



Legislation Details (With Text)

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File created: 6/1/2015 **In control:** Recreation & Parks Committee

On agenda: 6/15/2015 **Final action:** 6/16/2015

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! 2015; to authorize the appropriation and expenditure of \$25,000.00 from Fund 285; and to declare an emergency. (\$25,000.00)

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
6/16/2015	1	MAYOR	Signed	
6/16/2015	1	CITY CLERK	Attest	
6/15/2015	1	COUNCIL PRESIDENT	Signed	
6/15/2015	1	Columbus City Council	Approved	Pass

BACKGROUND: This legislation authorizes the Director 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! 2015.

Over the last 34 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 35th annual presentation of Red, White & BOOM! will be held on July 3, 2015 from 11am - 12 am. 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 2015 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! shall 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 in 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.

EMERGENCY DESIGNATION: This legislation is to be considered an emergency measure to allow for the continued planning, promotion and execution of the event to be held on July 3, 2015.

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! 2015; to authorize the appropriation and expenditure of \$25,000.00 from Fund 285; and to declare an emergency. (\$25,000.00)

WHEREAS, over the last 34 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! 2015 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 35th presentation of Red, White & BOOM! will be held on July 3, 2015, from 11 am until 12 am; and

WHEREAS, this ordinance appropriates funding for support of Red, White & BOOM! 2015 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; and

WHEREAS, an emergency exists in the usual daily operation of the Department of Recreation and Parks, in that it is immediately necessary to enter into a contract with Red, White & BOOM in order to allow planning and organizing activities to continue and be in place prior to the event, thereby preserving the public health, peace, property, safety and welfare; **NOW THEREFORE**,

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

SECTION 1. That the Director of Recreation and Parks be and is hereby authorized and directed to enter into an agreement with Red, White & BOOM, Inc. in the amount of \$25,000.00.

SECTION 2. That for the purpose stated in Section 1, the expenditure of \$25,000.00 or so much thereof as may be necessary, is hereby authorized to be expended as follows:

Fund	OCA	Obj. Level 3	Amount
285	516567	3337	\$ 25,000.00

SECTION 3. 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 4. That for the reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or 10 days after passage if the Mayor neither approves nor vetoes the same.