

**THE UNIFIED GOVERNMENT OF ATHENS-CLARKE COUNTY
COMMISSION AGENDA ITEM**

SUBJECT: ADDA Community Events Program Funding Request for FY24

DATE: July 20, 2023

BUDGET INFORMATION:

REVENUES:

EXPENSES:

ANNUAL: \$250,000

CAPITAL:

OTHER:

FUNDING SOURCE: Hotel-Motel Tax Special Revenue Fund

COMMISSION ACTION REQUESTED ON: September 5, 2023

PURPOSE:

To request that the Mayor and Commission approve the list of events shown in **Attachment #1** for the Athens Downtown Development Authority's FY24 Community Events Program.

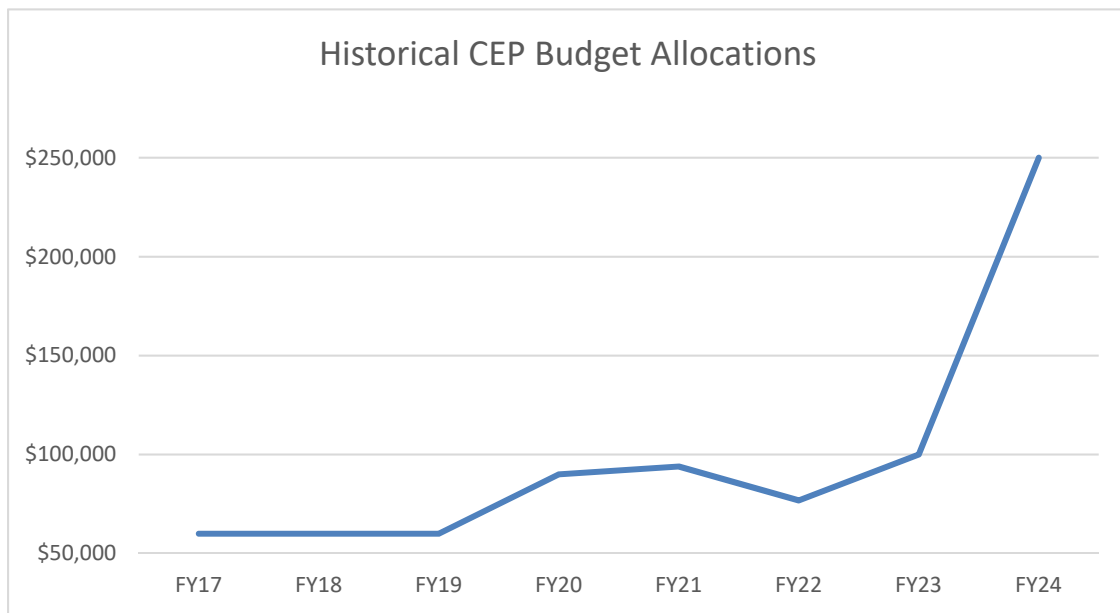
HISTORY:

1. On March 4, 1997, the Mayor and Commission approved the Community Events Program (CEP). The CEP created a partnership between the Unified Government of Athens-Clarke County (ACCGov) and the Athens Downtown Development Authority (ADDA) for ADDA to host a seasonal calendar of quality community events envisioned to use primarily the Central Business District as a community stage and to represent themes endorsed by the Mayor and Commission.
2. From February 1, 2023 to February 28, 2023, the ADDA opened an application period for CEP support in the upcoming FY24 fiscal year. Because the FY24 budget allocation was not known, the applications restricted the maximum funding request to \$15,000.
3. On February 28, 2023, the ADDA received a total of \$152,670 in CEP funding requests
4. On May 24, 2023, the Mayor's Budget was released for FY24. This budget proposed to double the allocation to the CEP from \$60,000 to \$120,000.
5. On June 6, 2023, the Mayor and Commission adopted a Commission Defined Option to approve the ACCGov FY24 annual operating budget. This CDO included \$250,000 from the Hotel-Motel Tax Special Revenue Fund for the CEP.

