

City of Valdez

Budget Year 2018

Intent to Host an Event and Request for City Sponsorship or Support

This application is available on line at:

www.ci.valdez.ak.us

Application Instructions:

Please review this entire packet of information prior to starting your application. Do not omit any of the requested information or required attachments. If an item does not apply to your event, note "N/A" for that item. A check list is attached in this application for your use.

Complete Sections A, B, C if you are only wishing to host an event on City property, but not requesting any City Sponsorship or Support.

Complete Section D if you are also requesting City Sponsorship or Support.

ONE SINGLE SIDED ORIGINAL of your completed application packet is due by 5:00pm on Wednesday, August 31st, 2016. Failure to comply with the deadline may be grounds for rejection of the application. Incomplete applications will not be considered.

Mail to:

City of Valdez

PO Box 307

Valdez, AK 99686

ATTN: Doug Desorcie

or Deliver to:

City of Valdez

212 Chenega Ave

Valdez, AK 99686

ATTN: Doug Desorcie

If you need assistance, contact Doug Desorcie, Event Coordinator, at 835-4526 or ddesorcie@ci.valdez.ak.us

Event Check List, Deadlines and Helpful Resources

If seeking City Sponsorship/Support –

On or about August 1st of each year prior to the event year, Intent to Host Event Application available -

- Intention to Host Event Application, including Section D ○
And all mentioned below
- An event that is requesting more than \$1000 in total use of City owned properties, in-kind service, staff services, cash donations, etc., as requested in this application will be considered as an event for SPONSORSHIP.
- An event that is requesting less than \$1000 in total use of City owned land, in-kind services, etc., as requested in this application will be considered as an event SUPPORTED by the City but not Sponsored.

60 day prior to Event date(s) – If not seeking City Sponsorship/Support-

- Intention to Host Event Application
- This will put the Event on our internal Planning Calendar, not published to the public. ○
We'll try not to over schedule any of our events (if not already scheduled).
- Things to consider for event planning purposes:
 - Are you a business?

Please refer to <https://www.commerce.alaska.gov/web/cbpl/BusinessLicensing.aspx> for your State of Alaska Business License and <http://www.ci.valdez.ak.us/DocumentCenter/Home/View/181> for your City of

Valdez Business License.

- Are you a not-for-profit?

Please refer to <https://www.irs.gov/charities-non-profits> for your tax exemption documentation.

- Will you be serving food?

Please refer to http://dec.alaska.gov/eh/fss/Food/TFS_Home.html to ensure compliance with the State of Alaska.

- Will you be serving alcohol?

Please refer to

<https://www.commerce.alaska.gov/web/amco/PermitApplicationForms.aspx> to

ensure compliance with the State of Alaska and

<http://www.ci.valdez.ak.us/DocumentCenter/View/65> to ensure compliance with the City of Valdez.

30 days prior to Event date(s)-

- Any marketing materials and marketing plan – any City supported event will require City branding on marketing materials, logo will be provided.
- Land Use Permit Application – If using City lands for a different reason than allowed by zoning regulations and code.

21 days prior to the Event date(s) –

- Alcoholic Beverage Permit Application(s) – for the City of Valdez and the State of Alaska, as applicable
- Business License/Non-profit Tax Exemption documentation, as applicable
- Liability Insurance, \$1,000,000 naming the City of Valdez, its employees and volunteers as an additional insured.
- Fire/EMS/ public safety plan – as applicable and requested by the City. Pertains to street closures, large crowd gatherings, etc.
- Effectuated Departments' approval... Fire/EMS/Public Works/Etc.

7 day after the Event date(s)-

- An after event review is conducted with the Event Organizers and the City of Valdez Event's Coordinator & Committee.

Other Resources for your event planning –

Sanitation –

- Petro Management Services (port-a-potties) – 835-8990
- Public Works (dumpster & trash pickup) – 835-2356

Public Safety –

- Valdez Fire Department – any open flames? Etc... - 835-4560
- Valdez Police Department – (Road closure) – 835-4560
- State DOT – Road closure (Meals Ave/Richardson Hwy) – 834-1099

City Facility Rental information – Parks & Recreation- 835-2531

City Land Use information – Planning & Zoning – 834-3401

Application Check List

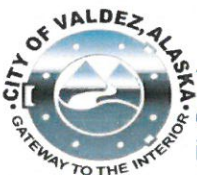
This check list is simply for your use in preparation of your application packet. It is not a part of the packet to be copied and submitted.

