

CITY OF TIGARD, OREGON
13125 SW HALL BLVD.
TIGARD, OREGON 97223
503-718-2487

COMMUNITY EVENTS FUNDING REQUEST

Community Event is an activity that is of short duration that brings together the citizens of Tigard for entertainment and/or educational purposes in a public setting.

Due: February 12, 2015

Event Name: Downtown Tigard Events (Street Fair, Trick or Treat Main Street, Tree Lighting, Art Walk and 3rd Fridays)

Address: 12345 SW Main Street

City, State, Zip: Tigard, OR 97223

Contact Name: Steve DeAngelo, Chair, Tigard Downtown Alliance (TDA)

Telephone Number: 503-620-9020

E-mail address: steve@cateringbydeangelos.com

1. **Request** (express in whole dollar amounts only)

Cash	\$10,000
In-Kind Services-hours (use of city property, city staff support, etc. Please explain the services requested on a separate sheet)	See Attached
Total Request	\$10,000

2. **Purpose of Funding Request:**

Our goal is to provide an opportunity to Tigard's 50,000 plus residents to gather and connect with Tigard's Downtown core area through marketing and executing the following downtown events.

Street Fair - \$3500

To assist in offsetting primarily marketing & advertising costs associated with holding this annual free event, which is now in its 4th year and will be held on September 12th, 2015. Funding will also help to "grow" the event, enabling marketing/advertising to the community at large, as well as helping to defray associated costs such as staging, entertainment, signs, banners, flyers.

Trick or Treat Main Street - \$500

To assist in offsetting primarily marketing & advertising costs associated with holding this annual free event, which is held every year on October 31st or the closest weekday to that day. Funding will also help to create merchant engagement, enabling marketing/advertising to the community at large, as well as helping to defray associated costs such as signs, banners, flyers.

Tree Lighting - \$2500

To assist in offsetting costs associated with holding this annual free event, which is held every year on the first Friday in December. Funding will also help to “grow” the event, create more community engagement, enabling marketing to the community at large, as well as helping to defray associated costs such as staging, professional lighting, signs, banners, flyers, as well as to possibly invest in seasonal street decorations

Art Walk –\$2500 Now in Year 2 - Planned for 1st 2 weeks of May 2015, kicking off May 1st with the official dedication of the new Downtown Tigard gateway art and culminating on 3rd Friday in May. Art will be placed in 18-25 main street businesses for a 2 week period. Trifold ballots issued encouraging community to patronize the businesses and vote on the art. Winning art selected by public will receive a prize as will juried art selection. Ballots turned in to local merchants. Ballots that have at least 80% fill rate may go in special drawing. Exploring the addition of two new features 1) Professional Graffiti art demos with the finished product kept to display in Downtown Tigard. 2) A pop up gallery with Art for sale is being explored in partnership with Dave Nicoli in the old Frame Central building. Participating businesses will be encouraged to become TDA members. Funding will help offset costs of marketing & advertising plus cash prizes for public and juried winners as well as art supplies and possible costs associated with pop up gallery. We are also engaging with local performing arts organizations to cross promote each others events during the Art Walk (Ballroom Dance Co, Mask & Mirror, Broadway Rose, Joy Cinema’s as examples).

3rd Friday - \$1000 To assist in offsetting primarily marketing & advertising costs associated with communicating with the community and providing more visibility for 3rd Friday activities in Downtown Tigard. Funding will also help to create merchant engagement, enabling marketing/advertising to the community at large, as well as helping to defray associated costs such as signs, banners, and flyers.

3. How will this event benefit the Tigard Community?

Help foster a deeper sense of community for all residents, enhance awareness of Downtown Tigard’s unique merchant and gathering places, thereby stimulating increased economic activity in downtown and improving the prosperity of Tigard overall and an increased tax base. Also helps achieve City of Tigard and Tigard City Council vision for Downtown as a walkable village with ample opportunity for all ages to live, work and play.

