

Sarpy County

So Near, So FUN.

MEMO

April 25, 2014

To: Sarpy County Commissioners

From: Linda Revis, Director
Sarpy County Tourism

The Visitors Committee met on April 17th and reviewed the three grant applications that are on the consent agenda. They are recommending approval of all three grants.

- #1. Marketing Grant for Papillion Community Foundation, for Papillion Days - \$2,165.00
- #2. Marketing Grant (transportation) for a bid proposal to host a July 2015 convention for the American Society of Farm Managers and Rural Appraisers. Proposed dates will be July 17- July 24, 2015. (575 room nights) -\$1,300.00
- #3. Improvement Grant for Sarpy County Agriculture Society in the amount of \$41,000.00
Total project estimated cost \$1,200,000.00.

The Visitors Committee felt the crow's nest was an essential part of the project, and the addition of this new motor sports track/arena brings a lot of opportunities for events throughout the year. The more events in the County the more things to see and do for the tourist, and hopefully will make them stay another day in the County.

SARPY COUNTY MARKETING GRANT APPLICATION

(Please print or type the following information either on this form or using this format)

NAME OF SPONSORING ORGANIZATION/COMMUNITY: Papillion Community Foundation

CONTACT PERSON/TITLE: Ann Ames, Executive Director

MAILING ADDRESS: PO Box 461089

CITY: Papillion STATE: NE ZIP: 68046

PHONE: (402) 331-3917 FAX: NONE

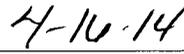
E-MAIL: aames@papillion.org

FEDERAL ID#: 47-0805574

GRANT REQUEST \$2,165 CASH MATCH \$2,165 IN-KIND MATCH \$4,330



Signature



Date

PROJECT INFORMATION

Provide the following information (must be complete)

- A. Describe the proposed or existing event or attraction to benefit from the grant.
- B. Specific use of funding, if received.
- C. Describe your target market.
- D. Estimate number of attendees.
- E. Estimate impact on lodging (including campgrounds) nights.
- F. If an event, the date.
- G. If an event, the location.
- H. Detailed overall budget of the event/project.
- I. List additional agencies or groups co-sponsoring the event.

Total amount of money requested: \$2,165 Total estimated cost: \$ \$4,330

SARPY COUNTY TOURISM MARKETING GRANT BUDGET WORKSHEET

(Include advertising and contractor bids if applicable and additional co-sponsors)

Be specific regarding types of advertising (newspaper, radio, TV, visitor's guides, rack cards, brochures, posters, and websites). All radio, television and media advertising must be listed separately not only by call letters, but must include city of origin (KRVN-Lexington, KHAS-TV-Hastings). Other activities could include brochure development, printing, website development, travel shows (booth and registration fees), and visitors guides development.

You must itemize the match of 50%, one-half of which must be in cash and the remaining one-half may be in-kind services, materials or volunteer hours. Volunteer hours are to be figured at \$10 per hour.

Application/Project: Papillion Community Foundation Marketing Grant
(Name of Grant)

Applicant: Papillion Community Foundation Federal ID #: 47-0805574

A Activity	B Grant Amount Requested	C Match (Cash)	D Match (In-kind)	E Source & Brief Description	F Total Funds to be Spent on This Grant Project Per Activity
Radio Ads & Promotions (on both major radio carriers in Omaha, Journal Broadcasting & Clear Channel)	\$1,290	\$1,290		Cash match from Papillion Community Foundation	\$2,580
Billboard (on I-80 & 72 nd Street in Omaha)	\$375	\$375		Cash match from Papillion Community Foundation	\$750
Website Re-Design (Papillion Community Foundation website & Papillion Days website)	\$500	\$500		Cash match from Papillion Community Foundation	\$1,000
Totals	\$2,165	\$2,165			Total Value = \$4,330

(Total of columns B, C and D must equal F.)

PROJECT INFORMATION

A. Describe the proposed or existing event or attraction to benefit from the grant.

The Papillion Community Foundation (PCF) respectfully requests funding to market its annual Papillion Days event and to re-design the Papillion Community Foundation and Papillion Days websites. Papillion Days was listed by Livability.com as one of the Top Ten Festivals in 2013 and the PCF would like to improve the organization's web presence to help better serve additional web traffic. In 2014 Papillion Days celebrates its 67th year. The festival, now five days includes a Kick-Off Event for families, carnival, parade, live entertainment, beer garden, Mayor's Luncheon, Papillion Volunteer of the Year Presentation, BBQ contest, duathlon and many other community-wide special events. Monies raised by the Papillion Community Foundation through this and its other fundraising events are donated back to the community through a competitive grants process.

