

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

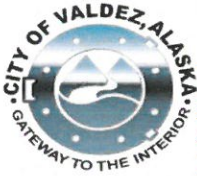
This check list is simply for your use in preparation of your application packet. It is not a part of the packet to be copied and submitted.

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	
Physical Address:	490 Resurrection Loop	
Mailing Address:	PO Box 33	
Day Phone:	303.898.4141	
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:	303.898.4141
Event website (if applicable):	levitation49.org/confluence

SECTION B: Event Information

Event Name:	Confluence: Summit on the Ourdoors		
What type of event: Check all that apply	<input type="checkbox"/> Run/Walk	<input type="checkbox"/> Parade	<input type="checkbox"/> Street fair/park festival
	<input type="checkbox"/> Concert	<input type="checkbox"/> Private Party	<input type="checkbox"/> Other (specify)

The event was held in Anchorage last year.

Event date(s):	September 2018 TBA - one-day event
Event location(s):	Civic Center
Event Set-up:	morning
Event Tear-down:	evening

SECTION C: Event Details

1 Please provide event details and activities; include site maps, use of volunteers, safety & crowd control plans, etc.
Attached.

Expected attendance:	Participant s	100	Spectator s	Total	100
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What is the targeted demographic(s) of your participants?

What is the targeted demographic(s) of your spectators?

n/a

Is this event free to the public to participate in?	YE S	NO x
Is this event free to spectators? N/A	YE S	NO
Is this event a fundraiser?	YE S	NO x
If fundraiser, who benefits?		
Admission/ Event fees:	\$75	
Do you plan to utilize volunteers?	YE S x	NO

2

Will items or services be sold at the event? no

		YES	NO x
	If YES, please explain:		
3	Will there be food at your event?	YES x	NO
	If YES, will it be sold?	YES	NO x
	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 x
	Will it be catered?	By Who: tba	
	You will need to apply for an alcohol waiver to be on any City properties. Have you applied for this waiver?	YES x	NO
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:

Volunteers will help clean up the event.

7

Please describe your plan for crowd control and event security.

None needed beyond registration check-in.

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

Civic Center facilities..

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

None needed..

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

Database email marketing, networking..

SECTION D: City Support Sponsorship of Event

SECTION D: City Support Sponsorship of Event

Category	Percentage
Top Category	60%
Middle Category	40%
Bottom Category	20%

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).

1

Are you requesting City support of the event, by use of facilities, land, amenities, staff, insurance

and/or cash? *If NO, you do not need to continue.

YES x

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.
We intend to have Confluence in Valdez in 2018 but we won't know for sure until after we poll this year's participants

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- 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.

Will help position Valdez and L49 as being at the tip of the spear for driving a statewide initiative to increase awareness of the benefits of investing in outdoor recreation as a means to increasing state and local economic diversification, health and lifestyle.

- 5 Are you requesting the use of any City Land? no

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

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)

banners may be hung on walls

6

6.1

[illegible]

6.2 Have you already reserved the Facility with the responsible department and paid any reservation fees? YES NO x

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

Cwe would use this event as one of our comp days as a community sustaining organization

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

Excellent benefit to the town for PR value and welcoming influencers to experience Valdez.

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?

no

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? ordinary duties of the civic center director

Civic Center manager Jennifer James

9 Are you requesting the use of any City owned heavy equipment? NO

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.)

no

- 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.