

Louisville Metro Council City Agency Request

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

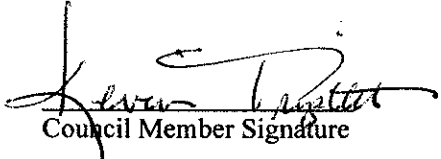
Primary Sponsor: Councilman Kevin Triplett

Amount: \$8,550. **Date:** July 11, 2019

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):
 Funding will be used for expenses relating to the 2019 Jack O Lantern Spectacular event held at Iroquois Park. Flyers attached

City Agency: Louisville Parks and Recreation
Contact Person: Mike Hallett-Iroquois Amphitheater
Agency Phone: 502-381-7491

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.

15  3,500 7/31/2019
 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:

Louisville Parks and Recreation-Jack O Lantern Spectacular 2019

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	<i>Barbara J. Smith</i>	\$ 400 ⁻
District 5	_____	\$ _____
District 6	_____	\$ _____
District 7	_____	\$ _____
District 8	<i>John</i>	\$ 400
District 9	<i>Bill Hollander</i>	\$ 500 ⁻
District 10	<i>Camron P. Mulvihill</i>	\$ 350 ⁻
District 11	_____	\$ _____
District 12	_____	\$ _____
District 13	<i>Mark Fox</i>	\$ 500. ⁰⁰ _{xx}
District 14	<i>Cindi Fowler</i>	\$ 500. ⁰⁰
District 15	<i>Kevin Tipton</i>	\$ _____
District 16	_____	\$ _____
District 17	<i>MW</i>	\$ 500. ⁰⁰
District 18	_____	\$ _____
District 19	_____	\$ _____
District 20	_____	\$ _____
District 21	<i>Paul George</i>	\$ 1000. ⁰⁰
District 22	_____	\$ _____
District 23	_____	\$ _____
District 24	<i>Madonna Hood</i>	\$ 400. ⁰⁰
District 25	<i>DJ</i>	\$ 500. ⁰⁰
District 26	_____	\$ _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Louisville Parks and Recreation-

Program/Project Name: Jack O Lantern Spectacular 2019

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. 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: shughes

Date: Jul 11, 2019

Hughes, Susan

From: Hallett, Michael A
Sent: Tuesday, July 9, 2019 3:55 PM
To: Hughes, Susan
Subject: request

Importance: High

Hi Susan,

Please see the request below for the JOLS event held here at the Amp.. Thanks Michael.

On behalf of "Louisville Parks and Recreation, we will accept the funds allocated towards expenses to operate the Jack O' Lantern Spectacular" for 2019. We thank you for your support of this event along with other council members as this event creates an economic impact of more than \$4.5 million. This event raises \$333,599 for our public parks garnering \$104,402 in revenue for the Amphitheater.

This is win win for our parks and metro.

Michael Hallett
Park Manager
Parks Reservation Office
Iroquois Amphitheater
1080 Amphitheater rd. 40214
Iroquoisamphitheater.com
502 381-7491



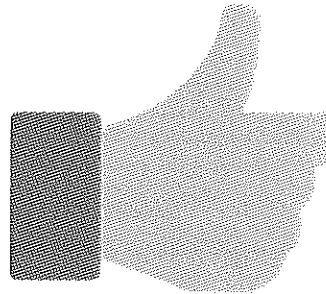
LOUISVILLE
PARKS
AND RECREATION



DID YOU KNOW ?



Proceeds benefit the
Louisville Parks
Foundation and
our public parks



More than
2,000,000
in Social Media
Reach in 2018.

40+



Local Artists create the
artwork for the show.

100%

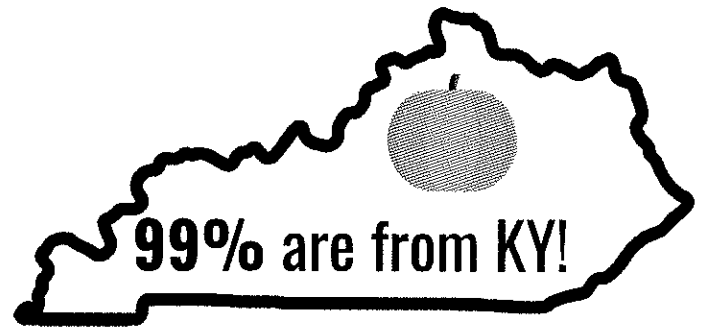
Of attendees surveyed in 2018
said they would recommend
the event to a friend.