4. How many Tigard residents do you anticipate participating in this event (or these events)?

Anywhere from 300-3,000 depending on the event. Our goal collectively would be to attract 12,000-15,000 residents and visitors to downtown Tigard through the aforementioned events annually

5. Please submit the following information with this request:

- a. Most recent annual budget compared with the prior year’s actual revenues and expenditures. The Budget should identify the period to which it applies, beginning and ending balances, major revenue sources, major expenditure categories, and number of authorized positions.
- b. Audit report or financial statements for the last fiscal year.
- c. Articles of Incorporation.*
- d. 501(c)(3) status.*
- e. Organization Bylaws*

* Information not required if it has been submitted at least once in the last five years.

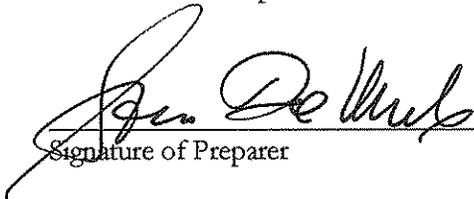
Bookkeeping records and financial data are held by the fiscal agent and are attached. Articles of incorporation are attached. By laws attached. We have applied for 501c3 status, and are currently

recognized by the State of Oregon as a Domestic Non Profit and are waiting confirmation of our Federal Tax status. Our fiscal agent is a 501c6

Please note that a lack of adequate financial information could result in denial of request.

STEV8

Print Name of Preparer



Signature of Preparer

2/9/15

Date

Tigard Downtown Alliance
Profit & Loss
January through December 2014
Actuals Proposed Budget
2014 2015

Ordinary Income/Expense

Income

Art Walk	\$ 275	\$	500
WCVA Grant		\$	52,545
City of Tigard Event Grants	\$ 6,700	\$	10,000
City of Tigard TDA Grants	\$ -	\$	2,500

Corporate Sponsorship Packages

Platinum Presenting Sponsor	\$ 10,000	\$	5,000
Corporate Sponsorship Packages - Other	\$ 2,500	\$	2,500
Total Corporate Sponsorship Packages	\$ 12,500	\$	7,500

Downtown Tigard Street Fair

Beer Garden	\$ 256	\$	300
Street Fair Sponsorship (TRADE)	\$ 3,900	\$	3,900
Tigard Street Fair Sponsorships	\$ 100	\$	100
Downtown Tigard Street Fair - Other	\$ 1,744	\$	2,194
Total Downtown Tigard Street Fair	\$ 6,000	\$	6,494

Program Income

TDA Membership Dues	\$ 2,348	\$	3,240
Total Program Income	\$ 2,348	\$	3,240

Total Income \$ 27,823 \$ 82,779

Gross Revenue **\$ 27,823** **\$** **82,779**

Expense

Art Walk Expenses	\$ 1,609	\$	2,000
Business Expenses			
Business Registration Fees	\$ 50	\$	50
Total Business Expenses	\$ 50	\$	50

Contract Services

Fiscal Agent Fees	\$ 2,392	\$	7,888
Outside Contract Services	\$ 697	\$	1,000
Contract Services - Other	\$ -		
Total Contract Services	\$ 3,089	\$	8,888

WCVA Grant Expenses	\$ 850	\$	52,545
Other Types of Expenses			
Other Costs	\$ 30		

Tigard Downtown Alliance
Profit & Loss
 January through December ~~2014~~ **2014**

