Item No. 5J

CITY OF FLAGSTAFF
STAFF SUMMARY REPORT

To: The Honorable Mayor and Council

From: Barbara Goodrich, (928)913-3201
Management Services, Finance & Budget

Date: June 5, 2008

Meeting Date: June 17, 2008

TITLE: CONSIDERATION OF SPECIAL EVENT FUNDING REQUESTS:
"A Funny Thing Happened on the Way to the Forum" – Summer Theater Production for Theatrikos

RECOMMENDED ACTION:

Funding not recommended for:

- Theatrikos Summer Theater Production of "A Funny Thing Happened on the Way to the Forum"

ACTION SUMMARY:

As this is a theater production it was not considered a community event by the Special Event Committee.

DISCUSSION:

Background/History:
As part of the FY2008 budget review, it was determined that agencies and organizations in Flagstaff need a defined process through which they may request City funds. Elizabeth Neumayer, Parks and Recreation Director, Stacey Button, Convention and Visitors Bureau Director, and Barbara Goodrich, Finance/Budget Manager (the Event Review Committee) met and defined a draft process that was reviewed with Council on July 23, 2007. The Council had several recommendations to clarify the process. The committee made a number of changes and notified Council of this progress on November 7, 2007.

Key Considerations:

Key considerations for funding include the depth of involvement available to both or citizens and to tourists as well as how the event may contribute to the success of one or more of the council goals.

Community Benefits and Considerations:
In addition to the enhancement of quality of life issues, events frequently have an ancillary positive effect for the community. Dependent on the nature, length, and location of the event – hotels, restaurants, and shopping may all receive a positive impact.

Community Involvement:
The community benefits by hosting these event both socially and economically.

Financial Implications:
A total of $25,000 was budgeted in 001-3001-521-2811 and of this amount, $12,000 is currently available for distribution.

Options and Alternatives:

1. Do not fund any of the requests.
2. Fund the request at the $5,000 requested level.
3. Fund the request at some other dollar amount.

Attachments/Exhibits:
Application from Theatrikos
Agency event funding request process
Special event funding request form

Department Head ***(Acknowledgment that all reviews have been completed and required approvals initialed below.)***

INITIALS	RESPONSIBILITY	DATE	INITIALS	RESPONSIBILITY	DATE
	BIDS/PURCHASES			FINANCE/BUDGET	
	GRANTS			CONTRACTS	
	LEGAL			IGAS	

DATE OF COUNCIL APPROVAL: _____

New __X_____ 1X _____

Existing _____ Ongoing _____

CITY OF FLAGSTAFF
SPECIAL EVENT FUNDING REQUEST FORM

Applicant can only receive funds from the City once. If an applicant is receiving City funding either directly or indirectly (United Way, Flagstaff Cultural Partners, etc.) this process can not be used.

Date: April 14, 2008

Name of Special Event: __Summer Theatre Production – "Town and Gown" production of A FUNNY THING HAPPENED ON THE WAY TO THE FORUM

Name of Organization (if applicable): Theatrikos Theatre Company and NAU Theatre

Contact Person: Kathleen M. McGeever (NAU) and Lynn Spense (Theatrikos)

Address: NAU: PO Box 6040, Flagstaff, AZ 86011, Theatrikos Theatre Co.: 11 West Cherry Ave, Flagstaff, AZ 86001

Telephone Number _Theatrikos: 928.774.3940, NAU Theatre: 523-4500

EmailAddress:NAU:Kathleen.McGeever@NAU.edu

Theatrikos: lspence@theatrikos.com

Event Date: July 5-6 10 -13 and 17-19, 2008

Please provide a brief description of the event in the space provided below.

NAU Theatre and Flagstaff's community theatre, Theatrikos, are collaborating this summer to produce a summer theatre musical--Stephen Sondheim's *A Funny Thing Happened On The Way To The Forum.* This production combines the talents and resources of both NAU Theatre faculty and students with talented and professional community volunteers from Theatrikos to produce a summer theatre experience for the Flagstaff community as well as our summer visitors. This venture is the first in a series of

future summer theatre collaborations planned between the University Theatre Department and Theatrikos Theatre Company which will provide outstanding entertainment for both the community and the summer visitors.

The production will open July 4th weekend and will play through July 19th at the Clifford E. White Theatre on the NAU Campus. Tickets will be available through NAU Central Ticket office or at the door. Ticket prices are $12.00 for students, $15.00 for Seniors and $18.00 for the general public.

A Funny Thing Happened On The Way To The Forum is Broadway's greatest farce – it is light, fast-paced, witty, irreverent and one of the funniest musicals ever written – the perfect escape from life's troubles. *A Funny Thing Happened On The Way To The Forum* combines time-tested situations from the 2000 year old comedies of Roman playwright Plautus with the zany antics of classic vaudeville or slapstick comedy. *A Funny Thing Happened On The Way To The Forum* is a non-stop laugh-fest in which a crafty slave (Pseudolus) struggles to win the hand of a beautiful but slow-witted courtesan (Philia) for his young master (Hero), in exchange for freedom.

Amount of Funding Requested: $5,000.00

Did your event receive funding from the City of Flagstaff during FY07 (7/1/06-6/30/07)?

Yes _____ No __X___

If yes, what was the amount requested and what was the amount awarded?

