

MEMORANDUM

TO: The Honorable Jaiza N. Page

FROM: Tony A. Collins, Director

CC: Greg Davies, Chief of Staff
Joe Lombardi, Finance Director
Paul Rakosky, Deputy Director
Steve Hiland, Recreation & Parks

SUBJECT: Funding of Special Events – Hotel/Motel Tax

DATE: November 14, 2017

CRPD appreciates the past support from the Hotel/Motel Fund and requests the following funding to enhance cultural opportunities within the City for 2018. The following recommendation includes funding for events and programs that have a direct correlation on hotel/motel tax collections. We intend to allocate funding as follows:

	2017	2018
	<u>Funded</u>	<u>Requested</u>
City-wide music licensing	\$17,000	\$17,000
Sports Tournament Support	\$20,000	\$20,000
Jazz & Rib Fest	\$25,000	\$25,000
Special Fund (first time/community events)	\$50,000	\$50,000
Special Fund (city wide/regional events)	\$100,000	\$100,000
TOTAL	\$212,000	\$212,000

Program Descriptions

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. In addition to Recreation and Parks’ programs and facilities, coverage is extended to: 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.

Sports Tournament Support- Lou Berliner Park is recognized nationally as a premiere mid-western athletic tournament facility. Fifty-eight local, regional and national tournaments are held at Berliner Park annually. Over 100,000 participants competed in 2017 tournaments generating an economic impact over \$60 million for the local economy. In addition to competitors, Berliner Park recorded over 1 million park visitations in 2017. Designation of funding to support Berliner Park operations will assure that it remains a vital community asset.

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 local, regional and international jazz artists performing a variety of genres and 22 national rib teams that compete for best ribs honors as chosen by BBQ critics and the public.

Special Fund – The Partnership Through Sponsorship Program (1995-2016) was the foundation for providing financial support to neighborhood events. In 2017, the program was expanded to enable city-wide and regional events to apply for funding and re-branded as the Special Event Support Program. Awards are determined by a number of criteria including: event budget, public participation, event duration, and geographic location.

Planning for these events is underway, and many of the community organizations are anxious to know if there will be an opportunity to receive funds in 2018. Please let us know if you have any questions or require additional information.