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City Council Synopsis

May 24, 2016



From: Allison Van Guilder, Parks, Recreation & Public Facilities Director

Prepared by: Amber Traini, Parks, Recreation & Public Facilities Event Assistant

Agendized by: Gary R. Hampton, City Manager

1. ACTION RECOMMENDED:

Motion: Accepting the post event report for the Carnegie Centennial Celebration funded in part by the City through the Community Events and Activities Grant Program

2. DISCUSSION OF ISSUE:

Grant funding for Community Events & Activities Program was budgeted at \$46,000 for Fiscal Year 2015-16. Grant funding is derived from the transient occupancy tax paid by hotel guests when they stay in Turlock. As part of the grant funding requirements, each organization awarded is required to submit a post event report, including invoices for expenses related to their funding.

In the 2015-16 funding cycle, Carnegie Arts Center received \$3,250 in grant funding to offset marketing costs of the Carnegie Centennial Celebration. The post event report (attached as "Exhibit A") has been completed and submitted on time.

3. BASIS FOR RECOMMENDATION:

Policy Goal and Implementation Plan Initiative:

Policy Goal #5: Economic Development

General Principles:

5. Promote and support tourism

Action Item:

3. Collaborate with community groups and stakeholders to ensure a successful and vibrant community.

PN/JL

4. FISCAL IMPACT / BUDGET AMENDMENT:

Fiscal Impact:

Funding for the event has been budgeted in account number 120-10-120.47315 "Community Grants Program" in the amount of \$3,250.

Budget Amendment

None

5. CITY MANAGER'S COMMENTS:

Recommend approval.

6. ENVIRONMENTAL DETERMINATION:

N/A

7. ALTERNATIVES:

A. Council may choose not to accept the post event report or may request additional information.

Post Event Report

Grant recipients must complete a post event/activity report within 60 days of the event/activity date. Failing to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

NAME OF EVENT: Carnegie Centennial Celebration

EVENT DATE: 2/27/2016

AMOUNT OF GRANT AWARD: \$3,250

Actual Economic Impact	
Total Attendance:	<u>500</u>
Admission/Gate fee?	<u>\$ 0</u>
Number of Out-of-Town Attendees: (50 miles away or farther)	<u>unknown</u>
Number of Rooms Booked:	<u>0</u>
Number of Nights Booked:	<u>0</u>
Direct Economic Impact: (Based on \$70/person/day visitor)	<u>\$ unknown</u>
Direct Economic Impact: (Based on \$150/person/overnight visitor)	<u>\$</u>
Total Event Budget: (Please attach copy)	<u>\$ \$5,223.27actual</u>

1) How did you measure the above statistics?

Volunteers counted the participants in the various activities. We do not believe that any of our attendees came from a significant distance.

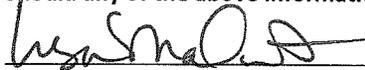
(Please provide any available documentation to support these statistics.

2) Please attach any related expenditure records related to the awarded grant funds. (receipts, invoices, etc)

3) Please attach a summary of your event including your successes, challenges and how the Parks, Recreation and Public Facilities Department can help with future events/activities. Feel free to include samples of any promotional items or news reports covering your event.

I declare that the above information is true under penalty of perjury of the laws of the State of California.

Should any of the above information change after this date, I will notify the City of Turlock.



Signature of Organization Representative

3/18/16

Date



“Experience Turlock”
Community Events & Activities
Grant Program



Post Event Report

The Carnegie Arts Center’s first community event in the Centennial year-long celebration was held on February 27, 2016. Based on counts conducted in different activities during the day, we estimate attendance at 500 guests over the course of the day. The event included the following activities:

