

Louisville Metro Council City Agency Request

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

Primary Sponsor: Councilman Mark Fox

Amount: \$20,000 **Date:** 2/22/19

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):
 NDF in the amount of \$20,000 to Metro Parks and Jefferson Memorial Forest to help cover operating costs associated with the 2019 15th Annual Forest Fest Bluegrass Music Festival on May 18, 2019. these funds will help offset the costs of production, talent, stage and sound essentials in an effort to keep this event free to the public.

City Agency: Jefferson Memorial Forest/Metro Parks
Contact Person: Bennett Knox and Jessica Kane
Agency Phone: 502-368-0912 and 502-410-8890

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 Mark Fox 5,000.00 03-29-2019
 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: _____

Department/Project:
NDF to support the 2019 Forest Fest Bluegrass Music Festival

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.

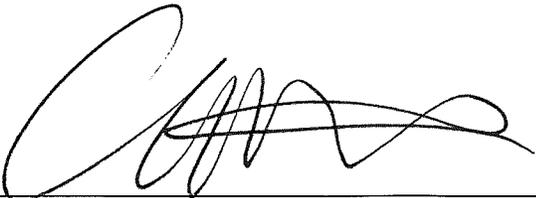
Council Member Signature and Amount

District 1	_____	\$ _____
District 2	_____	\$ _____
District 3	_____	\$ _____
District 4	_____	\$ _____
District 5	_____	\$ _____
District 6	_____	\$ _____
District 7	_____	\$ _____
District 8	_____	\$ _____
District 9	_____	\$ _____
District 10	_____	\$ _____
District 11	_____	\$ _____
District 12	_____	\$ _____
District 13	_____	\$ _____
District 14	<i>Cindi Howell</i>	\$ 1750.00
District 15	<i>Kevin T. [unclear]</i>	\$ 1,000.00
District 16	_____	\$ _____
District 17	_____	\$ _____
District 18	_____	\$ _____
District 19	_____	\$ _____
District 20	_____	\$ _____
District 21	<i>Paul George</i>	\$ 500.00
District 22	_____	\$ _____
District 23	_____	\$ _____
District 24	_____	\$ _____
District 25	_____	\$ _____
District 26	_____	\$ _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Metro Parks (Jefferson Memorial Forest)
Program/Project Name: 15th Annual Forest Fest

	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.	Yes <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?	Yes <input type="checkbox"/>
Supporting Documentation: Does the attachment include a valid estimate and description of cost?	Yes <input type="checkbox"/>

Submitted by: 

Date: 3/29/19

Alexander, Elizabeth

From: Kane, Jessica S
Sent: Monday, January 28, 2019 2:34 PM
To: Alexander, Elizabeth
Cc: Knox, Bennett; Nichols, Barbara J
Subject: Re: FOREST FEST 2019
Attachments: FF19 sponsorship package .pdf

Absolutely! I have attached our official sponsorship package to this email, it has a bit of the history and general overview of the event. I have also included this year's line up and budget below. The line up has not been released yet but will be in the coming weeks. Please let me know if you have any other questions.

Thanks so much for your time!

Jessica

2019 Lineup:

Michael Cleveland
Becky Bueller
Amythyst Kiah
Relic
Grizzly Goat
Ida Clare

2019 Budget:

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	\$1000
TOTAL	\$31,500

To cover expenses we are requesting \$20,000 from Metro Council (collectively). Event revenues (e.g., from parking/vendors/booths as well as sponsorships) will make up the difference.

Jessica Kane

Program Manager

Natural Areas Division/Jefferson Memorial Forest
Louisville Metro Parks & Recreation

PO Box 467 Fairdale, KY 40118
502.368.6856 (office)
502.410.8890 (cell)
502.363.4363 (Fax)
www.memorialforest.com



You can support Jefferson Memorial Forest and other natural areas with a tax-deductible donation by [clicking here](#).



