

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: Tigard Festival of Balloons  
Address: 19000 SW Cipole Rd.  
City, State, Zip: Tualatin, OR. 97062  
Contact Name: Cindy Padilla / Dave Nicoli  
Telephone Number: 503.803.0239  
E-mail address: Cpadilla@dpnicoli.com

1. Request (express in whole dollar amounts only)

Cash

\$ 20,000.<sup>00</sup>

In-Kind Services-hours (use of city property, city staff support, etc. Please explain the services requested on a separate sheet)

65,000.<sup>00</sup>

Total Request

\$ 85,000.<sup>00</sup>

2. Purpose of Funding Request: In order to produce the Festival each year, we require cash sponsorships and in-kind services in order to help offset expenses.

3. How will this event benefit the Tigard Community?

This event provides the City with a positive and safe community event that helps many vital non-profits and schools in Tigard raise money and promotes local commerce.

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

Approximately 20K

5. Please submit the following information with this request:

- 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.
- Audit report or financial statements for the last fiscal year.
- Articles of Incorporation.\*
- 501(c)(3) status.\*
- Organization Bylaws\*

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

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

Cindy Padilla  
Print Name of Preparer

C Padilla  
Signature of Preparer

1.15.15  
Date



January 26, 2015

City of Tigard  
C/O Finance Department  
13125 SW Hall Blvd.  
Tigard, OR 97223

RE: Festival of Balloons Grant Request to the City of Tigard

Thanks to the City of Tigard and the community support for more than 30 years, the Festival of Balloons in Tigard has grown to be a premiere community event in Oregon and one of the premiere hot air balloon festivals in the Northwest. In 2014, the Festival of Balloons in Tigard celebrated its 30<sup>th</sup> Anniversary and set the path for continued growth. Event partnerships are critical to the sustainability and growth of this event, especially in this current economic climate. This year, the Festival of Balloons in Tigard, respectfully requests continued increased support from the City of Tigard, to support its efforts to showcase Tigard as the vibrant community it is -- more than just a "suburb of the Portland market".

The Festival of Balloons in Tigard is a non-profit organization dedicated to raising funds for many vital non-profit groups in Tigard, while providing a family-friendly event for the entire community. Groups benefiting from Festival funds have included: Tigard Breakfast Rotary, Tigard Lunch Rotary, American Cancer Society – Relay for Life Tigard-Tualatin, Tigard High School Boosters, Tigard High School Band Auxiliary, Tigard High School Grad Night Committee, Southside Soccer, and MANY local elementary, middle, and high schools with the Z100 promotion that we have created. The Festival of Balloons in Tigard raises approximately \$35,000 for local Tigard non-profits and local schools annually. We are VERY proud of this!

Every year, approximately 20,000 spectators, volunteers, and travelers arrive at Tigard's beautiful Cook Park to experience the amazing sight of up to twenty five hot air balloons, to shop at the craft vendor booths, to dare the rides at the area's finest carnival, listen to live music, or to root for their teams in the youth soccer tournament. Evenings of balloons glowing, food, and music, keeps the community entertained for three full days, attracting local residents who mingle among their fellow neighbors, as well as to welcome visitors to Tigard. The Festival proudly displays that Tigard is a great place to live and work.

Past funding from the City of Tigard annually has been a vital resource for this event. The in-kind services of approximately \$65,000 that has been provided are essential to the functionality of this community festival. To reach additional audiences with more aggressive marketing efforts, to enhance the guests' on-site experience, and due to these tough economic times where corporate sponsorship support has dwindled, the Festival of Balloons requests a \$20,000 cash grant plus the continued in-kind services support.

In return for this increased support, the Festival of Balloons will position The City of Tigard as a major sponsor of the Festival, complete with exposure on marketing and collateral materials, as well as the incorporation of a key city message into those marketing elements, as the City requests. We will gladly address additional specific City needs and are happy to host a meeting to finalize the details. Please contact Cindy Padilla at 503.612.8204 or at [cpadilla@dpmnicoli.com](mailto:cpadilla@dpmnicoli.com).

Thank you for your continued support of this important community event. We look forward to celebrating our 31<sup>st</sup> Anniversary this June 26<sup>th</sup> – 28<sup>th</sup> at Cook Park!

Sincerely,

*Cindy Padilla*

Cindy Padilla  
Executive Director

**Tigard Festival of Balloons, Inc.**  
**Profit & Loss**  
January through December 2014

	<u>Jan - Dec 14</u>
<b>Ordinary Income/Expense</b>	
Income	
Admissions Revenue	86,025.66
Parking Revenue	29,915.33
Shuttle Revenue	7,351.97
Field Merchant Revenue	35,543.99
Soccer Tourney Revenue	36,750.00
Wristband Day Revenue	15,993.18
Balloons Revenue	3,000.00
Car Show Revenue	4,410.18
Corporate Events Revenue	17,503.34
Sponsorships Revenue	40,697.00
Food & Beverage	647.00
5K Run Revenue	1,410.00
<b>Total Income</b>	<u>279,247.65</u>
<b>Cost of Goods Sold</b>	
Admissions Costs	9,210.59
Parking Costs	20,644.54
Shuttle Costs	4,897.00
Soccer Tourney Costs	30,797.96
Wristband Day Costs	759.00
Balloon (Pilot) Costs	22,211.89
Car Show Costs	4,291.00
Corporate Events Costs	10,049.84
Other Costs	69.86
<b>Total COGS</b>	<u>102,931.68</u>
<b>Gross Profit</b>	176,315.97
<b>Expense</b>	
Advertising - Festival	7,814.40
Bank & Merchant Fees	1,311.97
Equipment Rental and Maint	1,755.00
Event Staff (Temp)	4,875.00
Food and Beverage	247.11
Insurance Expense	10,601.00
Licenses, Permits, Misc Taxes	139.00
Lighting	1,330.38
Office Supplies	56.98
Misc Expenses	386.97
Port-A-Potties	4,598.60
Postage, Mailing Service	68.28
Professional Fees	50,366.42
Shirts & Clothing	576.15
Signs - Festival	4,388.89
Storage	-2,309.57
Telephone & Internet	1,344.00
Tents and Staging	16,046.25
VIP Tent - Meals, Drinks Etc	2,385.00
<b>Total Expense</b>	<u>105,981.83</u>
<b>Net Ordinary Income</b>	70,334.14
<b>Other Income/Expense</b>	
Other Income	
Other Income	463.01
Interest Earned	1.20
<b>Total Other Income</b>	<u>464.21</u>
<b>Other Expense</b>	
Other Expenses	24.95
<b>Total Other Expense</b>	<u>24.95</u>
<b>Net Other Income</b>	<u>439.26</u>
<b>Net Income</b>	<u><u>70,773.40</u></u>