


STAFF REPORT

To: Mayor and City Council Date: February 12, 2008
Via: Gary Jackson, City Manager 
From: Roderick Simmons, Parks and Recreation, Director
Subject: Consideration of 2008 Event Applicants for Co-Sponsorship

Summary Statement: Consideration of a resolution approving co-sponsored events for the remainder of 2008.

Review: The City of Asheville co-sponsors events that benefit local non profit organizations and enhance the community with public events, parades, and festivals. For 2008, the City's financial contribution to co-sponsored events is estimated at **\$243,178.69** of in-kind goods and services. Please see the enclosed list containing the list of applicants for co-sponsored events in 2008.

In an effort to estimate the true costs to the City of Asheville, the Parks and Recreation Department is using a full cost accounting approach that calculates direct costs (such as police, fire, and labor) along with lost revenue (such as permit fees, water usage, and facility use fees). This formula accounts for a significant increase over the costs presented to the City Council in previous years (\$76,267 in 2006 and \$72,000 in 2007).

The Parks and Recreation and Cultural Arts Department has also seen an increase in the number of eligible applicants for co-sponsorship (27 applicants in 2006 and 2007 with 34 applicants in 2008), which also accounts for the increase in the cost of the co-sponsorship. The co-sponsorship support has also led to organizations increasing the number of occurrences for their events which total 101 for 2008. In 2005 there were 69 occurrences, 48 occurrences in 2006, and 46 occurrences in 2007.

If this program continues to grow at this rate, the City of Asheville risks a significant drain on limited resources, which could result in inadequate service to the City and to the co-sponsor applicants. Additionally, the current process of co-sponsorship approvals coming at the start of the calendar year does not give other City departments who support these events adequate time to plan their budgets for these events.

Below are the Pros and Cons of co-sponsorship at the current level.

Pros:

- Generates money for the local economy.
- Provides additional quality cultural programming and diversity.
- Allows fundraising opportunities for charities.
- Expands and enhances special events and festivals in Asheville.

Cons:

- Events put a strain on City resources such as Police, Fire, Sanitation, etc.
- Events contribute to decline on infrastructure and equipment provided to the organizers.

Recommendation: The Asheville Parks and Recreation Department requests City Council to consider and take action on the 2008 requested co-sponsored events and allow staff to evaluate the current application requirements and procedures and come back to City Council at a later date to review new procedures and recommendations for co-sponsorship that would provide better service without compromising City resources.

Attachment:

(1) 2008 Co-Sponsor Event List

2008 Co-Sponsor Event List

Event Name	Date	Type	# of Occurrences	In-Kind/Lost Revenue Support
AIDS Walk	10/4/2008	Walk/Fundraiser	1	\$360.00
Asheville Cit-Times Half Marathon	7/20/2008	Race	1	\$5,665.44
Asheville Criterium	4/19/2008	Race	1	\$5,883.09
Asheville Earth Day Celebration	9/26/2008	Festival	1	\$5,951.04
Asheville Greek Festival	9/27/2008	Festival	3	\$12,246.43
Biltmore - Kiwanis 15K/5K Classic	9/28/2008	Race/Fundraiser	1	\$616.34
Buddy Walk	9/13/2008	Walk/Festival	1	\$826.40
Celebration Israel	5/18/2008	Festival	1	\$1,303.24
CROP Walk	10/11/2008	Walk/Fundraiser	1	\$517.00
Downtown After 5	5/4/2008 thur 9/19/2008	Festival	5	\$17,497.20
End of Summer Family Fish Fry	10/12/2008	Block Party/Festival	1	\$2,426.24
Festival in the Park	5/3/2008 thru 12/13/2008	Festival	45	\$21,634.00
Goombay	8/22/2008 thru 8/24/2008	Festival	3	\$40,641.42
Halloween Dog Festival	10/25/2008	Festival	1	\$823.24
Hard Lox Jewish Food Festival	10/19/2008	Festival	1	\$3,891.54
Houses of Worship Walk-a-Thon	5/18/2008	Walk	1	\$1,247.70
JCC Falafel 5K	5/4/2008	Race	1	\$2,658.24
March for Babies	4/26/2008	Walk/Fundraiser	1	\$2,071.44
Memory Walk	5/17/2008	Walk/Fundraiser	1	\$1,788.14
Midday Musicals	8/28/2008 thru 10/2/2008	Concert	6	\$1,676.20
Montford Music & Arts Festival	5/17/2008	Festival	1	\$5,203.04
Night of the Ninja	5/24/2008	Race/Fundraiser	1	\$2,282.00
Oasis Shrine Parade	11/8/2008	Parade	1	\$44,390.00
Organicfest	9/6/2008	Festival	1	\$5,025.04
Professional Cycle Races	9/14/2008	Race/Fundraiser	1	\$10,303.09
Rockin the River Raft Race	8/2/2008	Festival/Fundraiser	1	\$3,884.00
Run for the Horses	9/20/2008	Walk/Fundraiser	1	\$2,154.64
Shamrock Run	3/15/2008	Race/Fundraiser	1	\$2,798.24
Shindig on the Green	8/28/2008 thru 8/30/2008	Performance	8	\$19,852.52
Smoky Mountain Toy Run	12/6/2008	Parade/Fundraiser	1	\$5,130.94
Super Hero Race	11/8/2008	Race/Fundraiser	1	\$1,202.00
Thomas Wolfe 8K Road Race	9/27/2008	Race/Fundraiser	1	\$2,248.24
Urban Trail Block Party	8/14/2008 thru 9/13/2008	Block Party/Festival	4	\$6,360.76
WNC Run/Walk for Autism	9/20/2008	Walk/Fundraiser	1	\$1,365.90
TOTAL			101	\$241,924.75
<i>Martin Luther King, Jr. Peace March (Previously Dispositioned)</i>				<i>\$1,253.94</i>
City of Asheville In-Kind Services/Lost Revenue Total				\$243,178.69