2015

Total Other Types of Expenses	<u>\$ 30</u>	
Street Fair Expenses		
Advertising - SF	\$ 475	
Entertainment - Music	\$ 800	
Entertainment - Other	\$ 384	
PayPal Transaction Fees	\$ 30	
Sanitation	\$ 8	
Signage - SF	\$ 52	
Street Fair Advertising (TRADE)	\$ 2,000	
Street Fair Equipment (TRADE)	\$ 1,200	
Street Fair Equipment Rental	\$ 667	
Street Fair Signage (TRADE)	\$ 700	
Supplies - SF	\$ 85	
Street Fair Expenses - Other	\$ 308	
Total Street Fair Expenses	<u>\$ 6,709</u>	<u>\$ 8,051</u>
Travel and Meetings		
Conference, Convention, Meeting	\$ 387	\$ 1,500
Total Travel and Meetings	<u>\$ 387</u>	<u>\$ 1,500</u>
Tree Lighting Expense	<u>\$ 1,409</u>	<u>\$ 2,000</u>
Total Expense	<u>\$ 14,134</u>	<u>\$ 75,034</u>
Net Ordinary Income	<u>\$ 13,690</u>	<u>\$ 7,745</u>
Net Income	<u><u>\$ 13,690</u></u>	<u><u>\$ 7,745</u></u>

Tigard Downtown Alliance
Profit & Loss
January through December 2014

Ordinary Income/Expense

Income

Art Walk
WCVA Grant
City of Tigard Event Grants
City of Tigard TDA Grants

Corporate Sponsorship Packages
Platinum Presenting Sponsor
Corporate Sponsorship Packages - Other
Total Corporate Sponsorship Packages

Downtown Tigard Street Fair
Beer Garden
Street Fair Sponsorship (TRADE)
Tigard Street Fair Sponsorships
Downtown Tigard Street Fair - Other
Total Downtown Tigard Street Fair

Program Income
TDA Membership Dues
Total Program Income

Total Income

Gross Revenue

Expense

Art Walk Expenses
Business Expenses
Business Registration Fees
Total Business Expenses

Contract Services
Fiscal Agent Fees
Outside Contract Services
Contract Services - Other
Total Contract Services

WCVA Grant Expenses
Other Types of Expenses
Other Costs

Tigard Downtown Alliance
Profit & Loss
January through December 2014

Total Other Types of Expenses

Street Fair Expenses

- Advertising - SF
- Entertainment - Music
- Entertainment - Other
- PayPal Transaction Fees
- Sanitation
- Signage - SF
- Street Fair Advertising (TRADE)
- Street Fair Equipment (TRADE)
- Street Fair Equipment Rental
- Street Fair Signage (TRADE)
- Supplies - SF
- Street Fair Expenses - Other

Total Street Fair Expenses

Travel and Meetings

- Conference, Convention, Meeting

Total Travel and Meetings

Tree Lighting Expense

no authorized headcount, volunteers and
leveraging Chamber/City Contract labor for
Events except Art Walk