Requested _____ Awarded _____

What is the overall budget for this event? $39,770.

Please list other funding sources and amounts in the space provided below.

NAU Theatre $9,000.00
Ticket Sales and Revenue (Projected) $20,000.00
Projected ad sales/ sponsorships $5,770.00

Based on the amount requested above, what will these funds specifically go toward?
Production, public relations and advertising costs.

Applicant may be asked to meet with and/or provide other documentation based on further evaluation with the Event Review Committee. Award is subject to City Council approval.

Please submit form to Barbara Goodrich, Finance/Budget Manager for the City of Flagstaff: *bgoodric@ci.flagstaff.az.us* ***fax: 928-779-7656 phone: 928-913-3201***

A FUNNY THING HAPPENED ON THE WAY TO THE FORUM						
Expenses						
Royalties and Rental of script						$ 5,210.00
Personnel	(which includes Director, design team, musicians, etc.)					$ 20,075.00
Production	(Which includes PR, Supplies, Sets, Costumes, etc.)					$ 12,100.00
Box Office						$ 2,385.00
			SUB TOTAL			**$ 39,770.00**
Projected Income						
TICKET SA	(this is an average of 50% capacity and 50% adult 50% Student and rc					$ 20,000.00
Seed Money from NAU						$ 9,000.00
Other (underwriting/sponsorships)						$ 5,770.00
			SUB TOTAL			**$ 34,770.00**
Funding Requested						
Flagstaff Special Event Fund						$ 5,000.00

CITY OF FLAGSTAFF
AGENCY EVENT FUNDING REQUEST PROCESS
Effective 11/01/07

The City of Flagstaff may fund agencies/organizations (applicants) upon their completion of the 'Special Event Funding Request Form' on either a one-time or ongoing basis. The applicant must be able to demonstrate a commitment to the quality of life for the community and the event must benefit City of Flagstaff residents and visitors alike. This request process and form are to be used only for events held within the city limits and will not be used for community service activities (United Way, FACTS, etc.)

An applicant may only receive funds from the City of Flagstaff once. If an applicant is receiving City funding either directly or indirectly (United Way, Flagstaff Cultural Partners, etc.) this process can not be used.

Requests for one-time funding can be received throughout the year; however the request must be made three months in advance of the event as awards are only made on a quarterly basis. The maximum request amount is $5,000.

Ongoing funding requests will only be considered annually for the following fiscal year. Requests for on-going funding must be received by January 31 to be considered for funding at the start of the next fiscal year, July 1. An on-going request must be filed for both new requests and agencies currently receiving event funding. Annual requests may be for any dollar amount; however the applicant needs to be aware that the City can only fund requests greater than $15,000 after the City has completed a formal bid solicitation process and the applicant is determined to be the successful bidder.

A pubic service announcement will be made around November every year notifying the public of the process to request ongoing or one-time funding from the City of Flagstaff.

These instructions and the application form can be found on the City website.

Requests received by any member of the City Council or by City staff should either be referred to the City website or they can be forwarded to the Finance/Budget Manager.

The Finance/Budget Manager will either reference the applicant to the City website or send them a copy of these instructions and application via email or hardcopy.

Upon the receipt of a completed application, the Finance/Budget Manager will convene the Event Review Committee. The Event Review Committee is comprised of the Parks and Recreation Director, the Convention and Visitors Bureau Director, and the Finance/Budget Manager.

The Event Review Committee will evaluate the application and work directly with the applicant for any additional information needed to make a determination.

The Event Review Committee will bring all one-time requests and the recommendation to the Council on a quarterly basis, assuming requests have been made within that quarter. The applicant will be notified of the Event Review Committee recommendation and the scheduled date for Council presentation. Upon Council approval of a funded request, funds will be released within 30 days.

The Event Review Committee will bring all ongoing event funding requests to the Budget Committee to review as part of the budget process for initial review and determination for budget inclusion. The result of these applications and recommendations will be presented to Council during the Council budget presentations.

New _____ 1X _____

Existing _____ Ongoing _____

CITY OF FLAGSTAFF
SPECIAL EVENT FUNDING REQUEST FORM

Applicant can only receive funds from the City once. If an applicant is receiving City funding either directly or indirectly (United Way, Flagstaff Cultural Partners, etc.) this process can not be used.

Date _____

Name of Special Event _____

Name of Organization (if applicable) _____

Contact Person _____

Address _____

Telephone Number _____

Email Address _____

Event Date _____

Please provide a brief description of the event in the space provided below.

-continued-

Amount of Funding Requested _____

Did your event receive funding from the City of Flagstaff during FY07 (7/1/06-6/30/07)?

Yes _____ No _____

If yes, what was the amount requested and what was the amount awarded?

Requested _____ Awarded _____

What is the overall budget for this event? _____

Please list other funding sources and amounts in the space provided below.

Based on the amount requested above, what will these funds specifically go toward?

Applicant may be asked to meet with and/or provide other documentation based on further evaluation with the Event Review Committee. Award is subject to City Council approval.

Please submit form to Barbara Goodrich, Finance/Budget Manager for the City of Flagstaff: *bgoodric@ci.flagstaff.az.us* ***fax: 928-779-7656 phone: 928-913-3201***