



Legislation Text

File #: 2302-2016, Version: 2

This legislation authorizes and directs Columbus City Council to enter into a grant agreement with FM2, LLC for the Fashion Meets Music Festival (FMMF). The festival, which is held on Labor Day weekend, has provided Columbus, surrounding communities and Central Ohio with national and international attention by showcasing fashion and music, with renowned designers and musical artists. The festival features bands performing in various spaces, food vendors, fashion shows, a Retail Marketplace for fashion vendors, and draws thousands of attendees over its two-day run.

Fashion Meets Music Festival has made a home in Downtown Columbus - specifically in the Arena District. On its journey, FMMF strives to identify Columbus as a national leader in music, fashion, dining, art, and education, partnering with local brands and businesses to showcase the best of the city. The target constituents include anyone who enjoys music and/or fashion. Based on the previous year's attendance and projections by the organizers, visitor characteristics of similar festivals and typical visitor spending figures from Experience Columbus, Fashion Meets Music Festival had an estimated total impact on Central Ohio of \$5.6 million in 2015, with a projected increase to \$11.8 million in 2019. The City of Columbus received an estimated \$51,800 in income taxes and lodging taxes in 2015, which is projected to increase to \$120,100 by 2019.

In order to assist the marketing of this event and to grow economic development in the City of Columbus and surrounding communities, Council deems it appropriate to allocate \$25,000.00 to the Fashion Meets Music Festival from the ~~Neighborhood Initiatives~~ Jobs Growth subfund.

To authorize City Council to enter into a grant agreement with FM2, LLC for the Fashion Meets Music Festival to promote art and music in the City of Columbus; and to authorize the appropriation and expenditure of \$25,000.00 from the ~~Neighborhood Initiatives~~ Jobs Growth subfund. (\$25,000.00)

WHEREAS, during the Labor Day weekend, the Fashion Meets Music Festival held its celebration in the City of Columbus, drawing thousands of attendees; and

WHEREAS, Council deems it appropriate to enter into a one-time grant agreement with FM2, LLC to assist in the marketing of the Fashion Meets Music Festival in the amount of \$25,000.00 to be appropriated from the ~~Neighborhood Initiatives~~ Jobs Growth subfund; 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 \$25,000.00 in the ~~Neighborhood Initiatives~~ Jobs Growth subfund, fund 1000, subfund ~~100018~~ 100015, to the Columbus City Council, in Object Class 03 - Contractual Services, per the accounting codes in the attachment to this ordinance.

See Attached File: 2302-2016 Amended Legislation Template.xls

SECTION 2. That City Council is hereby authorized to enter into a grant agreement with FM2, LLC in the amount of \$25,000.00 and to expend said funds appropriated in Section 1 for the marketing of the Fashion Meets Music Festival in downtown Columbus.

SECTION 3. That this ordinance shall take effect and be in force from and after the earliest period allowable by law.