Total Expense

Net Ordinary Income

Net Income

Tigard Downtown Alliance Profit & Loss

January through December 2014

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	TOTAL
Ordinary Income/Expense													
Income													
Art Walk	0.00	0.00	0.00	0.00	150.00	125.00	0.00	0.00	0.00	0.00	0.00	0.00	275.00
City of Tigard Grants	0.00	0.00	0.00	0.00	0.00	6,700.00	0.00	0.00	0.00	0.00	0.00	0.00	6,700.00
Corporate Sponsorship Packages													
Platinum Presenting Sponsor	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Corporate Sponsorship Packages - Other	0.00	0.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Total Corporate Sponsorship Packages	0.00	0.00	0.00	0.00	0.00	10,000.00	2,500.00	0.00	0.00	0.00	0.00	0.00	12,500.00
Downtown Tigard Street Fair													
Beef Garden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	256.00	0.00	0.00	0.00	0.00	256.00
Street Fair Sponsorship (TRADE)	0.00	0.00	0.00	0.00	0.00	0.00	3,400.00	500.00	0.00	0.00	0.00	0.00	3,900.00
Tigard Street Fair Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	100.00
Downtown Tigard Street Fair - Other	0.00	0.00	0.00	0.00	250.00	0.00	784.97	704.75	0.00	4.00	0.00	0.00	1,743.72
Total Downtown Tigard Street Fair	0.00	0.00	0.00	0.00	250.00	0.00	784.97	4,460.75	500.00	4.00	0.00	0.00	5,999.72
Program Income													
TDA Membership Dues	0.00	0.00	100.00	0.00	0.00	50.00	158.33	0.00	0.00	0.00	0.00	2,040.00	2,348.33
Total Program Income	0.00	0.00	100.00	0.00	0.00	50.00	158.33	0.00	0.00	0.00	0.00	2,040.00	2,348.33
Total Income	0.00	0.00	100.00	0.00	400.00	10,175.00	10,143.30	4,460.75	500.00	4.00	0.00	2,040.00	27,823.05
Gross Profit	0.00	0.00	100.00	0.00	400.00	10,175.00	10,143.30	4,460.75	500.00	4.00	0.00	2,040.00	27,823.05
Expense													
Art Walk Expenses	0.00	0.00	0.00	0.00	0.00	1,100.00	509.20	0.00	0.00	0.00	0.00	0.00	1,609.20
Business Expenses													
Business Registration Fees	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
Total Business Expenses	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
Contract Services													
Fiscal Agent Fees	22.00	0.00	0.00	0.00	0.00	1,042.50	961.00	0.00	159.40	0.00	0.00	207.40	2,392.30
Outside Contract Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	450.00	0.00	0.00	226.00	21.19	697.19
Contract Services - Other	0.00	0.00	0.00	0.00	561.00	0.00	-561.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Contract Services	22.00	0.00	0.00	0.00	561.00	1,042.50	400.00	450.00	159.40	0.00	226.00	228.59	3,089.49
Glass Baskets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	850.00	850.00
Other Types of Expenses													
Other Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	29.90	0.24	30.14

Tigard Downtown Alliance

Profit & Loss

January through December 2014

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	TOTAL
Total Other Types of Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	29.90	0.24	30.14
Street Fair Expenses													
Advertising - SF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	475.00	0.00	0.00	0.00	475.00
Entertainment - Music	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00	0.00	0.00	0.00	0.00	800.00
Entertainment - Other	0.00	0.00	0.00	0.00	0.00	50.00	334.00	0.00	0.00	0.00	0.00	0.00	384.00
PayPal Transaction Fees	0.00	0.00	0.00	6.70	0.00	12.98	10.20	0.00	0.00	0.00	0.00	0.00	29.88
Sanitation	0.00	0.00	0.00	0.00	0.00	0.00	8.24	0.00	0.00	0.00	0.00	0.00	8.24
Signage - SF	0.00	0.00	0.00	0.00	0.00	0.00	6.73	45.49	0.00	0.00	0.00	0.00	52.22
Street Fair Advertising (TRADE)	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Street Fair Equipment (TRADE)	0.00	0.00	0.00	0.00	0.00	0.00	700.00	500.00	0.00	0.00	0.00	0.00	1,200.00
Street Fair Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	666.77	0.00	0.00	0.00	0.00	666.77
Street Fair Signage (TRADE)	0.00	0.00	0.00	0.00	0.00	0.00	700.00	0.00	0.00	0.00	0.00	0.00	700.00
Supplies - SF	0.00	0.00	0.00	0.00	0.00	66.00	18.99	0.00	0.00	0.00	0.00	0.00	84.99
Street Fair Expenses - Other	0.00	0.00	0.00	0.00	0.00	0.00	308.05	0.00	0.00	0.00	0.00	0.00	308.05
Total Street Fair Expenses	0.00	0.00	0.00	6.70	0.00	128.98	4,886.21	1,687.26	0.00	0.00	0.00	0.00	6,709.15
Travel and Meetings													
Conference, Convention, Meeting	0.00	0.00	0.00	0.00	387.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	387.00
Total Travel and Meetings	0.00	0.00	0.00	0.00	387.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	387.00
Tree Lighting Expense	158.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,250.00	1,408.57
Total Expense	230.57	0.00	0.00	567.70	2,529.50	1,038.18	5,336.21	1,846.66	0.00	255.90	2,328.83	14,133.55	14,133.55
Net Ordinary Income	-230.57	0.00	100.00	0.00	-167.70	7,645.50	9,105.12	-875.46	-1,346.66	4.00	-255.90	-288.83	13,689.50
Net Income	-230.57	0.00	100.00	0.00	-167.70	7,645.50	9,105.12	-875.46	-1,346.66	4.00	-255.90	-288.83	13,689.50

