



## Legislation Text

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**File #:** 1515-2016, **Version:** 1

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This ordinance authorizes City Council to enter into contract with Stonewall Columbus in support of the upcoming Columbus Pride Festival. This legislation will assist Stonewall Columbus in their effort to install "Pride" banners along streets in the central downtown business district in 2016.

More than 117,000 commuters drive through downtown Columbus every day and more than 44.3 million visitors come to Columbus on an annual basis. The "Downtown Banner Program" allows local organizations to promote annual events via banners hung throughout the city which bring attention to these organizations in a highly visible manner.

Stonewall Columbus has a goal to install 165 banners in 2016, and a long-term goal to expand the program throughout downtown, and to raise sufficient resources to replace older, distressed flags and sustain the program from year to year. The fundraising goal for 2016 is \$25,000 which would install banners throughout the entire Short North, with a long-term multiyear budget estimated at approximately \$135,000.00 over five years for banners throughout the downtown. The investment proposed by City Council would provide significant support toward the 2016 funding goal, and allow Stonewall to leverage private resources to achieve the short- and long-term goal of installing Pride banners throughout the downtown.

This particular banner program is unique in that it does not promote a single one-time event, or even an individual neighborhood, but a commitment to diversity and promoting Columbus as open and welcoming community where LGBTQ residents are a vital component in making our city dynamic, productive and authentic.

Funding for this request is sought now to coincide with the culmination of the 2016 Pride Festival and Parade June 17-19, 2016. Organizers expect 300,000 to 400,000 people will be in Columbus for the weekend festivities. It is the second largest in the Midwest (after Chicago) and one of the top five in the country generating millions in direct and indirect spending. Experience Columbus and the Greater Columbus Sports Commission use the increased awareness of the city that results from the Pride celebration and city's growing gay-friendly reputation to reach out to LGBT tourists and events.

Emergency action is requested so that funding can be in place for the 2016 Pride Festival.

To authorize and direct City Council to enter into a grant agreement with Stonewall Columbus for installation of banners in downtown Columbus for the promotion of the 2016 Pride Festival and Parade; to authorize the appropriation and expenditure of \$10,000.00 from the Neighborhood Initiatives subfund; and to declare an emergency. (\$10,000.00)

**WHEREAS**, more than 117,000 commuters drive through downtown Columbus every day and more than 44.3 million visitors come to Columbus on an annual basis, the "Downtown Banner Program" allows local organizations to promote annual events via banners hung throughout the city which bring attention to these organizations in a highly visible manner; and

**WHEREAS**, Stonewall Columbus has a goal to install 165 banners in 2016, and a long-term goal to expand the program throughout the downtown, and to raise sufficient sources to replace older, distressed flags and sustain the program from

year to year and;

**WHEREAS**, the investment proposed by City Council would provide significant support toward the 2016 funding goal, and allow Stonewall to leverage private resources to achieve the short- and long-term goal of installing Pride banners throughout the downtown and;

**WHEREAS**, City Council amended the 2016 budget to further emphasize the importance of making strategic investments in projects that will ultimately improve the quality of life within the City, and Council deems this project an appropriate use of \$10,000.00; and

**WHEREAS**, an emergency exists in the usual daily operation of the City in that it is immediately necessary to authorize a grant agreement with Stonewall Columbus so that funding can be in place in time for the 2016 Pride Festival and for the preservation of 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 \$10,000.00 in the Neighborhood Initiatives subfund, fund 1000, subfund 100018, to the Columbus City Council, in Object Class 03 - Contractual Services, per the accounting codes in the attachment to this ordinance.

**See Attached File: Ord 1515-2016 Legislation Template.xls**

**SECTION 2.** That City Council is hereby authorized to enter into a grant agreement with Stonewall Columbus in the amount of \$10,000.00 and to expend said funds appropriated in Section 1 for the installation of banners in downtown Columbus for the promotion of the 2016 Pride Festival and Parade.

**SECTION 3.** That for the reason stated in the preamble here to, 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 ten days after passage if the Mayor neither approves nor vetoes the same.