Relations	$ (10,000)	$ -	$ -	$ (10,000)	$ (10,000)	$ (10,000)	$ (10,000)	$ (10,000)
Transfers (Projects):								
Merchants Park Improvements	$ -	$ (160,000)	$ (44,384)	$ -	$ -	$ -	$ -	$ -
Trails	$ (80,000)	$ -	$ (150,000)	$ (100,000)	$ (100,000)	$ (100,000)	$ (100,000)	$ (100,000)
Accessible Playground Equip.	$ -	$ -	$ (50,000)	$ -	$ -	$ -	$ -	$ -
Carryover Balance	$ 249,155	$ 294,050	$ 286,192	$ 257,566	$ 186,566	$ 265,566	$ 344,566	$ 423,566

(1) - Subject to IA Code 423A.7(4)(a) - at least fifty percent of the revenues shall be expended for the acquisition of sites for, or constructing, improving, enlarging, equipping, repairing, operating, or maintaining of recreation, convention, cultural, or entertainment facilities including but not limited to memorial buildings, halls and monuments, civic center convention buildings, auditoriums, coliseums, and parking areas or facilities located at those recreation, convention, cultural, or enterainment facilities or the payment of principal and interest, when due, on bonds or other evidence of indebtedness issued by the county or city for those recreation, convention, cultural, or entertainment facilities; or for the promotion and encouragement of tourist and convention business in the city or county and surrounding areas.