You are encouraged to check and double check your facts and figures prior to making your copies. Packets that omit any of the requested information or that contain errors in calculations will be returned to the applicant for correction and resubmission. The ensuing delay may jeopardize your application for consideration.

A COMPLETE APPLICATION PACKET INCLUDES:

- _____ Intent to Host an Event, Sections A, B, C, and D, if applicable.
- _____ Current State of Alaska and City of Valdez business licenses, if applicable.
- _____ Current documentation of tax exempt status, if applicable.
- _____ Event Detail Plan
- _____ Detailed Event Budget

Intent to Host an Event Application



Thank you in advance for your willingness to host a new or recurring recreational event for the benefit of all. Requests for City support for local events have increased to a degree that they are no longer being absorbed into the annual operating budgets of individual City Departments. Event support is now a stand-alone subject addressed by the City Council during annual budget hearings each fall.

Event coordinators will now be responsible for submitting an annual Intent to Host an Event Application detailing their event and the requested support, if any. When requesting City-sponsorship of your event, please consider whether your event aligns with our Parks & Recreation Mission Statement below. In order for us to move forward and assist with ensuring your event is both safe and successful, the following criteria & timelines must be met for the event to occur on City property. Please refer to the Event Check List, Deadlines and Resources to aid in your completion of this application and event planning.

Mission Statement:

Parks and Recreation is an essential service that enhances the quality of life for the community of Valdez, its citizens, and visitors by promoting good personal health; providing opportunities to interact within families, work groups, and neighborhoods; serving as a stimulus for tourism; and fostering community pride.

INSTRUCTIONS: Please complete Sections A, B, and C if you are planning to host an event. Please complete Section D if you are requesting any City Support or Sponsorship. Please refer to the Event Check List and Deadlines for additional instructions, due dates, and event timelines.

SECTION A: Event Sponsoring Organization Information

| | | |
|---|--|--|
| Sponsoring Organization: | Levitation 49 | |
| (Financially responsible party & must match certificate of insurance) | | |
| Physical Address: | 490 Resurrection Circle | |
| Mailing Address: | PO Box 33 | |
| Day Phone: | 3038984141 | |
| Email Address: | levitation49@gmail.com | |
| Organization Status: | For Profit | Will need to submit business license |
| Check one | <input checked="" type="checkbox"/> Not for Profit | Will need to submit tax exempt documentation |
| | Community Interest Group (Unorganized) | |

| | |
|--------------------------------|---------------------------------|
| Event Contact Person: | Lee Hart |
| Email Address: | levitation49@gmail.com |
| Cell Phone: | 3038984141 |
| Event website (if applicable): | levitation49@gmail.com/ice-fest |

SECTION B: Event Information

| | | | |
|---|--------------------------------------|---------------|---|
| Event Name: | Valdez Ice Climbing Fest | | |
| What type of event: Check all that apply | Run/Walk | Parade | Street fair/park festival |
| | Concert | Private Party | <input checked="" type="checkbox"/> Other (specify) |
| Is this event a reoccurring annual event? | <u>yes</u> | | New Event? |
| If reoccurring event, are there any changes to this year from previous years? | | | YES NO <input checked="" type="checkbox"/> |
| Explain: | | | |
| Event date(s): | Feb. 16 - 19 | | |
| Event location(s): | Keystone Canyon, Valdez Civic Center | | |
| Event Set-up: | Feb. 1 (keystone), Feb. 16 (VCC) | | |
| Event Tear-down: | Feb. 20 (keystone), Feb. 18 (VCC) | | |

SECTION C: Event Details

- 1 Please provide event details and activities; include site maps, use of volunteers, safety & crowd control plans, etc.
 By day we will climb in Keystone at night, events at the civic center
 Day 1- Friday, event starts at 7 p.m with movie/slide show at civic center
 Day 2 - Saturday, Climb in Keystone by day; dance party at civic center, 9 - midnight
 Day 3 - Climb in Keystone by day; dinner/silent auction at civic center, 7 - midnight
 Day 4 - Climb in keystone by day; no events at VCC

| | | | |
|---|-----------------------------|--------------------------|------------------|
| Expected attendance: | Participant 400 s | Spectator 25 s | Total 425 |
| What is the targeted demographic(s) of your participants? | 21 - 45 | | |
| What is the targeted demographic(s) of your spectators? | ? | | |

| | | | |
|---|--|---|------|
| Is this event free to the public to participate in? | | YES | NO x |
| Is this event free to spectators? | | YES x | NO |
| Is this event a fundraiser? | | YES | NO |
| If fundraiser, who benefits? | | Silent auction benefits L49; Women's Beg'g clinic benefits AVV | |
| Admission/ Event fees: | | \$50 + clinics | |
| Do you plan to utilize volunteers? | | YES x | NO |

