

PRE-MEETING AGENDA



**Casper City Council
City Hall, Council Meeting Room
Tuesday, July 17, 2018, 5:30 p.m.**

	Presentation	Allotted	Beginning Time
1.	Distribution of July 3 Executive Session Minutes		
2.	Introduction of Scott Warren - Contractors' Licensing Board Candidate	5 min	5:30
3.	Community Promotions	15 min	5:35
4.	Agenda Review	10 min	5:50
	Approximate Ending Time		6:00

July 13, 2018

MEMO TO: J. Carter Napier, City Manager *zal*
FROM: Fleur Tremel, Assistant to the City Manager
SUBJECT: Community Promotions Guidelines

Meeting Type & Date:
Council Pre-Meeting
July 17, 2018

Action type:
Direction Requested

Recommendation:
That Council review the Community Promotions Guidelines and discuss any changes necessary.

Summary:
Community Promotions is the process through which the City Council provides support to non-profit programs and events. Interested non-profits are asked to send in funding applications during the month of July. Applicants can ask for cash, they can ask for city services, or they can ask to use city facilities at reduced rates. Per council policy, fees for in-kind services and facility rentals are not waived entirely, but they can be provided at a 50% discount with Council providing the other 50% from the 1% Community Projects line item.

Staff then goes through the applications to see whether they met the legal requirements for the City to provide funding. Staff met would meet with City Attorney John Henley to see if the statutes provided provisions that would allow funding to be awarded to each applicant. Next, staff goes over whether the applications met the Council's stated Community Promotions guidelines. The council then goes through voting to decide which applications deserve funding, and if so, how much should each one receive. Final decisions are then made and ratified at a regular council meeting.

The process also provides for a "make up round" in March for any applications that came in late or which were submitted at other times throughout the year. Council can choose to fund these applications from any monies that were left over from the regular process.

Guidelines:

In order to complete this process, Council has formed guidelines, based on state statutes, as to what criteria applicants must meet in order to be given funding. This past year Council decided that they wanted to bring the guidelines to the forefront of the process. The original guidelines were set to ensure that the relevant state statutes were followed. For Council's convenience staff has included a copy of the relevant statutes. Last year, Council provided different direction.

Council decided to only allow in-kind and facility requests, and they wanted the guideline to be that the event proposed would provide some verifiable economic development.

Staff now requests that Council provide direction regarding Community Promotions. Would Council like to provide funding for FY19 and if so, what guidelines would be utilized? Staff will prepare the necessary documentation for formal adoption at the next available Council Meeting if Council chooses to move ahead.

Financial Considerations

This would completely depend on the amount Council chooses to set aside for this process and the guidelines established.

Oversight/Project Responsibility

Fleur Tremel, Assistant to the City Manager

Attachments

Minutes from last council discussion on Community Promotions
FY 18 Community promotions Funded Programs
FY17 Guidelines

Minutes from September 26, 2017 Re: Community Promotions

City Manager Napier began the discussion regarding community promotions. He explained that Council had allotted \$40K for in-kind and cash distributions for this year and has received applications totaling \$165K. He first asked if Council would like to continue supporting community promotions at all. Council discussed the benefits of community promotions and discussed the need to give money to programs that are actually bringing people to the community. Council decided to move forward with supporting some type of community promotions.

City Manager Napier then explained that voting ballots will be made electronically available tonight for Councilmembers to decide which applicants will receive funding. He asked Council to consider requests from entities that are supported by other government agencies, those that are not eligible, and those that also receive 1% funding. These considerations are identified on the spreadsheet. The ballots need to be returned to staff by the end of the week. He stated that staff can try to work on adding a column for revenue generated for each community promotions applicant.

Council decided to remove all applicants who also receive 1% funding, those that were late submitting or did not submit their final reports for previous community promotions funding, and those that are represented by other government agencies, and those that are ineligible and for profit. Council also decided they would only approve in-kind funding. Councilmember Laird stated that he would like the City Manager's recommendation on who to give funding to. Several other Councilmembers stated they would not be comfortable with that and that this is Council's duty. Councilmember Hopkins reminded Council that staff already puts a lot of time into community promotions by creating the spreadsheet and weeding through the applications. Some Councilmembers expressed concern that the Christmas parade would not be funded, and Mayor Humphrey stated that there are other ways to help with funding for these types of events.

November 1, 2017

MEMO TO: J. Carter Napier, City Manager

FROM: Jolene Martinez, Assistant to the City Manager
Tanya Johnson, Special Projects Coordinator

SUBJECT: Community Promotions Allocations – FY 2018 – Final Results

Meeting Type & Date

Regular Council Meeting November 7, 2017

Action Type

Minute Action

Recommendation

That Council, by minute action, authorize the expenditure of \$26,493.32 of budgeted revenue in the General Fund for the current fiscal year to support the Community Promotions events listed below, and authorize the city manager to execute necessary agreements.

Summary

City Council allocated \$40,000 in the current fiscal year to be used for Community Promotions. Thirty-seven (37) applications for funding were received.

At the September 26, 2017, Work Session, Council directed staff to remove any applications from the Community Promotions process if:

1. The request was cash only (Council did not grant **any** cash requests for FY18);
2. The organization receives other funding from the City, such as One Cent;
3. The event does not meet the eligibility requirements of bringing people to town **and** improving quality of life for Casper residents;
4. The application was not submitted by the deadline and/or the final report for funds awarded in FY17 was late or not submitted;
5. The organization is a for-profit business; or
6. The organization is a governmental entity.

After review based on the above criteria, thirteen (13) of the original thirty-seven (37) applications remained eligible to receive Community Promotions funding.

