

MEMORANDUM

TO: The Honorable Jaiza N. Page
FROM: Tony A. Collins, Director
SUBJECT: Funding of Special Events – Hotel/Motel Tax
DATE: December 27, 2016

Columbus Recreation & Parks appreciates the past support from the Hotel/Motel Fund and requests the following funding for 2017 cultural opportunities. This following recommendation includes funding for new and existing programs that have a direct correlation to hotel/motel tax collections. The allocation of that funding is as follows:

	2016	2017
	<u>Funded</u>	<u>Requested</u>
Festival Latino	*\$40,000	\$*0
Jazz & Rib Fest	\$25,000	\$25,000
Rhythm on the River	\$27,000	\$0
FountainSide Scioto Mile series	\$8,000	\$0
Sports Tournament Support	\$15,000	\$20,000
Fall Harvest Jamboree	\$7,000	\$0
CAC Visiting Artist Lecture	\$1,000	\$0
CAC Dare to be Heard Exhibit	\$5,000	\$0
Senior Destination Programs	\$2,000	\$0
City-wide music licensing	\$17,000	\$17,000
Scioto Mile program marketing	\$14,000	\$0
Special Fund (first time/community events)	\$44,000	\$50,000
Special Fund (city wide/regional events)	\$0	\$100,000
TOTAL	\$190,000	\$212,000

***Special Events Support Program event categories now provide free community events such as Festival Latino, Red, White & Boom, Pride Festival an opportunity to apply for funding and for events such as the Asian Festival to qualify for a larger award than previously available.**

Program Descriptions

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 2016 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 2016. 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 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.

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

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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.*

Special Fund – Through the Partnership Through Sponsorship Program funding for “community events” has been available from the Hotel/Motel Fund since 2005. The following organizations were funded in 2016. Awards are determined by event budget, public participation, event duration, and geographic location.

- Civitan Concert Series, Southfield Reunion, Westgate Summer Jam, Responsible Father's Day, Cultural Wall Music Festival, Cruise the Ville, Long Street Tour, Hilltop Bean Dinner, Gospelfest, Clintonville July 4th , First Night, Jazz on Joyce, Good Neighbors Picnic for the Homeless, Goodale Park Music Series.

The expansion of this base program will now enable city-wide and regional events to apply for funding as we rebrand the program as the Special Events Support Program (SESP). Events such as the following will now qualify for funding:

- Community Festival, Red, White & Boom, Festival Latino, Hot Times Arts & Music Festival, Independents Day Festival and the Pride Festival.

Planning for these events is well underway, and many of the community organizations are anxious to know if they will be receiving funds for 2017. Please let us know if you have any questions or require additional information.

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