

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-10

Amount: \$4,000 **Date:** 9/24/2019

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):
 This is a request for NDF funding for sponsorship of the Annual World's Largest Halloween Party. This event is held at the Louisville Zoo on October 3-6, 10-13, 17-20, 24-29, 2019.

City Agency: 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 <input type="checkbox"/>	 Councilman Pat Mulvihill	\$4,000	9/24/2019
District #	Council Member Signature	Amount	Date

Approved by: _____
 Appropriations Committee Chairman Date

Clerk's Office & OMB Use Only:

Request Amount: _____ Amended Amount: _____

Reference #: _____ To OMB: _____

Budget Revision #: _____

Account #: _____

To Project Manager: _____ Completion Date: _____

Actual Cost: _____ Funds Returned: _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Louisville Zoo

Program/Project Name: Annual World's Largest Halloween Party

	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?	No <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: 9/24/2019



Louisville Metro Councilman
Patrick Mulvihill & District 10 Residents

**Sponsorship of a Astro Disco Halloween attraction and treat booth at the
World's Largest Halloween Party presented by Meijer**

October 3-6, 10-13, 17-20, 24-27, 2019

– Themed props, candy, booth, music and costume characters to interact with kids.

Zoo to provide these sponsor benefits:

- Logo on themed sign at attractions and booth 100,000 attendance impressions
- Logo on light gobo at attraction on wall 100,000 attendance impressions
- Logo on two "Thank You" sponsors sign on entrance plaza 200,000 attendance impressions
- Logo banner at attraction "Sponsored by Louisville Metro Councilman Patrick Mulvihill & District 10 Residents" 100,000 attendance impressions
- Logo on marquee entrance banner to the Zoo 200,000 attendance impressions
- Logo on Zoo web site- Sept.-Oct. minimum 250,000 unique users per month
- Mentions in Zoo e-blast website link to members starting in September - 42,000 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.
- Logo on print media buy and media partners (Today's Family and Lexington Parent, 50% of presenting sponsor.) 300,000 impressions
- 20 Halloween admission tickets and 5 parking passes to use for constituent hospitality or nonprofit donation.
- Sponsorship recap/summary of execution report at conclusion of event.
- **\$4,000 sponsor contribution pays for candy to fill the booth for 16 nights.**

If agreed and accepted, please sign and return a copy to the Louisville Zoo, 1100 Trevilian Way, Louisville, KY 40213. Or Fax 502-459-2196.

For the Louisville Zoo,

Terri Lenahan-Downs

Terri Lenahan-Downs, Sponsorship Director 7.29.19

Patrick Mulvihill
Patrick Mulvihill, Louisville Metro Council, District 10

7/31/2019
Date