- Opening ceremony (100+ in attendance)
 - Presentation of colors by Turlock High School Junior Navy ROTC
 - National Anthem performed by Dutcher Middle School Band
 - Welcome by CAC President Jeani Ferrari
 - Readings from *A Century of Stories: Turlock’s Carnegie Remembered* by Linda Murphy-Lopes and Paula Crawford
 - Recognition of Andrew Carnegie portrait bust donated by John Webster of Modesto
 - Remarks by Mayor Gary Soiseth
- Free activities, 10:30 a.m. – 2:00 p.m.
 - **Ferrari Gallery:** *Valley Focus: Betty Saletta Sculpture* (309 visitors)
 - **Lobby Galleries:** *A Handful of Dust: Allen Birnbach Photographs*
 - **Allen Family Members Gallery & Gift Shop:** open for sales (\$925 income)
 - **Garton Studio:** Handprint Banner (109 handprints)
 - **Gemperle Gallery:** Student Art Show (26 students featured in display; 213 total entries presented via PowerPoint show), Traveling Reading Tent, & Poetry on the Spot (52 poems written)
 - **Bethel Studio:** Art Project with Kathy Thomas (150+ participants)
 - **Loft:**
 - 11:00 – 11:30 a.m. Dance Demo with Village Dancers of the Valley (10 dancers)
 - 11:45 – 12:30 Music with the Sunshine Strummers (40 players)
 - 1:00– 1:45 p.m. Dance Demo with Los Luceros de Osborn (24 dancers)
- Refreshments were served throughout the event in three locations (including popcorn, sandwiches, cookies, coffee, tea, hot chocolate, lemonade, and water)
- Orders were taken for the upcoming book about the Centennial (17 pre- orders)

- Membership table provided information on CAC membership and volunteer opportunities (6 new members)

Attendees of the event included Mayor Soiseth, Councilmembers Bill DeHart and Steve Nascimento, and Supervisor Vito Chiesa, as well as reporters/photographers from the Turlock Journal and Modesto Bee.

All of the above aspects of the event were deemed extremely successful by staff, volunteers and guests. We received high praise for all aspects of the day's activities from those in attendance.

Challenges included securing performers for the event and confirming those in a timely manner. We had two groups that were scheduled to be at the event who cancelled the week before and the day of the event. Replacements were found for one group, but not the group that cancelled on the morning of the event. Other scheduled groups were able to extend their performances, so the overall result was still successful.

Our event committee did an excellent job of reaching out to the community, coming up with creative ideas, and organizing the activities. A few aspects of the event changed during planning, most significantly the decision not to purchase a bench for commemorating the Centennial. Once the surprise donation of a portrait bust in bronze of Andrew Carnegie was received, the decision was made to feature that gift with a plaque and pedestal for permanent display. This brought down the cost of the event.

With the support of the committee and other volunteers, costs for the event were kept to a minimum overall, knowing that sponsor funding for this specific event was limited to the grant from the City's *Community Events and Activities Fund*.

The logo or name of the *Community Events and Activities Fund* was included in advertising and promotional materials related to the event. We have continued to include the City of Turlock as a sponsor of the year-long Carnegie Centennial Celebration in banners, public presentations and on the CAC website.

Submitted by



Lisa McDermott

Director

3/18/2016

**Carnegie Arts Center Foundation, Turlock
Programs Projects Report
Centennial Kick-Off Event
July 1, 2015 through March 11, 2016**

Date	Name	Memo	Account	Amount
Sponsorship Income				
Program Specific Sponsorship				
09/22/2015	City of Turlock	Community Events & Activities Funding, Centennial Celebration	Program Specific Sponsorship	3,250.00
Total Program Specific Sponsorship				3,250.00
Total Sponsorship Income				
Advertising & Marketing				
02/28/2016	Modesto Bee	Centennial ad	Advertising & Marketing	-425.00
02/22/2016	City Signs	Centennial banner, facade	Advertising & Marketing	-258.30
02/22/2016	City Signs	5 Lightpole Banners for sponsors	Advertising & Marketing	-354.40
02/25/2016	Facebook	Centennial Groundbreaking	Advertising & Marketing	-18.92
03/03/2016	Turlock Journal	2/19/2016 3x10.5, Centennial Groundbreaking Ad	Advertising & Marketing	-350.00
03/03/2016	Turlock Journal	2/24/2016 3x10.5, Centennial Groundbreaking Ad	Advertising & Marketing	-250.00
Total Advertising & Marketing				-1,656.62
Catering				
02/19/2016	Smart & Final	Popcorn for Centennial Event	Catering	-55.78
02/27/2016	Safeway	Volunteers Break snacks	Catering	-37.98
03/03/2016	Ashleigh Volk	Catering Reimbursement, Centennial Groundbreaking	Catering	-391.61
Total Catering				-485.37
Furnishings				
02/18/2016	Artistic Bronze Inc.	Etched Bronze Plaque, A Carnegie Bust	Furnishings	-335.60
03/09/2016	Tim McClary	Pedestal for bust	Furnishings	-350.00
Total Furnishings				-685.60
Licenses and Permits				
02/11/2016	City of Turlock	Centennial Sign Permit	Licenses and Permits	-115.00
Total Licenses and Permits				-115.00
Payroll				
	Carnegie Part-time Staff	Additional staffing for event 2/27	Payroll Expenses-staffing	-180.00
Total Payroll				-180.00
Postage, Mailing & Delivery				
12/18/2015	USPS	Postcard Stamps, Centennial	Postage, Mailing & Delivery	-175.00
Total Postage, Mailing & Delivery				-175.00
Printing Copying & Reproduction				
12/11/2015	Modern Postcard	Centennial Celebration Postcard	Printing & Copying	-142.51
01/06/2016	Seeger's Printing	100 Year Flyer Invoice No.: 0119382-IN	Printing & Copying	-786.74
Total Printing & Copying				-929.25
Professional Fees				
03/03/2016	All Cox & Company	1/4 page ad - 100 years graphic design and revisions	Design	-62.50
03/03/2016	All Cox & Company	Banner graphic design, revisions and printready file	Design	-40.00