6. On June 20, 2023, the Central Services Director provided guidance on how the ADDA might address the additional CEP funding in FY24.
7. On June 29, 2023, the ADDA board voted to finalize approval of the proposed FY24 CEP list of events and budget shown in **Attachment #1**.

FACTS & ISSUES:

1. As approved by the Mayor and Commission in 1997, the CEP program:
 - a. Requires Mayor and Commission approval of the annual list of proposed events;
 - b. Allows ADDA to reprogram unexpended funds from one approved event to another within the same fiscal year; and,
 - c. Requires Mayor and Commission approval of any modification to the list of events during the course of the year.
2. CEP events are intended to promote the community and provide added value to the community at large, visitors, and citizens. Hotel-motel tax revenues are typically designated as the funding source for the CEP. ADDA uses these funds to support the cost of labor, materials, and services required for approved events. Unexpended CEP funds lapse at the end of each fiscal year.
3. The FY24 allocation for the CEP is \$250,000. This is an increase from the historical funding of \$60,000 annually. In total, the ADDA distributed \$95,000 of the \$100,000 allocated in FY23 (**Attachment #2**). The unspent funds were returned to the Hotel-Motel Special Revenue Fund for reallocation in the FY24 budget. A summary of historical CEP funding allocations is available in the chart below:



4. Each year, ADDA sends out requests forms to various organizations that would like to hold events downtown. Each organization’s request must show an itemized budget, non-profit status, and benefits of the events to downtown Athens. In addition, ADDA’s guidelines usually limit an event’s funding request to no more than 50% of the event’s total budget. In FY24, a total of \$152,670 in CEP funding requests were received by the ADDA. Every event that submitted a CEP request was provided with some level of funding (**Attachment #3**).
5. This recommendation supports the following ACCGov Strategic Plan Goal & Strategy:
 - Good Neighbors Goal, Strategy D: *Drive community transformation with a focus on creating spaces that are respectful and welcoming.*

OPTIONS:

1. Mayor and Commission approve the list of events shown in **Attachment #1** for the Athens Downtown Development Authority’s FY24 Community Events Program (CEP).
2. Mayor and Commission do not approve the list of events for the FY24 Community Events Program (CEP).
3. Mayor and Commission defined option.

DEPARTMENT RECOMMENDED ACTION: Option #1

SPONSOR DEPARTMENT COMMENTS:

During the various FY24 budget hearings, the Mayor and Commission highlighted a number of ideas on how expanded CEP funding may be used to enhance events in our community. Some of these ideas included support for events occurring outside of downtown and establishing minimum or maximum awards.

Regretfully, no additional CEP policy directives were formally established with the adoption of the FY24 budget. Because of the timing of a number of community events, there is an urgent need for the ADDA to announce awards early in the fiscal year so fall and winter events have certainty regarding any financial support they receive. Additionally, if the Mayor and Commission wish to expand the CEP program outside of downtown, funds will have to be routed through other partners—such as the Athens Welcome Center or the Athens Convention and Visitors Bureau, as it has been previously established that the ADDA is legally prohibited from operating programs outside of their jurisdictional boundaries established in state law.

After factoring in these considerations, the Central Service Director advised the ADDA that they should make recommendations on how to program the full \$250,000 CEP allocation for FY24. If the Mayor and Commission seek to establish additional policy directives for the use of this funding moving forward, staff request that they do so in their committee work and/or by using a Commission Defined Option.

DEPARTMENT: Central Services, On Behalf of the Athens Downtown Development Authority
Prepared By: David Lynn, ADDA Planning Director
Sponsor Department Comments By: Andrew Saunders, Central Services Director



Andrew Saunders
Central Services Director

8/7/23

Date

ADMINISTRATIVE COMMENTS:

ADMINISTRATIVE RECOMMENDATION: Option #1



Manager

August 10, 2023

Date

ATTACHMENTS:

