



City of Columbus

Office of City Clerk
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Legislation Text

File #: 1441-2014, **Version:** 1

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! 2014.

Over the last 33 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 34th annual presentation of Red, White & BOOM! will be held on July 3, 2014 from 11:00 am - 12:00 pm. The event will involve approximately 3000 workers, 130 vendors, and 100 volunteers over 8 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 2014 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.

FISCAL IMPACT: \$25,000 is available in the Jobs Growth Fund for this purpose.

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, 2014.

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 and executing Red, White & BOOM! 2014; to authorize the appropriation and expenditure of \$25,000.00 from the Jobs Growth Fund; and to declare an emergency. (\$25,000.00)

WHEREAS, over the last 33 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! 2014 will involve approximately 3000 workers, 130 vendors, and 100 volunteers over 8 days; and

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

WHEREAS, the 34th presentation of Red, White & BOOM! will be held on July 3, 2014, from 11:00 am until 12:00 pm; and

WHEREAS, this ordinance appropriates funding for support of Red, White & BOOM! 2014 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 agreement at this time 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 from the unappropriated monies in the Jobs Growth Fund, Fund 015, and from all monies estimated to come into said fund from any and all sources ending December 31, 2014, the sum of \$25,000.00 is hereby appropriated to the Department of Recreation and Parks, Division 51-01, Object Level Three - 3337, OCA 155101.

SECTION 2. 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 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 to be expended from the Jobs Growth Fund, Fund 015, Recreation and Parks 51-01, Object Level One- 03, Object Level Three- 3337, OCA Code 155101.

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 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.