



Agenda Statement

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Title: Approval to Contract with Rodeo Alaska to Host 2-Day Rodeo Event (w/optional 3rd day Junior Rodeo included in bid) in the Amount of \$46,000.

Sponsors:

Indexes:

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Attachments: 1. BID.Valdez 2017.pdf, 2. Valdez Price.BREAKDOWN.pdf, 3. TESTIMONIAL.RE RODEO ALASKA.htm

Date	Ver.	Action By	Action	Result
1/17/2017	1	City Council		

ITEM TITLE:

Approval to Contract with Rodeo Alaska to Host 2-Day Rodeo Event (w/optional 3rd day Junior Rodeo included in bid) in the Amount of \$46,000.

SUBMITTED BY: Darryl Verfaillie, PRCS Director

FISCAL NOTES:

Expenditure Required: \$46,000.00
Unencumbered Balance: \$50,000.00
Funding Source: 001-6200-43400

RECOMMENDATION:

Approve to Contract with Rodeo Alaska in the Amount of \$46,000.

SUMMARY STATEMENT:

The Valdez Parks, Recreation & Cultural Services (PRCS) Department is seeking permission to host Rodeo Alaska during the summer of 2017 in an effort to bring unique programming and/or events to our community. Rodeo Alaska has an excellent reputation of bringing high quality entertainment to Alaskan communities since 2010 (please see attached testimonial from the City of Wasilla). Other similar (and highly successful) summer PRCS initiatives have included: the Roustabout Circus Camp (2014), Clark & Barnes Family Fun Circus (2015), and the A-1 Carnival (2016).

PROPOSED DATES: 28-30 July 2017

LOCATION:

The primary/proposed location of this event would be **North Meyring Park Strip**. Other than providing a readily seen venue in the center of town, hosting this event on the park strip would also serve an alternative need by allowing us to rejuvenate a portion of the park strip (180ft x 200ft) by mulching in much needed top soil as we ready the “arena area” to ensure safety concerns are met. Once the rodeo has departed, we would hydro-seed the area(s) affected by rodeo operations. If this were to become a recurring/sustainable event, we could use this same method of park strip recovery in other portions of Meyring Park Strip as well as the Black-Gold Park Strip.

Though the arena would take up a relatively small portion of the Park, livestock would need to be staged in close proximity to the arena. To address any potential “animal related” disruption to nearby residents, Rodeo Alaska will readily recover any animal waste or allow the City to reclaim it for future use. The Rodeo operates in other rural/downtown areas throughout Alaska (e.g Bearpaw Festival in Chugiak/Eagle River) without incident or disruption. Rodeo Alaska provides 24/7 oversight of all livestock and - if requested - has the potential to house their bulls offsite at the Pipeyard.

DETAILS:

The attached written bid document clearly outlines all services provided as well as those services required of the host agency (City of Valdez). The standard rodeo event runs 2.5 hours each day (Sat-Sun) and includes, but is not limited to the following events: Team Roping, Double Mugging (roping and wrestling a steer to the ground), Barrel Riding, Ribbon Roping, Bull Riding, Calf Riding, Mutton Busting (sheep riding by young children), Bare Back, Saddle Broncing. There is also an optional Junior Rodeo that would occur on the Friday prior to the standard rodeo, and is open to all children 14 and under.

As this would be a City-run event, much like 4th of July celebrations, in-kind services are not an issue as the following City Departments have already been working together with PRCS to ensure FY17 budgets and resources would be available to assist - without negatively impacting other scheduled City functions or projects: Public Works, Capital facilities, Fire, Police & Comm Dev. This “Team” approach is nothing new as we regularly work with other City Departments across many venues to provide successful events and programs to our Community.

TARGET AUDIENCE:

Rodeo appeals to all ages, genders and ethnicities - therefore, our intended audience incorporates our entire community of 4100 year-round residents as well as the many visitors that frequent Valdez during the summer months. Recent statistics include:

1. The McDowell Visitor Survey from summer 2016 indicated a total of 85,000 visitors arriving in Valdez. Based on basic percentages, that would indicate that there were approximately 7,083 visitors per week who had access to the survey crews.
2. According to the latest 2016 Valdez Convention & Visitors Bureau (VCVB) visitor stats,

between July 15th and August 11th, 2016 (the same time period as the proposed Rodeo), a total of 3,446 visitors entered the VCVB - of which 663 were Alaska residents.

Based on the aforementioned data available, it would be reasonable (in conservative terms) to assume that during any single week between July and August, **the total population of Valdez can range between 9,000 and 11,000 people per week (including both locals and visitors).**

Due to the uniqueness of the event, we anticipate increased attendance from outlying communities such as Cordova, Tatitlek, Copper Center and Glennallen, to name just a few.

In addition to the many spectators, Rodeo Alaska brings over 120 Rodeo participants - along with their families - totaling nearly 200 additional "visitors" to town during this 3-day period.

BENEFITS / OPPORTUNITIES:

1. All monies generated from the event go directly to the City of Valdez.
2. Numerous opportunities for local vendors (beer garden, hot dog sales, clothing, etc.).
3. Local Partnering Opportunities for non-profits (Providence Valdez Medical Center & Rodeo Alaska's "Tough Enough to Wear Pink" Program benefitting cancer patients in Alaska).
4. Increase demand for Restaurants/Hotels/Private Businesses/Groceries/Fuel, etc.
5. Opportunity to recognize our local military during ceremony.
6. Opportunity to see our Mayor and Interim City Manager/City Clerk on a horse. 😊

SUMMARY:

We would greatly appreciate the Council's endorsement of this event as we truly feel it would benefit the City as a whole. Though we make no promises or guarantees that we will recoup our costs dollar-for-dollar, we believe the experience itself - much like fireworks displays - will last a lifetime for those who attend.

Thank you in advance for considering bringing this exciting event to our Community.