

## REQUEST FOR COUNCIL ACTION

**SUBJECT:** Carnival proposals for review and consideration.

**SUMMARY:** Summary of proposals received for a possible 2016 carnival in Veterans Memorial Park July 1, 2 & 4.

**FISCAL AND/OR ASSET IMPACT:** Carnival revenue could be a guaranteed \$15,000 to \$20,000 plus a fee for concession and food booths.

City expenses and staffing will total an estimated \$85,387. This is currently not budgeted.

**STAFF RECOMMENDATION:**

Staff is seeking direction.

**MOTION RECOMMENDED:**

“I move to accept carnival proposal # \_\_\_\_\_ and ask staff to complete the contract and to schedule staffing and other equipment as appropriate.”

Roll Call vote required

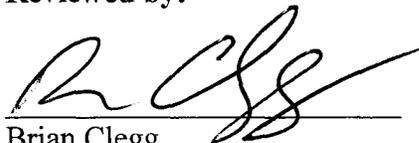
**Prepared by:**

  
Julie Brown  
Events Coordinator

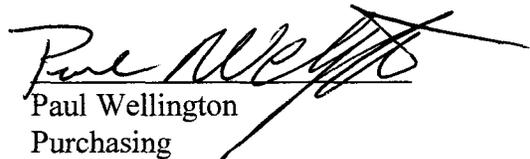
**NOT Recommended by:**

  
Mark R. Palesh  
City Manager

**Reviewed by:**

  
Brian Clegg  
Park Director

**Reviewed by:**

  
Paul Wellington  
Purchasing

**BACKGROUND DISCUSSION:**

City Council asked for submission of proposals to bring back a carnival for Independence Day. Below are the revenue submission from the proposals and the estimated expenses for the city. All companies offer a guaranteed payment. Most offer a percentage of sales or whichever is greater.

Carnival Proposals

#1	Guaranteed Revenue	\$20,000 (or 20% after tax, whichever is greater)
	Revenue per Game	\$100 per game operating on midway
	Revenue per Concession	\$150 per food concession operating on midway
	Additional Revenue	\$2500 to help defer the cost of security
	Cost of Tickets	\$1.50 single, 10 for \$12, 20 for \$20
	Cost of Bulk Tickets	\$25 all day ride pass
	Cost per Ride	Kiddie rides 2 tickets, major rides 3 tickets, spectacular rides 4 tickets.
	Notes:	Opening day rides \$1.00
#2	Guaranteed Revenue	\$15,000 (sliding percentage of onsite gross: 25% up to \$50,000, 30% \$50,001 - \$150,000 and 35% thereafter, 30% of advance sales)
	Revenue per Game	\$250 per game
	Revenue per Concession	\$600 per food concession
	Additional Revenue	\$2500 to assist with advertising
	Cost of Tickets	\$1.00 single, 20 for \$18, 30 for \$23
	Cost of Bulk Tickets	\$25 all day ride pass
	Cost per Ride	
	Notes:	Opening night all rides \$1.00, buddy night – 2 for 1 wristband, mega pass multi day wristband and advance sales at \$18 equating to 40 tickets or an all day wristband.

City expenses are estimated from the carnival in 2012 and current staffing needs.

ESTIMATED CITY EXPENSES	
ITEM	ESTIMATED EXPENSE
MASS GATHERING PERMIT	\$500
RESTROOMS	\$5,000
RENTAL EQUIPMENT/TENTS	\$1,000
SOLID WASTE PICKUP	\$500
BARRICADES	\$550
ADDITIONAL WATER/CUPS	\$150
PARK STAFFING ESTIMATE	\$31,400
FIRE STAFFING ESTIMATE	\$6,210
POLICE STAFFING ESTIMATE	\$27,127
ADMINISTRATION STAFFING	\$950
ADVERTISING	\$12,000
	<b>\$85,387</b>