Attachment #1 - FY24 CEP Recommendations

Attachment #2 – FY23 CEP Funding Status

Attachment #3 – FY24 CEP Requests & Recommended Awards

Attachment #1 - FY24 CEP Recommendations

FY 2024 Event	FY 2024 Recommendation
Athens Black Market	10,000
Athens Jewish Film Festival	4,000
Athens MLK Jr. Parade and Music Fest 2024	15,000
Athens Orthopedic Clinic Twilight Criterium	40,000
Athens Pride Parade	15,000
Athens Symphony Orchestra and Chorus	5,000
AthFest Music & Arts Festival	40,000
Downtown Culinary Showcase (DCS)	5,000
Hot Corner Festival	14,000
International Street Festival	10,000
LatinxFest	15,000
Morton Theatre Event	5,000
Parade of Lights	10,000
Roc Doc Block	6,000
Two Trains Running (Morton)	6,000
Wild Rumpus Parade & Spectacle	35,000
Winter Community Market	15,000
	250,000

Attachment #2 – FY23 CEP Funding Status

Date	Reference	Trans Description	Debit Amt
8/25/22	CEP BLK MARKET 2022	ATHENS ANTI-DISCRIMINATION MOV	5,000.00
9/1/22	2022CULINARYSHOWCASE	CULINARY KITCHEN OF ATHENS - DOWNTOWN CULINARY SHOWCASE	5,000.00
9/27/22	CEP 2022	DIGNIDAD IMMIGRANTE:LATINFEST - Latinx	5,000.00
9/28/22	CEP 2022	WILD RUMPUS	14,000.00
10/10/22	CEP CHAUTAUQUA 2022	ATHENS CHAUTAUQUA SOCIETY, INC - 2022 CEP	2,000.00
10/28/22	CEP 2022 SYMPHONY	ATHENS SYMPHONY ORCHESTRA, INC	4,000.00
11/2/22	CEP PARADE OF LIGHTS	ACC LEISURE SERVICES DEPT. - CEP PARADE OF LIGHTS 2022	2,500.00
12/15/22	MLK PARADE CEP 2023	ATHENS ANTI-DISCRIMINATION MOV	6,500.00
12/28/22	CEP WNTR MRKET 22-23	CULINARY KITCHEN OF ATHENS - WINTER COMMUNITY MARKET	5,000.00
3/28/23	CEP 2023	COMMUNITY ROCKS! CORP	14,000.00
5/15/23	CEP ATHENS PRIDE 23	ATHENS PRIDE - FOR CEP EVENT June 2023	8,000.00
5/15/23	ATHFEST CEP 23	ATHFEST EDUCATES - FOR June EVENT	14,000.00
5/15/23	CEP HOT CORNER 23	HOT CORNER ASSOCIATION - June 2023 CEP EVENT	10,000.00
6/30/23		Change Ending Balance	95,000.00

Attachment #3 – FY24 CEP Requests & Recommended Awards

FY 2024 Event	Funding Request	FY 2024 Recommendation
Athens Black Market	\$ 5,250	\$ 10,000
Athens Jewish Film Festival	\$ 2,000	\$ 4,000
Athens MLK Jr. Parade and Music Fest 2024	\$ 10,585	\$ 15,000
Athens Orthopedic Clinic Twilight Criterium	\$ 15,000	\$ 40,000
Athens Pride Parade	\$ 12,000	\$ 15,000
Athens Symphony Orchestra and Chorus	\$ 4,250	\$ 5,000
AthFest Music & Arts Festival	\$ 15,000	\$ 40,000
Downtown Culinary Showcase (DCS)	\$ 5,000	\$ 5,000
Hot Corner Festival	\$ 12,000	\$ 14,000
International Street Festival	\$ 10,000	\$ 10,000
LatinxFest	\$ 15,000	\$ 15,000
Morton Theatre Event	\$ 3,500	\$ 5,000
Parade of Lights	\$ 2,500	\$ 10,000
Roc Doc Block	\$ 5,280	\$ 6,000
Two Trains Running (Morton)	\$ 5,305	\$ 6,000
Wild Rumpus Parade & Spectacle	\$ 15,000	\$ 35,000
Winter Community Market	\$ 15,000	\$ 15,000
	\$ 152,670	\$ 250,000