2

Will items or services be sold at the event? Instructional clinics will be sold; products donated by sponsors will be provided during the silent auction

| | | YES | NO |
|----|--|-------------|----|
| 3 | Will there be food at your event? | YES x | NO |
| | If YES, will it be sold? | YES x | NO |
| | Will vendors be cooking or heating food onsite? | YES x | NO |
| | Will it be catered? | By Who: TBA | |
| 4 | Will your event involve the sale or consumption of alcoholic beverages? | YES x | NO |
| | If YES, will it be sold? | YES | NO |
| | Will it be catered? | By Who: TBA | |
| | You will need to apply for an alcohol waiver to be on any City properties. | YES x | NO |
| | Have you applied for this waiver? | Not yet | |
| 5 | Will there be any construction of stages or other improvements, including tents and awnings? | | |
| | Please describe: | | |
| NO | | | |

6 What is your clean up plan after the event?

Please Describe:

We always have volunteers pick up, bag and dispose of trash immediately after the event.

7 Crowd control.

We will again plan for shuttle bus transpo to/fr the canyon to cut down on parking in the canyon.

For civic center events: At registration/check-in participants are issues tyvek bracelets indicating they they paid; and they are issued bands indicating they are 21.

Event security will be provided by designated volunteers; if the city has any requirements for anything more formal, we will of course comply.

8 Please describe your plan for health services and sanitation to include running water, sewer & solid waste.

We contract with Petro Managementent for blue boxes in Keystone Canyon.

Civic Center activity participants will utilize bathrooms in the Civic Center..

9 Please describe your plan for emergency services, to include fire and EMS support (or first aid response).

As we have done in the past, we will notify police, fire and EMS of our plans, venue locations and times.

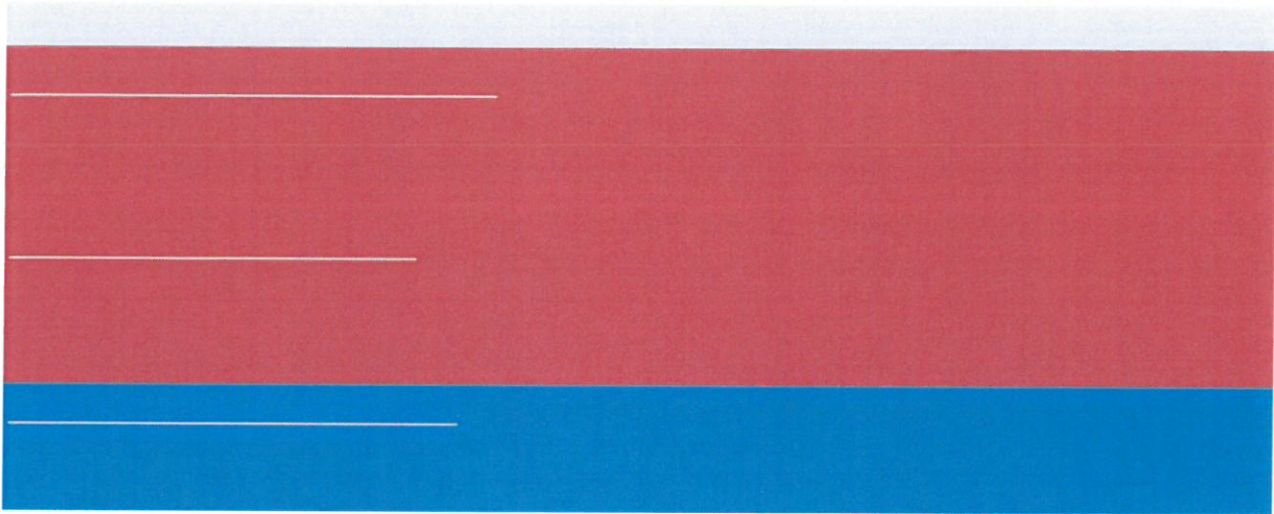
We are also planning to work with local fire/ems climbers to create a risk management plan.

10 Please describe your marketing and/or promotional plan for this event.

We intend to advertise in Rock and Ice magazine, direct email market to past attendees, co-op advertise with sponsors/partners, presence on VCVB website, on-air ads and promos on KCHU and KVAK, social media marketing.

SECTION D:

City Support Sponsorship of Event



Criteria:

Purpose of the Event: What demonstrated community need is being met? What is the impact on the community if your event is not provided for? What other events/agencies/etc exist to meet this need? How do they compare to your event?

