

## REQUEST FOR COUNCIL ACTION

**SUBJECT:** 2015 West Jordan Pioneer Days

**SUMMARY:** Discuss payment request of \$59,300.00 and staff services for the Olive Osmond Hearing Fund for the sponsorship of West Jordan Utah Pioneer Days being held July 24-25, 2015 in Veterans Memorial Park/West Jordan Arena.

**FISCAL IMPACT:** Sponsorship payment of \$59,300.00 to be used for advertising, fireworks, entertainment and rental equipment. City staff, services and fees not to exceed \$42,550.00.

**STAFF RECOMMENDATION:**

Discussion item only. Final agreement will come back to City Council for approval.

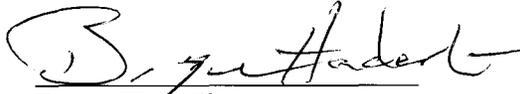
**MOTION RECOMMENDED:**

No Motion. Discussion Item Only.

**Prepared by:**

  
Julie Brown  
Events Coordinator

**Recommended by:**

  
Bryce Haderlie  
Interim City Manager

## BACKGROUND DISCUSSION:

Pursuant to City Code Section 3-4-1, the City Council may waive fees otherwise due to the City, and may otherwise provide financial and nonfinancial support to a nonprofit entity providing services to the citizens of the City, if the City complies with section 10-8-2 of the Utah Code. Section 10-8-2 limits the charitable contribution to a nonmonetary contribution, such as fee waivers and City services. It also limits the total charitable contributions for the fiscal year to 1% of the City's budget for that fiscal year and requires a public hearing prior to approval.

For 2015 the Olive Osmond Hearing Fund will be making substantial changes to their events.

- Open gate, free admission
- Two nights instead of three
- No park activities, only the pageant

The changes you will notice are the event being two days, the marketing dollars decreasing from \$20,000 to \$16,300 and a total cost increase of \$2,100 going from \$57,200 to \$59,300.

The Olive Osmond Hearing Fund is a nonprofit corporation and requesting nonmonetary contributions for West Jordan's Utah Pioneer Days valued as follows totally \$42,550.00:

- The Event Producer may use Veterans Memorial Park or the West Jordan Arena without payment of rental fees to the City, valued at \$500.00 per day for the park and \$400.00 per day at the Arena. They will use an estimated 15 days for set up, the event and take down totaling \$7,500.00 and \$6,000.00.
- City staff will perform cleaning services during the event without charge to the Event Producer, not to exceed a value of \$1,200.00.
- City staff will perform security and EMS services without charge to the Event Producer, not to exceed a value of \$8,200.00.
- City will provide garbage collection, water service, and electrical service at no additional cost to the Event Producer, valued at \$3,600.00.
- City will provide the services of an Event Coordinator to assist with planning, during event dates and post event, not to exceed a value of \$17,500.00.
- City will provide the services of a Public Information Officer to assist with promotions and advertising through West Jordan marketing forums including but not limited to the West Jordan Journal Good Neighbor News pages, West Jordan social media, and the West Jordan website, not to exceed a value of \$5,200.00
- ASCAP/BMI (services we pay royalties to in order to play music) fees estimated at \$350.00 *(This is a new item for 2015.)*
- Mass Gathering Permit \$500 *(This is a new item for 2015.)*
- More advertising by the city on the Good Neighbor News pages and social media (no estimated cost available). *(This is a new item for 2015.)*
- Insurance **(The city does not provide insurance for third party events. Because we do not control the event, we cannot control the liability they put upon us. This item should be discussed with the attorney's office.)** *(This is a new item for 2015.)*

In addition, it is proposed that the Olive Osmond Hearing Fund provide media marketing and fireworks display services for the Utah Pioneer Days totaling \$59,300.00 for the following:

- Rental equipment including but not limited to portable restrooms, canopies, tables, chairs = \$21,000.00
- Fireworks = \$12,000.00
- Advertising = \$16,300.00
- Entertainment = \$10,000.00

These services will be provided in conjunction with other services included in producing the event.

Attached: Olive Osmond Hearing Fund Proposal  
Previous Olive Osmond Hearing Fund requests to council.

## Julie Brown

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**From:** Justin Osmond <josmond@hearingfund.org>  
**Sent:** Monday, December 08, 2014 1:10 PM  
**To:** Julie Brown  
**Cc:** Vicki Wartman  
**Subject:** YPP Proposal to WJC  
**Attachments:** Proposal to WJC.pdf

Hello Julie,

Please find attached a spreadsheet that shows the monetary and in-kind donation we are requesting from West Jordan City for 2015.

You'll notice the following in our proposal (*see attached*):

- We added to the in-kind: Insurance, Mass Gathering & ASCAP.
- We're saving \$ on Fireworks since it's now for 2 nights.
- We are cutting back on advertising since we feel the city can help promote/market more especially now that it's FREE.
- Rental equipment: WJC helped cover part of this expense last year. We are now asking to help cover this full expense.
- Entertainment/Talent: WJC helped cover part of this expense last year. We are now asking to help cover this full expense.

You'll notice that these #s reflect a 2 –day event. We feel it best to continue doing it in the arena (*save additional cost*) and not include a festival this year. From this proposal, we will be able to cover most of our largest expenses. Since this is a new approach in making it a FREE admission, we are hoping this will bring in the masses by the thousands! Therefore, we'd like to try this out for 1 year and evaluate the outcome.

As you can see, this proposal shows that we are only requesting for about \$2,000 more than last year. The main reason for this minor increase is because it's now a FREE admission event and we are needing to cover our costs. Having said this, there are still more additional expenses involved (approximately \$25,000) in this production, but the OOHF is willing to take up the rest of these costs to show due diligence that we are sharing the load with you and that we continue to believe in this great cause!

Let me know if you have any thoughts or additional questions.

## Justin Osmond

CEO/Founder

hearingfund.org | 801.609.HEAR (4327)



*"Bringing Music to Your Ears."*



**2014 WJC DONATION**

Inkind (2014)

Veterans Memorial Park  
 Encroachment Permit Fees  
 Cleaning Services  
 Security & EMS Services  
 Garbage/Water/Electrical

**2015 PROPOSAL TO WJC**

Inkind (2015)

Veterans Memorial Park  
 Encroachment Permit Fees  
 Cleaning Services  
 Security & EMS Services  
 Garbage/Water/Electrical  
 Insurance/ASCAP/Mass Gathering & other

Monetary Donation (2014)

Fireworks (3 days) \$20,000  
 Advertising \$20,000  
 Rental Equipment (partial expense) \$11,500  
 Entertainment/Talent (partial expense) \$5,700

Monetary Donation (2015)

Fireworks (2 days) \$12,000  
 Advertising/Programs/Banners/Signage/Prints/Promotional Items \$16,300  
 Rental Equipment (Stage/Light/Sound/etc) \$21,000  
 Entertainment/Talent \$10,000

\$57,200

\$59,300

**Total 2014 Donation from WJC**

**\$57,200**

**Total 2015 Donation/Proposal from WJC**

**\$59,300**

**\*2015 Event to be 2 days in West Jordan Arena with no festival at the Veterans Memorial Park. Admission is FREE.**