100,000

2018 attendees.

More than **200,000**
pounds of pumpkins are
purchased for the show...



99% are from KY!

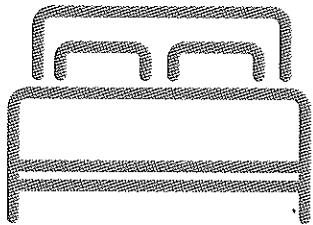


**To date, more than \$1,000,000 has been raised
to improve Louisville's public parks.**



Louisville Jack O'Lantern Spectacular has quickly become a favorite family event for all generations in the region. For the 7th year, Iroquois Park will host this extravaganza, featuring a gently winding 1/3 mile trail through the woods, with more than 5,000 artistically-carved pumpkins displayed in creative, themed, vignettes. Music, sound effects, and stupendous lighting, complete this one-of-a-kind event.

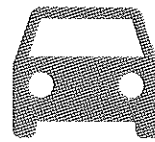
DID YOU KNOW ? IN 2018



JOLS had an economic impact of more than **\$4.5 million**

\$338,599

Raised for LPF and our public parks

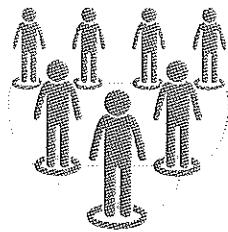


57,875

The number of people that traveled up to 4 hours to attend the event

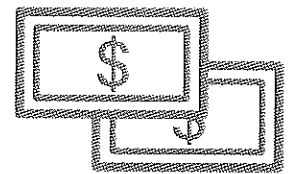
30+

Temporary employees are hired to help run the event.



\$104,402

Raised directly to the general fund through the Iroquois Amphitheater.



The Louisville Parks Foundation absorbs the cost of hosting the event, reimbursing the city for more than \$112K in 2018.



Home

OCTOBER 8 — NOVEMBER 3, 2019

The Jack-O-Lantern Spectacular began in Oxford, Massachusetts in 1988. The Louisville event, celebrating its 7th year in 2019, is held in Inoué Park with 5,000 carved pumpkins lining a 1/3-mile walking trail, illuminated at night as an “art show”.

The show runs daily from dusk (approximately 7:15pm) to 11pm, during the week (Sunday-Thursday), and closes at midnight on Friday & Saturday. Box Office opens nightly at 4:30pm and closes at 10:30pm Sunday through Thursday and 11:30pm on Friday and Saturday.

The trail stays open until the last guest in line enters the head of the trail.

**10 BEST PLACES TO
CELEBRATE
HALLOWEEN IN
AMERICA**

MSN.COM

**LOUISVILLE'S
JACK O' LANTERN
SPECTACULAR IS THE
BEST HALLOWEEN
EVENT IN THE
MIDWEST**

CITYNOVA

**21 REASONS TO VISIT
LOUISVILLE,
KENTUCKY THIS FALL**

HUFFINGTON POST

EVENTS

**YELLOWSTONE SELECT
PRESENTS - THE PRE-LIT BASH**



OCT. 8, 2019

Join us opening night and celebrate the jack o' lantern kickoff with food, drinks and no wait to the trail!

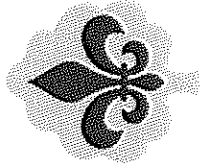
REPUBLIC
BANK
Appreciation Night
it's just easier here.™

OCT. 16, 2019

Are you a customer or employee of Republic

BENEFITING

**THE LOUISVILLE PARKS
FOUNDATION**



Bank? Then come out Wednesday, Oct 16. Show your Republic Bank card at the box office to receive \$2 off admissions (up to 4).

It's just that easy!