**Carnegie Arts Center Foundation, Turlock
Programs Projects Report
Centennial Kick-Off Event
July 1, 2015 through March 11, 2016**

Date	Name	Memo	Account	Amount
03/03/2016	Ali Cox & Company	Centennial Stand-up Banner, graphic design, revisions and printrea Design		-54.68
03/03/2016	Ali Cox & Company	Poster: Free Family Event at the Carnegie graphic design	Design	-78.12
03/10/2016	Kathy Thomas	Art Studio project for Groundbreaking event (\$25/hr)	Teacher Payroll	-100.00
				<u>-335.30</u>
Total Professional Fees				
Program Expense				
02/11/2016	BB Prints It	Centennial handprint banner	Program Expense	-204.49
02/10/2016	Buildesign.com	Centennial Sponsor sign	Program Expense	-79.99
03/03/2016	Ursula Navarro	Centennial Groundbreaking Balloons Bouquets	Program Expense	-56.48
				<u>-340.96</u>
Total Program Expense				
Supplies				
Art Supplies				
02/26/2016	Nasco	Supplies for Centennial art project	Studio Supplies	-106.35
02/24/2016	Michael's	Supplies for Centennial Handprint Banner	Studio Supplies	-32.26
02/24/2016	Smart & Final	Supplies for Centennial event: cups	Event Supplies	-47.14
02/24/2016	Party City	Supplies for Centennial event: napkins	Event Supplies	-12.46
01/07/2016	Amazon Marketplace	Brass Cleaner, Bust of Andrew Carnegie Installation	Building Maintenance	-45.49
01/07/2016	Amazon Marketplace	Brass Cleaning Supplies, Andrew Carnegie Bust	Building Maintenance	-42.65
02/26/2016	Staples	Colored paper, Centennial Programs	Office Supplies	-34.42
				<u>-320.77</u>
Total Art Supplies				
Event Supplies				
Maintenance Supplies				
Office Supplies				
Total Supplies				
				<u>-1,973.87</u>
Total Expense				
				<u><u>-5,233.87</u></u>

TOTAL

ALI COX & COMPANY

marketing

1908 California Ave. Turlock, CA 95380

Invoice

Date	Invoice #
03/01/2016	1156
Terms	Due Date
Net 15	03/16/2016

Bill To

Carnegie Arts Center
 Foundation
 Attn: Lauris Conrad
 250 N. Broadway
 Turlock, Ca 95380

Activity	Amount
• Traditional marketing, social media marketing, digital marketing, public relations, promotions strategy and event planning services for the Carnegie Arts Center Foundation + Retainer fee for the month of February, 2016	2,000.00
• 1/4 page ad - 100 years graphic design and revisions	62.50
• 20 ft X 2 ft - Building Banner graphic design, revisions, and printready file	40.00
• 78" X 33" Membership Stand-Up Banner graphic design, revisions, and printready file	46.87
• 78" X 33" Centennial Stand-Up Banner graphic design, revisions, and printready file	54.68
• 11" X 17" Poster: "Free Family Event at the Carnegie" graphic design	78.12
Total	\$2,282.17

Terms Net-15 Days
 Check or electronic transfer accepted.
 EIN # 46-3116284
 DIRECT PAY:
 Ali Cox & Company LLC
 Morgan Chase Bank

A 10% late fee will be accessed to invoices not paid within 30 days

Thank you for processing!

