

Louisville Metro Council City Agency Request

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

Primary Sponsor: Vicki Aubrey Welch, District 13

Amount:

Date: January 18th, 2017

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):

NDF to Metro Parks / Jefferson Memorial Forest in the amount of \$20,000 to support Forest Fest - the annual Bluegrass Festival to be held on Saturday, May 20th, 2017.

These funds will be used specifically to cover costs associated production, talent and operation - and additional expenditure information is available herein. The event does receive additional funding from Sponsorships, parking revenue and fees collected from vendors

City Agency: Metro Parks / Jefferson Memorial Forest

Contact Person: Bennett Knox, Assistant Director

Agency Phone: 502.368.6856

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.

13

District #

Vicki Aubrey Welch
Council Member Signature

\$5,000

Amount

1/18/2017

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: _____

Department/Project:
 Metro Parks / Jefferson Memorial Forest - 2017 Forest Fest

Additional Signatures

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose.

Council Member Signature and Amount

District 1	<i>Jessica E. Ghe</i>	\$ 750.00
District 2		\$
District 3	<i>Maxine Maluse</i>	\$ 250.00
District 4	<i>Barbara Gethen Smith</i>	\$ 250.00
District 5		\$
District 6		\$
District 7		\$
District 8	<i>J. B. L.</i>	\$ 250.00
District 9		\$
District 10	<i>Carroll P. Marshall</i>	\$ 500.00
District 11		\$
District 12	<i>Ed. B. Howell</i>	\$ 1000
District 13		\$
District 14	<i>Cindi Fowler</i>	\$ 3500.00
District 15	<i>Maureen Fowler</i>	\$ 1500 -
District 16		\$
District 17	<i>Frank</i>	\$ 500
District 18		\$
District 19		\$
District 20		\$
District 21	<i>David Johnson</i>	\$ 250.00
District 22		\$
District 23	<i>O. Ped</i>	\$ 1000.00
District 24	<i>Madonna D. Lora</i>	\$ 1000.00
District 25	<i>D. J. G. Lora</i>	\$ 1,000.00
District 26		\$

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Metro Parks / Jefferson Memorial Forest	
Program/Project Name: Forest Fest 2017	
	Yes/No/NA
Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding?	No
Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description?	NA
Request Form: If matching funds are to be used, does the amount of the request exclude the matching fund amount?	NA
Request Form: If other funds are to be used for this project, are they disclosed with account numbers in the request form description?	Yes
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
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
Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required.	Yes
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
Supporting Documentation: Does the attachment include a valid estimate and description of cost?	Yes

Submitted by: Kevin Triplett, Legislative Assistant

Date: 1/18/2017

Triplett, Kevin D

From: Minnick, Rebecca
Sent: Friday, January 13, 2017 10:36 AM
To: Welch, Vicki A; Triplett, Kevin D
Cc: Knox, Bennett
Subject: Forest Fest 2017

Dear Councilwoman Welch,

The 13th annual Forest Fest is scheduled for May 20, 2017! Attendance at Jefferson Memorial Forest events has grown steadily in number and diversity over the past few years, and we anticipate this year's Forest Fest to be no different.

Each year, we bring award-winning bluegrass and Americana acts to Jefferson Memorial Forest. Last year's headliner included the 17-time International Bluegrass Music Award winner and Greater Louisville resident, fiddler Michael Cleveland. A video taken at the fest of Cleveland and mandolinist Nathan Livers (on the Forest Fest Facebook page) has gone viral, with over 800,00 views! Last year's Forest Fest, with Metro Council's support of \$15,000, saw the best crowd yet, with an estimate of 2500 in attendance. We expanded beyond bluegrass to include other acoustic acts, such as Louisville favorite Ben Sollee, so as to attract even more first-timers to Jefferson Memorial Forest. Even despite the rain, families enjoyed the fantastic music, food, arts and crafts, and nature play.

As you can see from the table below, we anticipate total expenses to carry out this free-to-the public festival of \$31,500. To cover expenses we are requesting \$20,000 from Metro Council. Event revenues (e.g., from parking/vendors/booths as well as sponsorships) will make up the difference.

Costs 2017	Estimate Price
Bands/hospitality total	\$20,000
Other production/band-related expenses (not in total above)	
Sound System stage and tent	\$3,000
Production Simple	\$3,500
Jefferson Special Police	\$200
Marketing - Louisville Public Media	\$1,850
Marketing--Pickin Post, Facebook, etc.	\$500
incidentals	\$150
Port o' Lets	\$850
Hay Bales	\$600
Climbing Wall	\$850
TOTAL	\$31,500

Thanks so much for your continued support of this, and other forest events. Please let me know if there is any more information you need from me regarding this request. I look forward to working with you on Forest Fest!

Best regards,
Rebecca

Rebecca Minnick, Program Manager
Natural Areas Division/Jefferson Memorial Forest

Louisville Metro Parks & Recreation
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502.363.4363 fax
www.memorialforest.com



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