Offer cannot be combined with other discounts

PROCEEDS FROM THE JACK O' LANTERN SPECTACULAR BENEFIT THE LOUISVILLE PARKS FOUNDATION, A NONPROFIT WHICH INSPIRES DONORS TO INVEST IN OUR 120+ PUBLIC PARKS AND RECREATIONAL FACILITIES ~ FOR PRESENT AND FUTURE GENERATIONS.



METRO BY T-MOBILE MONDAYS

OCT. 14, 21, & 28

Visit participating Metro by T-Mobile stores and receive \$2 off your admission on Mondays during the event.

[Click Here For Participating Store Locations](#)

SENSORY NIGHT

NOV. 2

Join us for a special sensory-friendly Jack-O-Lantern Spectacular two hours before the trail opens to the public: designed for those with Autism Spectrum Disorders (ASD) and sensory processing differences, and their families, from 4:45– 6:45 pm. (Please be sure to choose appropriate time slot). For guests enjoyment, pumpkins will light up the trail, but there will be no music or special effects. Sensory Night at the Louisville Jack O' Lantern Spectacular, made possible through the

~~generous support of PNC Bank.~~

Sensory Night Tickets

LAST NIGHT OF JACK O' LANTERN SPECTACULAR

NOV. 3, 2019

INCLEMENT WEATHER POLICY

THE EVENT IS RAIN OR SHINE, HOWEVER, MANAGEMENT RESERVES THE RIGHT TO CLOSE THE TRAIL IF CONDITIONS BECOME HAZARDOUS.

MONITOR OUR FACEBOOK PAGE FOR UPDATES REGARDING ANY CLOSURES.

contact@jacko-lanternlouisville.com

Website Created For Adult Marketing
View Our Privacy Policy
1000 W. 10th Street, Louisville, KY 40203

Hughes, Susan

From: Hughes, Susan
Sent: Monday, August 12, 2019 3:59 PM
To: Bell, LaTonya J.
Cc: Lockett, Daniel R
Subject: FW: Emailing: JOL19 SPONSORS.pdf

LaTonya. This is supporting documentation that will be added to the JOL Parks NDF describing the ask of \$10,000 for a "special event" night for all constituents to receive \$2 off admission of a ticket.

Susan

From: enelson@louisvilleparksfoundation.org <enelson@louisvilleparksfoundation.org>
Sent: Monday, August 12, 2019 3:54 PM
To: Hughes, Susan <Susan.Hughes@louisvilleky.gov>; 'Brooke Pardue' <bpardue@louisvilleparksfoundation.org>
Subject: RE: Emailing: JOL19 SPONSORS.pdf

CAUTION: This email came from outside of Louisville Metro. Do not click links or open attachments unless you recognize the sender and know the content is safe

Happy Monday! This is similar to what we provided in the handout.

Dear Metro Council Members –

Only \$1,450 is needed to secure a sponsorship of \$10,000 (combined Metro Council contribution) for the Louisville Jack O' Lantern Spectacular. Sponsorship will include a discount available one night only (Tuesday or Wednesday) to all constituents for \$2 off admissions, brought to them by Louisville Metro Council. The discounted night will be shared on social media and added to the Jack O' Lantern Spectacular website as a "special event" and participating members will be able to promote in their newsletters and other communications to constituents.

Benefits to Participating Metro Council Members Include:

- Recognition onsite at the event and on all social media posts relating to the event.
- Recognition at Press Conference with Mayor Fischer.
- Logo inclusion and list of participating members on the official website for the event.
- Proceeds from the event benefit the Louisville Parks Foundation and our public parks.

Louisville Parks Foundation's Recent

Projects:

- Breslin Skate Spot and shade structure
- Beechmont Turf Soccer Field (water fountain installation by end of summer)
- William Harrison Turf Soccer Field
- Summer Blessings (providing weekend meals to children at 10 Community Centers during the summer)
- Breaking ground this week on Turf Soccer Field at Wyandotte Park with water fountain to follow
- Breaking ground this week on Nature Play Space at Russell Lee Park

Louisville Parks Foundation's Upcoming Project:

- Nature Play Spaces at multiple public parks, beginning in West Louisville