Minimum Requirements for Co-Sponsorship:

1. The requesting applicant must represent a non-profit organization as defined by state or federal tax law.
2. The requesting applicant/organization does not discriminate on the basis of race, color, creed, sex, sexual orientation, age, political or religious affiliation, ethnicity, national origin or economic standing.
3. The proposed event is community focused and recreational in nature.
4. The proposed event is open to the general public.
5. The proposed event has been planned to facilitate a positive impact to the community.
6. Eligibility for co-sponsorship status is based on successful completion and submittal of application, agreements, letters of petition and/or contracts within the specified period of time.

Matrix to evaluate potential City of Asheville co-sponsored events:

The Office of Special Events Task Force, along with the Festival Coordinator, reviews all applications for co-sponsorship. Each is evaluated on the matrix below, for a final score.

The matrix is divided into two parts. The first part evaluates the financial benefit of each event which is assigned numerical weights based on the strength of that benefit. The second part deals with the benefit to the community, which gives value for events that make Asheville a better place through a number of different methods. Both parts have the potential for the same total, allowing an event that is strong in one but weak in the other to compete fairly for City co-sponsorship.

Each measure is given a score of 1 to 10, with 10 being the highest. This score is multiplied by that measure's weight, then all measures totaled for an event's final score.

Economic Development:

- **Room Nights (Weight 3)**
 - Measures the potential number of out-of-town guests that will stay in a hotel for the night of the event. Events that are multiple nights and have full hotels every night rank highest over events that are one night and have full hotels.
- **Out of Town Spending (Weight 2)**
 - Measures how many regional attendees an event draws, and how much they spend while in Asheville. These are attendees that will likely return home to sleep, but may return for multiple days.
- **Local Spending (Weight 1)**
 - Measures the increase in spending by Asheville residents due to the event.
- **Return Visits (Weight 2)**
 - Measures how many visitors to the event return at other times due to the event. This can also be used to measure increased visits to Asheville due to promotion by an event by individuals who do not actually attend the event itself.

Community Development

- **Funds Raised for Charities (Weight 2)**
 - Measures the potential for charities to profit from the event.
- **Attention Raised about Health Concerns (Weight 2)**
 - Measures the potential health benefit of an event. This can be from awareness building at the event or pre-event promotion.
- **Community Development (Weight 2)**
 - The degree to which the event helps Asheville develop a stronger community feel. Events that rate high in this category will unite individuals for common purposes and aid them in connecting to the whole of the Asheville community.
- **Cultural Understanding (Weight 2)**
 - This measures the potential to aid in cultural dialogue and exchange key components of a healthy community.

In addition to the scale above, returning events are given a -10 to +10 score for the degree to which they delivered on their plans.

RESOLUTION NO. 08-_____

RESOLUTION APPROVING LIST OF CO-SPONSORED EVENTS FOR 2008

WHEREAS, the Parks and Recreation Department presents for consideration a list of co-sponsored events in 2008; and

WHEREAS, the applicant provides estimated impact for such areas as economic development, out-of-town spending, whether the event is designed for raising funds for local charities, or whether the event increases cultural understanding for the community; and

WHEREAS, a total of 27 events were approved in 2007; and

WHEREAS, in 2008, 34 applications have met the current criteria for co-sponsorship, representing an estimated cost to the City of \$243,178.69 of in-kind support and lost revenue;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The attached list of co-sponsored events for 2008 is approved.

Read, approved and adopted this 19th day of February, 2008.

CITY CLERK

MAYOR

Approved as to form:

CITY ATTORNEY