Council completed the voting process during the October 17, 2017, pre-session of the Regular Council Meeting. The results of the requests call for Council to award \$26,493.32, including fee reductions for in-kind services and facilities that are worth \$9,358.32 and \$17,135.00, respectively, to the following organizations:

	Organization	Event Name	Final Result
1	Casper Amateur Hockey Club	Season Events: 7/1/17 - 6/30/18	\$11,700.00
2	Casper Marathon	Casper Marathon	\$416.18
3	Casper Soccer Club	Casper Fall Classic	\$696.50
4	Casper Soccer Club	Spring Jamboree	\$684.50
5	Casper Soccer Club	Wyoming State Cup	\$970.50
6	Eddie McPherson Memorial	Eddie McPherson Memorial Midget A Tournament	\$2,880.00
7	Nicolaysen Art Museum	NIC Fest 2018	\$5,863.48
8	Special Olympics	2017 Fall Tournament	\$2,275.36
9	Special Olympics	2017 Summer Sports Classic	\$1,006.80
Total			\$26,493.32

Financial Considerations

Expenditure of \$26,493.32 of budgeted revenue in the General Fund for the current fiscal year to be used for Community Promotions in FY18.

Oversight/Project Responsibility

Tanya Johnson, Special Projects Coordinator

COMMUNITY PROMOTIONS
FUNDING GUIDELINES AND POLICIES
FY 2017

These guidelines will be used by the Casper City Council to evaluate fund requests received from non-profit organizations.

I. Intent of the Community Promotions Process

1. Cash Funding

a. The cash funds allocated by Council should be utilized to:

1. Bring people to the community so as to enhance economic development, **and**
2. To improve the quality of life for residents of Casper.

2. In-Kind and Facilities Requests

a. The in-kind and facility funds allocated by Council should be utilized to:

1. Bring people to the community so as to enhance economic development, **or**
2. To improve the quality of life for residents of Casper.

3. The funds allocated by Council should be used to provide activities that will increase the usage of existing City facilities.

a. It is the intent of Council to use the Community Promotions funds to support programs and events that provide a direct benefit to the citizens of Casper, as opposed to fundraising events which provide a more indirect benefit. Therefore, Council will show preference to non-fundraising events.

II. Available Funding

1. Requests for funding will be divided into three categories: Cash, In-kind Staffing and Services, and Facility Requirements. Calculations of the value of these Services and Facilities will be provided by City staff, based upon information provided by the various groups and documentation of costs incurred in previous years.
2. The Council may award up to 50% of the value of any In-Kind Service or Facility Rental. The remainder must be covered by the applicant. Applicants may not request Cash awards to pay for the uncovered portion of these requests.
3. All cash awards will be on a reimbursement-basis only. **Original** receipts for expenditures made to support the activity must be presented in order for payments to be approved. Photocopied receipts will not be accepted.

4. No funding will be provided for operational expenses, capital purchases or salaries. Funding requests should be directed to the actual expenses associated with a specific special program or event.
5. No funds will be available to pay for ancillary services at the Casper Events Center. Ancillary services include equipment rental (such as tables and stages), labor costs (such as event setup and box office service), and any food and beverage expenses. These expenses must be covered by the applicant, and they will be in addition to the applicant's portion of the facility rental fee. Applicants may not request cash awards to pay for these ancillary services.

III. Award Process

1. Applications will be due by 3:00 p.m. on July 15, 2016, in order to be considered for funding in the Fiscal Year 2017. Submissions for consideration after this date and time will not be considered.
2. Once the applications have been processed by City staff, Staff will then meet to discuss the applications. Select applicants may be invited to address Council to clarify their applications and answer questions.
3. Staff will evaluate Community Promotions applications to decide if they meet the requirements/guidelines of Community promotions. Those applications that are not do not meet the requirements will be redlined so Council may see that they are not eligible for funding. Similarly, if the applicant has not met the requirements from a previous year, such as turning in their final report, they will also be redlined.
4. Those applications that meet the guidelines will then be sent forward to the Council. At this time, each Council member will:
 - a. Vote to **grant** or **deny** each applicant's request for In-Kind services. Each Council member will make a single up or down vote for each applicant's In-Kind requests. Requests for In-Kind services that receive a majority of votes in favor will receive a 50% waiver on the price of each of the services requested. *For example:* If the applicant requested a service which normally costs \$300, and the request was approved, then the applicant could purchase the service for \$150 (a 50% reduction from the normal price).
 - b. Vote to **grant** or **deny** each Facility Rental request. Each Council member will make a single up or down vote for each applicant's Facility requests. Facility requests that receive a majority of votes in favor will receive a 50% waiver on the cost to rent the facilities requested.

- a. Indicate a **dollar amount** that they would like to grant in cash toward each Cash request. Each council member may enter a dollar amount for each cash request, ranging from zero up to the total amount requested. If a majority of the votes are to award zero dollars in cash, then no cash will be awarded to that applicant. If a majority of the cash votes are greater than zero, then the applicant will receive a cash award equal to the average of the dollar amounts of the votes. Any zero dollar votes will be included in that averaging calculation.
5. No Council member may submit votes that exceed the total amount of Community Promotions funds available. This includes the total of all Cash, In-Kind, and Facility requests that the Council member would like to award.
6. Every organization that receives Community Promotions funding will be asked to submit a final report. If the award was support for an event, then the report will be due to the City within 30 days of the conclusion of the event. If the award was support for a program, then the final report will be due within thirty days of the conclusion of the program, or within 30 days of the conclusion of that fiscal year, whichever is soonest. The timely filing of this report will be taken into consideration when considering future years' allocation requests.
7. A historical record will be compiled for each organization receiving funds from the Community Promotions Budget in order to give future Councils a basis for evaluating future requests.