VGB

Smart & Final. &

Warehouse & Market. Friend & Neighbor.

*** Welcome To Our Modesto Store ***
Store # 402

See Us On The WEB www.smartandfinal.com

Cashier: Laura

DATE: 02/19/16

TIME 08:21:58

2 @ 27.89	
JollyTime All 1 Ki	55.78 F
Was \$61.98/ YOU SAVED -> \$6.20	
FS 2# White Bag	7.99 T
Tree Top Apple Jui	7.79 F
100CAL STICK	3.99 F
Nature Valley Oats	13.49 F
NV Sweet Salty Alm	12.49 F

SUBTOTAL	113.50
SALES TAX	.61
TOTAL	114.11

Visa TENDER 114.11

Acct # *****8011

APPRVL CODE 09399G

Cas Ref# 36

CASH CHANGE .00

TOTAL NUMBER OF ITEMS THIS VISIT--> 10

Smart & Final Store # 402
801 9th Street
Modesto, CA 95354

DATE 02/19/16 TIME 08:22:36

Account # *****8011

Tender Type Credit

Reference # 133417

APPRVL CODE 09399G

Reason Code RM00 Total 114.11

Trans # 16 Cash back .00

08:23:23 OP# 10108506 02/19/16

Term:3 Trans # 16 Store # 402

THANK YOU FOR SHOPPING
YOUR MODESTO SMART&FINAL
STORE MANAGER: JOEL EXCINIA
1 (209) 526-4115

x

	Post: "Groundbreaking Celebration and Open House - Free!..."	384 \$0.92 Impressions
	Post: "FREE FAMILY EVENT IN TURLOCK ON SATURDAY,..."	1 \$ Impression
	Post: "http://www.turlockjournal.com/m/section/12/article..."	946 \$3.00 Impressions
	Post: "FREE FAMILY EVENT IN TURLOCK ON SATURDAY,..."	1,639 \$4.00 Impressions
	Post: "FREE FAMILY EVENT IN TURLOCK ON SATURDAY,..."	303 \$2.00 Impressions
	Post: "Valentine's Day is this weekend. Check out the..."	223 \$2.00 Impressions
	Post: "FREE- Family Event Coming Up at the Carnegie!..."	19 \$0.06 Impressions
	Post: "FREE Family Friday - Miwoks and Yokuts February..."	61 \$0.09 Impressions
	Post: "It sure is! @biketurlock. . . . #Repost received..."	622 \$2.00 Impressions
	Post: "New Volunteer Orientation Coming up!! Saturday..."	148 \$1.00 Impressions
	Post: "Join Us Next Saturday for some FREE family fun!..."	12 \$2.58 Post Engagements
	Post: "Join us THIS SATURDAY for some FREE family fun..."	41 \$3.00 Post Engagements
	Post: "Carnegie readies for a birthday party 100 years..."	24 \$1.71 Post Engagements
	Post: "The Carnegie Center for the Arts continues its..."	7 \$1.70 Post Engagements
TOTAL		\$30.07

Transaction ID: 873973786052508-1742499

Thanks,
The Facebook Ads Team

[Manage Your Ads](#)

[See Full Receipt](#)

This is an automated message. Please do not reply. If you have questions about ads, you can [get help](#). You can also manage your [notification settings](#) for this ad account.

Facebook, Inc., Attention: Community Support, Menlo Park, CA 94025

Please detach top portion and return with your payment.

UNPAID INVOICES AND DEBITS

Turlock Journal		Transaction		Details		Amount		Paid Amount		Amount Due	
Date	Ref No.										

1/31/2016	138719	Invoice	Readers Choice	Readers Choice	2/29/2016	\$400.00	\$400.00	\$0.00	\$400.00
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Order No. 58345 Retail Display: Readers Choice
 Ad: 2 1/30/2016 2 x 5.27
 TJ - Reader's Choice Turlock, TJ - Special Section Online Turlock

2/21/2016	140840	Invoice	Order No. 59284 Retail Display	Readers Choice	3/30/2016	\$350.00	\$350.00	\$0.00	\$350.00
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Ad: 1 2/19/2016 3 x 10.5
 TJ - Turlock Journal

2/29/2016	141289	Invoice	Order No. 59284 Retail Display	Readers Choice	3/30/2016	\$250.00	\$250.00	\$0.00	\$250.00
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Ad: 1 2/24/2016 3 x 10.5
 TJ - Turlock Journal

PAYMENTS AND CREDITS

Carnegie Arts Center Fdn.

