

NDF091521LZ10

Louisville Metro Council City Agency Request

- Neighborhood Development Fund (NDF)
- Capital Infrastructure Fund (CIF)
- Municipal Aid Program (MAP)
- Paving Fund (PAV)

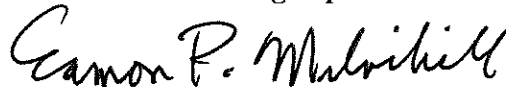
Primary Sponsor: Councilman Pat Mulvihill D-010

Amount: \$4,000.00 **Date:** 09/02/2021

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):
 Funding of \$4,000.00 from D-10 NDF to the louisville Zoo for expenses related to the annual Boo at the Zoo. D-10 has been supportive of this event for years.

City Agency: The louisville Zoo
Contact Person: Terri Lenahan Downs
Agency Phone: 502 238-5330

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose and have the attached documentation from the receiving department concerning the project/expenditure.



10		Councilman Pat Mulvihill	\$4,000.00	09/02/2021
District #		Council Member Signature	Amount	Date

Approved by: _____
 Appropriations Committee Chairman Date

Clerk's Office & OMB Use Only:

Request Amount: _____ Amended Amount: _____

Reference #: NDF091521LZ10 To OMB: _____

Budget Revision #: _____

Account #: _____

To Project Manager: _____ Completion Date: _____

Actual Cost: _____ Funds Returned: _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: The Louisville Zoo

Program/Project Name: \$4,000.00 for funding the Zoo's annual "Boo at the Zoo"

Yes/No/NA

Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding?	Yes	<input type="checkbox"/>
Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description?	NA	<input type="checkbox"/>
Request Form: If matching funds are to be used, does the amount of the request exclude the matching fund amount?	NA	<input type="checkbox"/>
Request Form: If other funds are to be used for this project, are they disclosed with account numbers in the request form description?	NA	<input type="checkbox"/>
Funding Source: If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF.	NA	<input type="checkbox"/>
Funding Source: If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF.	NA	<input type="checkbox"/>
Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required.	No	<input type="checkbox"/>
Ordinance Required: Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less?	No	<input type="checkbox"/>
Supporting Documentation: Does the attachment include a valid estimate and description of cost?	Yes	<input type="checkbox"/>

Submitted by: Geoff Wohl D-10 LA

Date: 09/02/2021



Louisville Metro Councilman
Patrick Mulvihill & District 10 Residents

Sponsorship of Boo at the Zoo Halloween attraction and treat booth

October 1-3, 7-10, 14-17, 21-24, 28-30, 2021

– Themed props, treat booths, music and décor for a family friendly experience.

Zoo to provide these sponsor benefits:

- Logo on themed sign at attraction- 200,000 attendance impressions
- Logo on light gobo at attraction on wall - 200,000 attendance impressions
- Logo on two “Thank You” sponsors sign on entrance plaza & exit-100,000 impressions
- Logo banner at attraction “Sponsored by Louisville Metro Councilman Patrick Mulvihill & District 10 Residents” 200,000 attendance impressions
- Logo on marquee entrance banner to the Zoo 200,000 attendance impressions
- Logo on Zoo web site, September - October 31, minimum 250,000 unique users per month
- Lighted Gobo logo in attraction area- 85,000 impressions
- Mentions in Zoo e-blast website link to members starting in September - 47,000 per month.
- Mention as sponsor in all Public Relations materials: “sponsored by Louisville Metro Councilman Pat Mulvihill & District 10 Residents” or similar mentions.
- Logo in *Trunkline* membership magazine- fall and winter issues- 2 X 38,000 member households/100,000 copies.
- 30 Halloween admission/parking passes to use for constituent hospitality/nonprofit donation.
- **\$4,000 sponsor contribution pays for candy to fill the booth for 18 nights.**

If agreed and accepted, please sign and return a copy to the Louisville Zoo, 1100 Trevilian Way, Louisville, KY 40213.

For the Louisville Zoo,

Terri Lenahan-Downs

Terri Lenahan-Downs, Sponsorship Director 7.28.21

Patrick Mulvihill

Patrick Mulvihill, Louisville Metro Council, District 10

7/29/2021
Date