



City of Columbus

Office of City Clerk
90 West Broad Street
Columbus OH 43215-9015
columbuscitycouncil.org

Legislation Text

File #: 1127-2017, **Version:** 1

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! 2017.

Over the last 36 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 37th annual presentation of Red, White & BOOM! will be held on July 3, 2017 from noon - 11 pm. The event will involve approximately 3,000 workers, 130 vendors, and 100 volunteers over eight days. The proposed City funding appropriated through this ordinance will be leveraged with financial support from over 35 public and private community sponsors, including Franklin County who is providing \$30,000 in financial support. In exchange, the City will be also be considered an official event sponsor.

This ordinance appropriates funding for event support in 2017 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

Emergency action is requested to ensure that financial support can be provided to Red, White & BOOM, Inc. quickly, as event planning and execution is already underway.

FISCAL IMPACT: This ordinance authorizes the expenditure of \$30,000 from the General Fund and the Recreation and Parks Operating Fund with Red, White & BOOM, Inc. for event support related to the 37th annual presentation of Red, White & BOOM. Funding in the amount of \$30,000 is budgeted and 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 an event support contract with Red, White & BOOM, Inc. for the purpose of planning, promoting and executing Red, White & BOOM! 2017; to authorize the appropriation and expenditure of \$5,000.00 from the General Fund, Neighborhood Initiatives subfund; to authorize an expenditure of \$25,000.00 from the Recreation and Parks operating fund; and to declare an emergency (\$30,000.00)

WHEREAS, over the last 36 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! 2017 will involve approximately 3,000 workers, 130 vendors, and 100 volunteers over eight days; and

WHEREAS, the funding appropriated through this ordinance will be leveraged with financial support from over 35 public and private community sponsors; and

WHEREAS, the 37th presentation of Red, White & BOOM! will be held on July 3, 2017, from noon until 11 pm; and

WHEREAS, this ordinance appropriates funding for support of Red, White & BOOM! 2017 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 Recreation and Parks Department, in that it is immediately necessary to authorize the Director to enter into an event support contract with Red, White & BOOM, Inc. for the purpose of planning, promoting and executing Red, White & BOOM! 2017, ensuring that the planning and execution of this signature event for the City of Columbus can continue without interruption, 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 City Auditor be and is hereby authorized and directed to appropriate \$5,000.00 in the General Fund, Neighborhood Initiatives Subfund, 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 1127-2017 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 \$30,000.00 to provide operational support for the event on July 3, 2017.

SECTION 3. That for the purpose stated in Section 2, the expenditure of \$30,000.00 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 1127-2017 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 for reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared an emergency measure and shall take effect and be enforced from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.