Turlock Journal

Readers Choice TY Ad
 2/19/2016 3x10.5, Centennial Groundbreaking Ad
 2/24/2016 3x10.5, Centennial Groundbreaking Ad

3195

3/3/2016

400.00
 350.00
 250.00

Chase checking

Invoice No. 5574

1,000.00

PRODUCT SSLT104 USE WITH 91683 ENVELOPE

Deluxe Corporation 1-800-328-0304 or www.deluxe.com/shop

0051

51 C21C57 SLRX5 01/15/2016 11:29

Subject: Thank you for ordering from BuildASign! Your Order Number is 72997414
From: BuildASign.com (service@buildasign.com)
To: lisa@camegieartsturlock.org;
Date: Wednesday, February 10, 2016 3:28 PM



My Account | Check Order Status
 Need help? Call us at 1-800-330-9622

- HOME
- SIGNS
- MAGNETICS
- BANNERS
- FRAMES & ACCESSORIES

Thank you for ordering from BuildASign.com!

We appreciate your business and will be starting work on your order shortly! We will notify you as soon as your order has shipped - but in the mean time, be sure to connect with us on Facebook, and browse the products that our other customers have loved. Your order details are below.

You can login at any time to create new signs and view ones that you have saved.
Your Login: lisa@camegieartsturlock.org
Your Password: d39ae

[Tell us what you think! Write a review](#) ★★★★★

Order Summary

Your Order Number: 72997414

[Tell us what you think!](#)
[Review us here](#) ★★★★★

Billing Information
 CARNEGIE ARTS CENTER
 250 N BROADWAY
 TURLOCK, CA, 95380
 United States

Shipping To:
 CARNEGIE ARTS CENTER
 250 N BROADWAY
 TURLOCK, CA, 95380-4737
 United States

Don't forget!

Customers like you also purchased these accessories and other products.

Order Contact
 lisa@camegieartsturlock.org
 209-632-5761

Shipping Method
 Ground

See what other customers bought.

12" x 24"
.045 Magnetic

Your order should arrive by 2/22/2016

Need your sign sooner?

Call us to upgrade your shipping: 1-800-330-9622
(we'll just charge the difference in the price for that shipping option)

See what other customers bought.

3ft x 6ft
Vinyl Banner

Order Item Information

Description	Unit Price	Qty	Total
Custom Sign (ID: 828651575) Retractable Banner 78" x 33"	\$79.99	1	\$79.99
Custom Sign (ID: 828651576) Retractable Banner 78" x 33"	\$79.99	1	\$79.99
Standard Retractable Banner Stand	\$0.00	1	\$0.00
Standard Retractable Banner Stand	\$0.00	1	\$0.00

See what other customers bought.

18"h x 24"w Metal Frame
 1 rider (Black)

See what other customers bought.

36" x 24"
Sandwich Board (Cor.
Plastic)

Payment Information

Antennal
membership

Street Banners - Centennial Events
Lightpoles

02/22/2016

VAP

City Signs

1101 Doker Drive
Suite D
Modesto, CA 95351

Invoice

Date	Invoice #
2/22/2016	32668

Bill To
Carnegie Arts Center Lisa McDermott 250 North Broadway Street Turlock, California 95380

Ship To
Carnegie Arts Center 250 North Broadway Street Turlock, California 95380

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project
		TA	2/22/2016			
Quantity	Item Code	Description			Price Each	Amount
5	Banners	48" x 23 5/8" Banner(s)- Celebrating 100 Years Carnegie Arts Center			70.88	354.40T
5	Banners	48" x 23 5/8" Banner(s)- Celebrating 100 Years Carnegie Arts Center			70.88	354.40T
		TAX			7.625%	54.05

City Signs owns all signs and equipment until balance is paid in full. If payment arrangements are not met by purchasing customer City Signs will reclaim sign or material at the expense of the customer.

Total	\$762.85
Payments/Credits	-\$762.85
Balance Due	\$0.00

Phone #	Fax #	E-Mail
209.549.2412	209.549.2419	Info@CitySignsModesto.com