Our Natural Areas mission:

To protect and enhance our natural areas for this and future generations, while promoting environmental stewardship and education through community partnerships

From: Alexander, Elizabeth
Sent: Monday, January 28, 2019 2:02:17 PM
To: Kane, Jessica S
Cc: Knox, Bennett; Nichols, Barbara J
Subject: RE: FOREST FEST 2019

Hi Jessica,
Sorry for the delay, we have been CRAZY trying to get settled and acclimated to what's what. We are definitely in, can you send a specific outline for CM Fox to have a better understanding of all that is Forestfest, background, etc. He is new, as you know, and would benefit from hearing the "pitch" from you and/or Bennett on all the specifics. Let me know. Thanks so much, Elizabeth

From: Kane, Jessica S <Jessica.Kane@louisvilleky.gov>
Sent: Friday, January 25, 2019 10:03 AM
To: Alexander, Elizabeth <Elizabeth.Alexander@louisvilleky.gov>
Cc: Knox, Bennett <Bennett.Knox@louisvilleky.gov>
Subject: Re: FOREST FEST 2019

Hi Elizabeth-

Happy Friday, hope your week is going well. I wanted to check in about Forest Fest and see if you all have had a chance to talk about it? I know it's super crazy there getting settled in this month. We are about to roll out the event with the official line up (first ad due Feb. 1) and we would love to be able to include council on the early promotions if possible.

Let me know if you have any questions or if I can assist in any way. Thanks so much for your time.

Sincerely,

Jessica

Jessica Kane

Program Manager

Natural Areas Division/Jefferson Memorial Forest

Louisville Metro Parks & Recreation

PO Box 467 Fairdale, KY 40118

502.368.6856 (office)

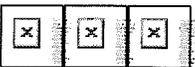
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From: Kane, Jessica S

Sent: Wednesday, January 9, 2019 4:08:38 PM

To: Mark Fox; Alexander, Elizabeth

Cc: Knox, Bennett; Kasler, Dana; Lajara, Teresa

Subject: Re: FOREST FEST 2019

Dear Councilman Fox,

Congratulations on your election to District 13, we are excited you are here and look forward to working with you. I wanted to follow up on this request below and see if there was any more information you needed from our end? Thanks so much and welcome!

The 15th annual Forest Fest is scheduled for May 18, 2019! 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. 2018 brought bands such as Nora Jane Struthers, Whiskey Bent Valley Boys, and our headlining band- Lonely Heartstring Band. Forest Fest 2018, with Metro Council's support of \$15,000, saw the best crowd yet, we estimate there were around 2500 in attendance. We have bigger plans this year, being the 15th year, with the possibility of a "home front" live radio show performance as part of the Fest. This could attract even more first-timers to Jefferson Memorial Forest.

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.

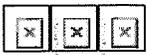
Costs 2019	Estimate Price
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Other production/band-related expenses (not in total above)	
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Sincerely,
Jessica

Jessica Kane
Program Manager
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From: Welch, Vicki A
Sent: Friday, December 28, 2018 4:04:17 PM
To: Kane, Jessica S; Mark Fox; Alexander, Elizabeth

Cc: Knox, Bennett; Kasler, Dana; Lajara, Teresa

Subject: Re: FOREST FEST 2019

Jessica

I am adding Councilman Elect Mark Fox and Legislative Assistant on this reply. He will be installed on January 7th.

Thanks

Vicki Aubrey Welch
Councilwoman District 13
502-574-1113

Sent from my iPhone

Please disregard mistakes due to using iPhone. This account is confidential. If this email is sent to the wrong entity by mistake, please notify sender & delete. Thank you!

On Dec 28, 2018, at 3:15 PM, Kane, Jessica S <Jessica.Kane@louisvilleky.gov> wrote:

Dear Councilwoman Welch,

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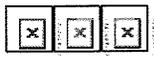
Thanks so much for your continued support of this, and other forest events. Please let me know if there is any more information you need from me regarding this request. Congratulations on your retirement! We look forward to work with Councilman Fox on Forest Fest.

Sincerely,
Jessica

Jessica Kane
Program Manager
 Natural Areas Division/Jefferson Memorial Forest
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