

MEMORANDUM

TO: The Honorable Jaiza N. Page
FROM: Tony A. Collins, Director
SUBJECT: Funding of Special Events – Hotel/Motel Tax
DATE: February 8, 2016

Columbus Recreation & Parks appreciates the past support from the Hotel/Motel Fund and requests that funding continue for 2016. The following recommendation includes funding for both new and existing programs. The allocation of that funding is as follows:

	2015	2016
	<u>Funded</u>	<u>Requested</u>
Festival Latino	*\$40,000	\$25,000
Jazz & Rib Fest	\$25,000	\$25,000
Rhythm on the River	\$27,000	\$27,000
FountainSide Scioto Mile series	\$8,000	\$8,000
Sports Tournament Support	-	\$15,000
Fall Harvest Jamboree	\$7,000	\$5,000
CAC Visiting Artist Lecture	\$1,000	\$600
CAC Dare to be Heard Exhibit	\$5,000	\$5,400
Senior Destination Programs	\$2,000	\$2,000
City-wide music licensing	\$17,000	\$17,000
Scioto Mile program marketing	\$14,000	\$15,000
Special Fund	\$44,000	\$50,000
TOTAL	\$190,000	\$195,000

*** Indicates the actual amount awarded after Council increased funding following CRPD's initial request. Festival Latino (produced by CAPA) received an additional \$20,000, in the past Asian Festival has received supplemental awards from Council , however, they qualified for \$5,000 through the "Special Fund" in 2015 and no additional funds were allocated. Without additional dollars from Council, Festival Latino will be limited to the amount requested above and the Asian Festival will again be limited by program guidelines.**

Program Descriptions

Festival Latino – The festival offers music and dance performances from some of the finest international, regional and local artists, traditional Latin American cuisine, a community marketplace showcasing authentic arts and crafts, children's workshops, a community information area offering health screenings, and bilingual information about health, community services, education and employment opportunities.

Jazz & Rib Fest – A Columbus favorite and one of the region's largest free jazz festivals, Jazz & Rib Fest attracts 300,000 people downtown each July. The festival features three stages of continuous music, building on the strong history of jazz in Columbus. The event showcases local, regional and international jazz artists performing a variety of genres from traditional straight-ahead to contemporary. Rib vendors from across the country compete for best ribs honors as chosen by BBQ critics, sponsors, media and the public.

Rhythm on the River – This free summer performance series is held at Bicentennial Park on Friday evenings. 8-10 concerts will be scheduled for 2016 providing opportunities to showcase the Scioto Mile's amenities, support Milestone 229 restaurant, and offer additional cultural experiences for central Ohioans. The series will feature several evenings of eclectic music showcasing both local and regional talent, as well as, a free performance from BalletMet Columbus at the city's premiere downtown performance venue.

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FountainSide - This series showcases the fountain and park during lunch time on Wednesdays, serving area families, daycare facilities, and summer camps. Moving into our fourth full season, the series will include a variety of themed activities, educational workshops and activities which maximize the interactive nature of the fountain.

Sports Tournament Support- Lou Berliner Park is recognized nationally as a premiere mid-western athletic tournament facility. 58 local, regional and national tournaments are held at Berliner Park annually. Over 100,000 participants competed in 2015 tournaments generating an economic impact of \$67 million for the local economy. In addition to competitors, Berliner Park recorded over 1 million park visitations in 2015. Designation of funding to support Berliner Park operations will assure that it remains a vital community asset.

Senior Destination Programs- Targeted events that serve the aging population such as the 64th annual Creative Arts Event and Festival 50+ offer adults age 50 and older opportunities to showcase their talents and to experience unique one-time programs catering to their interests. Line dance events, poetry & writing workshops, art and craft exhibits and the annual COAAA Hall of Fame Awards Ceremony will be featured in 2016.

Scioto Mile Program Marketing – As we prepare for another season of spectacular free programming along the Scioto Mile, many programs and events have been created to complement this exciting new area Mile. Showcasing the Scioto Mile features and family friendly programming requires a consistent marketing effort. Branding the Scioto Mile programs with a professionally designed marketing campaign has helped catapult the “Mile” to a level of popularity that continues to lure Columbus residents and visitors to the new focal point of the city.

Fall Harvest Jamboree - This exciting fall event provides urban families a chance to come out to Smith Farm’s for a day to experience rural life. Families are able to enjoy a barn yard straw maze, horseback riding, art activities, petting zoo, corn maze, farm games such as sack races and pumpkin rolling, and rides on the hay wagon. Children can select a free pumpkin from the pumpkin patch, or stop by for a taste of homemade treats.

Cultural Arts Center Visiting Artist Workshop Week- This weeklong intensive experience allows us to bring in advanced artists from across the country. In addition to the workshops offered, we ask each of the visiting artists to present a talk and PowerPoint display about themselves and their works. This talk is free and open to the public.

Cultural Arts Center Dare to Be Heard Exhibit- This exhibit was designed to create a forum for discussing the challenges that creative women face in our society. Twenty female artists from around Ohio and the country will be invited to share their artwork in the Main Gallery during the months of Sept/Oct. 2016. The artwork will be accompanied by a series of programs including artist talks, film viewings, and workshops.

City-wide music licensing – All public performances of music, whether live, recorded or broadcast, must be licensed. Three organizations (ASCAP, BMI and SESAC) license performance rights for most of the music copyright holders in the U.S. The city holds a “Local Government Entities” (Municipal) license with these three licensing agencies. The Municipal license covers facilities owned and/or operated by the city and any site engaged by the city for use by the city. The license covers any activities conducted, sponsored or presented by or under the auspices of the city including but not limited to concerts, parades, festivals, athletic events, dances or other social events, aerobics classes, etc.* The Recreation and Parks Department has paid for the city-wide licenses for several years, but now requests funding from the Hotel/Motel tax as the benefits are far-reaching to various departments and municipal facilities. In addition to Recreation and Parks’ programs and facilities, some examples of coverage include: Martin Luther King Jr. Celebration, Heritage Jazz Series, Columbus Commons Productions, Veterans’ Day Parade, King Arts Complex, Lincoln Theatre, Franklin Park Conservatory, Columbus Zoo and Aquarium, and all other city conducted programs and facilities that play or present music.

**Municipal licenses do not cover special events with gross revenue exceeding \$25,000, such as the Jazz & Rib Fest. A separate Festivals/Special Events license is held for this purpose and paid through Jazz & Rib Fest revenue. Other specific coverage, exceptions and exclusions can be found in license agreement.*

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Special Fund – This program has been funded through the Hotel/Motel Fund since 2005. The following organizations were funded through the Special Fund (Partnership Through Sponsorship Program) in 2015. Awards are determined by event budget, public participation, event duration, and geographic location.

- Civitan Concert Series
- Southfield Reunion
- Westgate Summer Jam
- Responsible Father Day
- Stop the Violence Columbus Summer Jam
- Cultural Wall Music Festival
- Cruise the Ville
- Long Street Tour
- Hilltop Bean Dinner
- Gospelfest
- Clintonville July 4th
- First Night
- Autumnfest
- Good Neighbors Picnic for the Homeless
- Goodale Park Music Series

Planning for these events is well underway, and many of the community organizations are anxious to know if they will be receiving funds for 2016. Please let us know if you have any questions or require additional information.

C: Greg Davies, Chief of Staff
Joe Lombardi, Finance Director
Steve Aumiller, Recreation & Parks
Steve Hiland, Recreation & Parks