B. Specific use of funding, if received.

Funding in the amount of \$1,290 from the Sarpy County Visitors Committee would be used in partnership with the Papillion Community Foundation to fund approximately 100 radio advertisements and promotions for the week of Papillion Days (June 9-15, 2014) on two Clear Channel stations (KFFF 93.3 and KISS 96.1). These stations broadcast to the entire southeast Nebraska and western Iowa areas. Additionally, this funding would be used to fund advertisements on all the Clear Channel Stations (KFFF 93.3, KISS 96.1, KGOR 99.9, KXKT 103.7, KFAB 1110) and iheartradio.com for all traffic reports the week of Papillion Days (June 9-15, 2014). Funding would also be used to purchase 20 radio spots on Journal Broadcast Group's KQCH, Channel 94.1 for the week of Papillion Days (June 9-15, 2014).

\$375 of funding from the Sarpy County Visitors Committee would be used to support the costs of a digital billboard located on I-80 & 72nd Street in Omaha visible to all westbound traffic during the week of Papillion Days (June 9-15, 2014). The billboard would feature 1,332 spots per day marketing the Papillion Days event.

Lastly, \$500 of funds from the Sarpy County Visitors Committee would be used to support the website re-design of both the Papillion Community Foundation webpage and the Papillion Days webpage. Both sites are seeing an increased amount of traffic and the PCF would like to make them more user-friendly and interactive.

C. Describe your target market.

The target marketing audience for the Papillion Community Foundation and Papillion Days is primarily families. The media outlets that we have chosen provide a wide range of coverage on stations that best fit the event demographics; two of the top stations that reach this demographic are included in our media plan, KQCH 94.1 and KISS 96.1. Papillion Days offers a variety of diverse events that would attract many different audiences. There are family oriented events but the event also offers a Senior Citizen Night, a Teen/Youth Night (complete with teen dance) and adult beer gardens with live bands. Papillion Days is a unique event that offers activities for all members of the metro-area. We believe that by utilizing the traffic reports as an advertising spot we will be able to reach a very large number of people in a variety of demographics that would all be interested in Papillion Days.

As a nationally recognized festival we would like for the Papillion Days and Papillion Community Foundation websites to be more user friendly, provide more content and information and be more interactive for visitors. We hope that the re-design of our websites enables out-of-state users to look at photos, read content and easily understand what our events have to offer for tourists in our area.

D. Estimate number of attendees.

The Papillion Community Foundation and the City of Papillion estimate that approximately 50-60,000 visitors attend Papillion Days throughout the five-day event. Through the website we also promote our annual Winter Wonderland event held the Saturday after Thanksgiving which now sees an annual attendance of 5,000+ visitors.

E. Estimate impact on lodging (including campgrounds) nights.

The Papillion Community Foundation estimates that Papillion Days 2014 will attract approximately 90 craft and food vendors, many of whom travel across the country for festivals and that these visitors would stay in local hotels or at campgrounds. Additionally, the Papillion Days BBQ Contest also has visitors that travel in for overnight stays in the area. The Papillion Days weekend is also home to many class reunions for the Papillion La Vista School District which would also be a potential for visitors to hotels.

F. If an event, the date.

Papillion Days 2014 is scheduled to begin on Wednesday, June 11, 2014 and run through Sunday, June 15, 2014.

G. If an event, the location.

Papillion Days is primarily held in downtown Papillion in the Papillion City Park, however, additional events are held at Papillion's Sumtur Amphitheater, Papillion's Halleck Park & Walnut Creek Park and Sump Memorial Library.

H. Detailed overall budget of the event/project.

Please see attached budget.

I. List additional agencies or groups co-sponsoring the event.

The Papillion Community Foundation partners with a variety of civic and corporate organizations to produce the Papillion Days events. These groups include:

Bellino Enterprises
City of Papillion
Cox Communications
Gene's Auto
Nightvisions
Norm's Door Service
Papillion Area Lion's Club
Papillion Helmet & Shield Foundation
Papillion Jr. Women's Club
Papillion Sanitation
Papio Fun Park
Pinnacle Bank
SAC Federal Credit Union



2014 Papillion Days Budget

INCOME

Beer Garden	\$33,210
Carnival	\$28,000
Parade Fees	\$3,500
Vendor Fair	\$33,000
Sponsorships	<u>\$5,000</u>

TOTAL PROJECTED INCOME:

\$102, 710

Actual Income (2013)

\$79,368.55

EXPENSES

Advertising/Marketing	\$5,200
Appreciation Luncheon & Gifts	\$1,400
Beer Garden	\$14,800
Insurance	\$1,500
Kick-Off Event	\$2,200
Mayor's Luncheon	\$3,500
Misc. Expenses (Printing, Meetings, etc)	\$500
Parade (Prizes & Float)	\$2,000
Postage	\$220
Restroom Facilities	\$3,000
Sales Tax	\$2,400
Vendor Fair	\$1,800
Volunteer of the Year Expenses	<u>\$250</u>

TOTAL PROJECTED EXPENSE:

\$38,770

Actual Expense (2013)

\$34,734.79

POTENTIAL PROFIT

\$63,940