Management of the Event: Effective management of financial and human resources? Appropriate technical skills and knowledge to host applicable event? Fiscally responsible? Proven ability/track record?

Community Support of the Event: Strong participation? Volunteer services? Financial support shown through private and corporate contributions, user fees, in-kind donations?

Economic Value Proven by the Event: Does this event bolster the local economy? Do out of town visitors come for the event? Is this event highlighted on outside news media?

Specifics of the Event: Target population - who benefits from the event? Cost effective?
Well thought-out concept and organized plan of action? Measurable results?

Restrictions:

1. The Organization must submit non-profit documentation with this application. City Support or sponsorship will not be considered for for-profit businesses or informal associations/organizations.
2. There is no guarantee of annual funding, sponsorship or support. The intent is for your event to become self-sufficient.
3. Any funding, support or sponsorship provided is subject to the availability of funds lawfully appropriated for disbursement.
4. Any funding, support or sponsorship provided is intended to supplement your event, not be your sole source of support for the event.
5. If applicable timeline/deadline is not adhered to, the City reserves the right to remove any indication of Support and/or Sponsorship.
6. There will be an after-event review with the event organizers and the City's Event Committee.
7. City branding will be prominently displayed on any event marketing (Logo(s) will be provided).

| | YES | NO |
|---|-----|----|
| 2 Have you requested City support for your event in the past? | | |

| | |
|-------|----|
| YES x | NO |
|-------|----|

2.1 If YES, please highlight any differences to this year's request from previous year's request.

Theater Friday night; we would like to use the Civic Center ballroom for the dance party on Saturday night and the dinner on Sunday night.

3 Have you read and understand the City's Sponsorship Support Criteria and Restrictions, including required timelines/deadlines?

| | |
|-------|----|
| YES x | NO |
|-------|----|

4 Briefly describe why your event needs the support of the City. Include the impact to the event if the City were not to provide the requested support.

We are trying to bring more of the event into town to benefit business district shops and restaurants especially in non-peak tourism months.

5 Are you requesting the use of any City Land?

5.2 What is the location and the area of the land requested? (Square Feet, Acres, Square Miles, etc.)

No, nothing other than the Civic Center.

5.3 Please describe what, if any, alterations will be made to the property. (Only temporary alterations will be

considered and all property must be returned to its original condition)

We'll set up tables in the foyer for event registration check-in and ticket sales all nights. We'll hang banners in coordination with civic center manager.

For civic center, we are planning to use theater only on Friday night; all ballrooms on Saturday and Sunday night as well as the meeting room for the silent auction on Sunday night.

6

6.1

This image shows a blank page with a series of horizontal color bands. From top to bottom, the colors are: light blue, white, dark blue, light blue, white, dark blue, and light blue. The bands are uniform in width and extend across the entire width of the page. There is no text or other content on the page.

6.2 Have you already reserved the Facility with the responsible department and paid any reservation

fees? YES ☒ reserved NO we are considered a community supporting organization, so so me usage fees are waived. We'll pay as determined by civic center manager.

6.3 Are you requesting that the reservation fees be waived? Why? YES ☒ NO

See above.

6.4 Please describe the intended use(s) of the facility(ies) requested. Detailed above.

7 Are you requesting the use of any City owned amenities? (picnic tables, trash cans, tents, etc.)

7.1 What are you requesting, include quantities? We would like to ask the city to handle waste and trash in keystone for us as they do on Thompson Pass for Trailgate and the Hill Climb

8 Are you requesting the assistance of City Staff?

8.1 Please describe the need for each staff position requested and how much time will be required?

We need Doug Desorcie in his role as city event manager and Jennifer James in her role as Civic Center manager.

9

9.1 What equipment and for what purpose? (City heavy equipment may only be operated by City Employee operators. If equipment is requested, it is implied that it includes a City operator for the equipment. This request

[illegible]

may have limitations as to where the equipment may be used.)

- 10 Are you requesting a cash donation from the City to support your event? No
- 10.1 What is the amount of the request? _____
- 10.2 A detailed, line-item, breakdown of exactly what this funding will be used for is required with the request of a cash donation. Is this documentation attached? YES NO
- 10.3 What is the total event budget? Provide supporting documentation.
- 10.4 Please provide a detailed description of the need for this funding.

Financial statements may be requested, and may include an audit of the event. Any cash donation from the City must be returned to the City if the necessary budget is not expended in full or the event is cancelled for any reason.