

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.
Please complete each question.

Due: February 11, 2016

Event Name: Tigard Festival of Balloons
Address: 19600 SW Cipole Rd
City, State, Zip: Tualatin, OR. 97062
Contact Name: Cindy Murphy / Dave Nicoli
Telephone Number: 503.612.8204
E-mail address: CMurphy@dpnicoli.com

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

Cash

\$20,000.00

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

\$65,000.00

Total Request

\$85,000.00

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

3. **How will this event benefit the Tigard Community? Please be specific.**

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 promote local commerce.

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

Approx 20,000

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.

Tigard Festival of Balloons, Inc.
Profit & Loss
January through December 2015

	<u>Jan - Dec 15</u>
Ordinary Income/Expense	
Income	
Admissions Revenue	65,309.88
Parking Revenue	28,821.37
Shuttle Revenue	7,335.06
Field Merchant Revenue	21,038.92
Soccer Tourney Revenue	3,532.04
Carnival Revenue	18,784.33
Balloons Revenue	3,000.00
Car Show Revenue	2,291.26
Corporate Events Revenue	16,427.15
Sponsorships Revenue	33,378.00
Food & Beverage	843.00
5K Run Revenue	1,318.00
Total Income	<u>202,079.01</u>
Cost of Goods Sold	
Admissions Costs	9,239.66
Parking Costs	17,651.51
Shuttle Costs	8,151.75
Wristband Day Costs	516.00
Balloon (Pilot) Costs	20,784.45
Car Show Costs	3,048.12
Corporate Events Costs	11,732.15
Food and Beverage COGS	200.00
Total COGS	<u>69,323.64</u>
Gross Profit	132,755.37
Expense	
Advertising - Festival	19,329.70
Bank & Merchant Fees	824.93
Equipment Rental and Maint	419.22
Event Staff (Temp)	5,000.00
Food and Beverage	192.90
Insurance Expense	10,601.00
Licenses, Permits, Misc Taxes	776.00
Lighting	1,248.76
Office Supplies	355.49
Mileage	105.23
Misc Expenses	55.91
Port-A-Potties	4,208.90
Postage, Mailing Service	19.04
Professional Fees	53,645.44
Shirts & Clothing	616.10
Signs - Festival	2,493.29
Telephone & Internet	672.00
Tents and Staging	16,291.25
VIP Tent - Meals, Drinks Etc	2,500.85
Total Expense	<u>119,356.01</u>
Net Ordinary Income	13,399.36
Other Income/Expense	
Other Income	
Other Income	439.49
Interest Earned	1.82
Total Other Income	<u>441.31</u>
Other Expense	
Returned Check Charges	-3.98
Total Other Expense	<u>-3.98</u>
Net Other Income	<u>445.29</u>
Net Income	<u><u>13,844.65</u></u>



February 10, 2016

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 30th 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 \$30,000 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 cmurphy@dpmicoli.com.

Thank you for your continued support of this important community event. We look forward to celebrating our 32nd Anniversary this June 24th – 26th at Cook Park!

Sincerely,

Cindy Murphy

Cindy Murphy
Executive Director