

Louisville Metro Council City Agency Request

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

Primary Sponsor: Steve Magre

Amount: \$3,500.00

Date: August 11, 2015

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

To provide themed props, candy booth, dance area/disco ball, lighting and sound and costume characters to interact with children at the Louisville Zoo World's Largest Halloween Party.

City Agency: Louisville Zoo

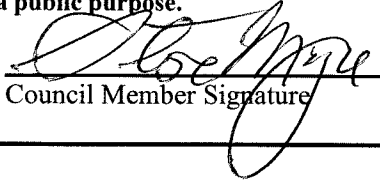
Contact Person: John Walczak

Agency Phone: 238-5335

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

10

District #


Council Member Signature

\$3,500.00

Amount

8/17/15
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: _____

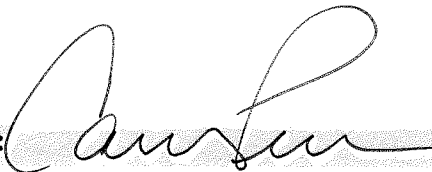
CIF, NDF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: World's Largest Halloween Party

Program/Project Name: Louisville Zoo

	Yes/No/NA
Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding?	Yes
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?	NA
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.	No
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

Prepared by:



Date: August 11, 2015

Peers, Carrie G

From: Walczak, John
Sent: Tuesday, August 11, 2015 10:49 AM
To: Peers, Carrie G
Cc: Walczak, John; Lenahan-Downs, Terri
Subject: Thank You!
Attachments: Halloween Party Sponsorship 2015.docx

Carrie –

John is tied up with several things right now, but he has asked me to reach out to you to THANK YOU and Councilman Magre so much for continuing to support the Louisville Zoo through the District 10 sponsorship of the Zoo’s Largest Halloween Party. Attached please find the proposal agreement, the same amount as before. It is \$3,500 for the Astro Disco area and candy booth with a Star Wars Theme (Darth Vader, etc.).

Please contact Terri Lenahan-Downs, our Partnership Manager, if you have any questions at all.

Again, thank you so much for helping out with this!

Nancy

Nancy F. Davidson
Executive Assistant/Director’s Office
LOUISVILLE ZOO
nancy.davidson@louisvilleky.gov
502.238.5368

From: Peers, Carrie G
Sent: Monday, August 10, 2015 1:35 PM
To: Walczak, John
Subject:

Did I just see something from you about District 10 sponsoring the Halloween Party (the same portion that Pres. King did)? Councilman Magre wishes to do that. If you can let me know that figure, I’ll get the paperwork going.

Thanks,

Carrie Peers
Legislative Assistant



Louisville Metro Councilman
Steve Magre & District 10 Residents

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

October 2-4, 8-11, 15-18, 22-25 and 29- 30, 2015

– Themed props, candy booth, dance area/disco ball, lighting and sound 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 Steve Magre & 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 Steve Magre & 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.
- **\$3,500 sponsor contribution pays for candy to fill the booth for 17 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,

John Walczak, Executive Director
Louisville Zoological Gardens

Steve Magre, Louisville Metro Council, District 10

Date _____

7.7.15