Event	Department/Organization
Tree Lighting	TVF&R
Tree Lighting	TVF&R
Tree Lighting	Tigard PD
Tree Lighting	Tigard PD
Tree Lighting	City Hall
Tree Lighting	Public Works/Parks
Tree Lighting	City Hall
Tree Lighting	City Hall
Tree Lighting	City Hall
Tree Lighting	City Hall/Library
Street Fair	Public Works/Parks
Street Fair	Police Dept
Trick or Treat Main Str	Police Dept
Street Fair	TVF&R
Street Fair	Main Street Contractor?
Street Fair	Public Works/Parks
Street Fair	Public Works/Parks
Street Fair	Public Works/Parks
Street Fair	City Hall
Street Fair	Permitting & Planning
Street Fair	City Hall
Street Fair	City Hall
Street Fair	City Hall/Library
Trick or Treat Main Str	Police Dept
Trick or Treat Main Str	TVF& R
Trick or Treat Main Str	Police Dept
Trick or Treat Main Str	PW
Trick or Treat Main Str	Police Dept

Trick or Treat Main Str	City
Trick or Treat Main Str	Library
Trick or Treat Main Str	City
Trick or Treat Main Str	City
Art Walk	City Hall
Art Walk	City Hall
Art Walk	City Hall/Library
3rd Friday	City Hall
4th Friday	City Hall/Library

Service	Hours/Estimated Value
Help with tree lights (lift-truck)	6
Transport for Santa and Mrs. Claus	2
Traffic control night of event	3
Create thank-you banners	\$400
Cityscape, website & social media promotion	
Storage	\$720 annually
Lighting Check (November)	2
Use of Liberty Park as venue	5
Help with electrical box	3
Provide and place barricades	2
Provide cones and candles as needed	2
Provide portable speaker system	\$200
Announcements in Cityscape and web (including Neighborhood Websites)	
Mayor speaks	
City Council members attend	
Posting of event flyer for promotion in Library and city Hall	
Install banners	2 hours
Police vehicle with cadets for kid zone	6 hours
police and cadets to ensure cross walk, road closure and intersection safety during event	6 hours
TVF&R equipment (Fire truck) for kid zone	6 hours
Bull dozer for photo ops in kid zone	6 hours
Barricades and placement of No Parking barricades	2 hours
Use of the Burnham public lot	24 hours
Digital signage at each end of Main signifying Street Fair	8 hours
City Council members attend	
Approve the permit, waiver of any associated fees	
Provide portable speaker system	\$ 200.00
Cityscape, website & social media promotion	1 hour? /priceless
Posting of event flyer for promotion in Library and city Hall	10 min /priceless
Police vehicle with cadets for kid area	2 hours
TVF&R equipment (Fire truck) for kid zone	2 hours
Mgruff in costume?	
Digital signage at each end of Main signifying Halloween event	5 hours
police and cadets to ensure cross walk safety during event	2 hours

Permit approval and waiver of any associated fees	
Library can engage day of as community outreach	
Cityscape, website & social media promotion	1 hour? /priceless
Posting of event flyer for promotion in Library and city Hall	10 min /priceless
Consideration of purchase/lease of publicly selected art for display in library	
Cityscape, website & social media promotion	1 hour? /priceless
Posting of event flyer for promotion in Library and city Hall	10 min /priceless
Cityscape, website & social media promotion	1 hour? /priceless
Posting of event flyer for promotion in Library and city Hall	10 min /priceless