



Legislation Details (With Text)

File #: 0861-2016 **Version:** 1

Type: Ordinance **Status:** Passed

File created: 3/22/2016 **In control:** Recreation & Parks Committee

On agenda: 5/2/2016 **Final action:** 5/4/2016

Title: To authorize the Director of the Department of Recreation and Parks to enter into contract with Red, White & BOOM, Inc. for the purpose of planning, promoting and executing Red, White & BOOM! 2016; to authorize the appropriation and expenditure of \$10,000.00 from the general fund, Neighborhood Initiatives subfund; and to authorize an expenditure of \$15,000.00 from the Recreation and Parks operating fund. (\$25,000.00)

Sponsors:

Indexes:

Code sections:

Attachments: 1. 0861-2016 Legislation Template

| Date | Ver. | Action By | Action | Result |
|-----------|------|-----------------------|-------------------------|--------|
| 5/4/2016 | 1 | CITY CLERK | Attest | |
| 5/3/2016 | 1 | MAYOR | Signed | |
| 5/2/2016 | 1 | COUNCIL PRESIDENT | Signed | |
| 5/2/2016 | 1 | Columbus City Council | Approved | Pass |
| 4/18/2016 | 1 | Columbus City Council | Read for the First Time | |

BACKGROUND: This legislation authorizes the Director of the Department of Recreation and Parks to enter into contract with Red, White & BOOM, Inc. to assist in defraying the costs associated with organizing, promoting and executing Red, White & BOOM! 2016.

Over the last 35 years Red, White & BOOM! has become a signature event for the City of Columbus and a staple Independence Day celebration throughout central Ohio and the Midwest. The day-long event attracts more than 400,000 people to downtown Columbus, making it the largest single-day event in central Ohio. Of those 400,000 visitors, approximately 100,000 are from outside of central Ohio, and the event is often utilized by Experience Columbus in promotional materials to attract prospective sporting events, conferences and conventions that are considering Columbus as a destination. Moreover, in the last decade, Red, White & BOOM! has grown significantly, generating more than \$10 million in economic impact to central Ohio annually, and over \$150 million over the last 20 years.

The 36th annual presentation of Red, White & BOOM! will be held on July 1, 2016 from noon - 11 pm. The event will involve approximately 3000 workers, 130 vendors, and 100 volunteers over eight days. The proposed City funding appropriated through this ordinance will be leveraged with financial support from 35 separate other sponsors. In exchange, the City will be also be considered an official event sponsor.

This ordinance appropriates funding for event support in 2016 only, and does not represent a commitment to provide financial support in any future year. However, in receiving this one-time payment, Red, White & BOOM, Inc. understands the value and importance the City attributes to this annual event, and Red, White & BOOM, Inc. has committed to making all reasonable efforts to ensure the event continues to be staged in downtown Columbus in the future. And, to the extent possible, the City agrees to work cooperatively with Red, White & BOOM, Inc. to advance this effort. Additionally, Red, White & BOOM, Inc. has agreed that any future funding support for Red, White & BOOM! may be considered as part of the City's annual budget process upon the direct request by Red, White & BOOM, Inc.

Principal Parties:

Red, White & Boom!

Mike Collins

929 Harrison Avenue

Columbus, OH 43215

FISCAL IMPACT: \$25,000 is available for expenditure in the general fund and the Recreation and Parks operating fund.

CONTRACT COMPLIANCE: Red, White, and BOOM, Inc.'s contract compliance number is 311165154 and is a non-profit organization.

To authorize the Director of the Department of Recreation and Parks to enter into contract with Red, White & BOOM, Inc. for the purpose of planning, promoting and executing Red, White & BOOM! 2016; to authorize the appropriation and expenditure of \$10,000.00 from the general fund, Neighborhood Initiatives subfund; and to authorize an expenditure of \$15,000.00 from the Recreation and Parks operating fund. (\$25,000.00)

WHEREAS, over the last 35 years Red, White & BOOM! has become a signature event for the City of Columbus and a staple of the Independence Day celebration throughout central Ohio and the Midwest; and

WHEREAS, this day-long event attracts more than 400,000 people, including 100,000 visitors from outside the region, making it the largest single-day event in Columbus; and

WHEREAS, over the last decade, Red, White & BOOM! has grown significantly, generating an estimated annual economic impact of \$10 million and \$150 million over the last 20 years; and

WHEREAS, Red, White & BOOM! 2016 will involve approximately 3000 workers, 130 vendors, and 100 volunteers over eight days; and

WHEREAS, the funding appropriated through this ordinance will be leveraged with financial support from 35 separate other sponsors; and

WHEREAS, the 36th presentation of Red, White & BOOM! will be held on July 1, 2016, from noon until 11 pm; and

WHEREAS, this ordinance appropriates funding for support of Red, White & BOOM! 2016 only, and does not represent

a commitment to provide financial support in any future year; and

WHEREAS, in accepting this one-time payment, Red, White & Boom, Inc. understands the value and importance the City Council attributes to this annual event, and has committed to making all reasonable efforts to ensure the event continues to be staged in downtown Columbus in the future; **NOW THEREFORE**,

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the City Auditor be and is hereby authorized and directed to appropriate \$10,000.00 in the Neighborhood Initiatives Fund, fund 1000, subfund 100018, to the Department of Recreation and Parks in Object Class 03 - Contractual Services, per the accounting codes in the attachment to this ordinance.

See Attached File: Ord 0861-2016 Legislation Template.xls

SECTION 2. That the Director of the Department of Recreation and Parks is hereby authorized to enter into contract with the Red, White & Boom, Inc. in the amount of \$25,000.00 to provide operational support for the event on July 1, 2016.

SECTION 3. That for the purpose stated in Section 2, the expenditure of \$25,000.00 or so much thereof as may be necessary, is hereby authorized per the accounting codes in the attachment to this ordinance:

See Attached File: Ord 0861-2016 Legislation Template.xls

SECTION 4. That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this legislation.

SECTION 5. That this ordinance shall take effect and be in force from and after the earliest period allowed by law.