



# VICTOR STAFF REPORT

## Work Session Agenda Documentation

**PREPARATION DATE: 2/18/2019**

**MEETING DATE: 2/27/2019**

**SUBMITTING DEPARTMENT: Clerk/Administration**

**DEPARTMENT DIRECTOR:** Olivia Goodale

**PRESENTER:** Michelle Smith, City Clerk

**SUBJECT:** City Hosted Events

**Re: Applicable Victor Values:**

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Culturally Historic | <input checked="" type="checkbox"/> Sustainable     | <input checked="" type="checkbox"/> Connected to Nature |
| <input checked="" type="checkbox"/> Small Town Feel     | <input checked="" type="checkbox"/> Family Friendly | <input checked="" type="checkbox"/> Administrative Need |

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### STATEMENT/PURPOSE

The purpose of this item is to review City hosted events and to discuss ways to improve the events.

### BACKGROUND/ALTERNATIVES

**Arbor Day:** This annual City hosted event will take place in May. We have contacted the Elementary School and are working with the students and teachers to set a date that works for the school to take a walking field trip to a nearby City Park to hold a tree planting ceremony, and to hear the Arbor Day Proclamation and Tree City Dedication.

Each year, the City also sponsors a residential clean-up by placing several unsupervised dumpsters in the parking lot of Sherman Park for metal recycling, yard waste, and household waste. Teton County also places a dumpster to collect used tires. For the last two years, the dumpsters have been abused. Two years ago, residential remodel dumping occurred and last year commercial tire dumping occurred. Last year, the City more clearly signed the dumpsters and abuse was reduced. The City pays \$1500 for the dumpsters.

**Policy Question: Does Council wish to continue with sponsoring the dumpsters or would Council like to explore any alternatives?** Staff spoke to RAD to discuss the issue and brainstorm alternatives. One alternative was to coordinate with HOAs to place neighborhood dumpsters. However, this option would be more costly due to the increased level of needed dumpsters at multiple locations. Another option is to shift residential clean up efforts to focus on a yard waste curbside pickup effort. For Arbor Day 2019, staff recommends placing the dumpsters as planned with even more signage. RAD indicated that they will speak with tire companies ahead of Arbor Day to advise them that the tire pickup is not for commercial use. Staff further recommends exploring the costs associated with a curbside brush pick up for consideration as part of the upcoming budget for Arbor Day 2020.

**July 4<sup>th</sup>:**

The 4<sup>th</sup> of July event consists of multiple events: Craft Fair (3 days); 4<sup>th</sup> of July Parade; Foot Race; Community Breakfast; and Flag Raising Ceremony. In 2019, the Teton High School Track Team will be coordinating and sponsoring the race through Sherman Park and the Resource Center has shown interest in hosting the breakfast. City Staff will continue to work with both organizations both leading up to and during the events.

Last summer, it was brought to staff's attention that the three coolers in the shelter are not up to code. These coolers are used for the July 4<sup>th</sup> breakfast and Music on Main for storage of ice and wine. Staff will set an appointment with the Health Department to further discuss our options.

**Policy Question: At this time, does Council want to fix or replace the coolers?**

**Craft Fair:** Every year the City hosts a craft fair in City Park. In the past, we have had a lot of local homemade arts and crafts sold at this fair. In recent years, vendors tend to be selling more commercially based products. Staff has received several comments about the lowering quality of the fair and a lack of interest in the commercial based products. The craft fair sees a high number of visitors on the 4<sup>th</sup>, but fewer visitors are going to the craft fair on other days. Staff has gone to several events and locations to help promote and invite more local homemade arts and crafts to the event. **Policy Questions: Does Council want to try to shift the focus of the craft fair to crafts and away from commercial based booths? If so, how?**

- For example, the City could waive the space rental fees for craft vendors and/or first-time vendors while still allowing commercial vendors OR it could disallow commercial vendors entirely.

**If a local non-profit is willing to take over the craft fair, is Council amenable to that?**

**Holiday Festival:** The Holiday Festival currently consists of a turkey toss, Santa's workshop, baked potato giveaway, and parade. Staff followed up with retail shops after the 2018 holiday festival. Staff asked the following questions to Bun in the Oven, Cottage Creations, The Emporium, Suba, Festive Living and the Library.

1. Did they see a bump in retail sales on the day of the holiday festival?
2. Did they stay open late through the parade?
3. What are their general thoughts about the holiday festival?
4. Do they have any ideas to improve the holiday festival?
5. Would they like to see the holiday festival continue into the future?
6. Would their business be interested in participating and assisting with the holiday festival?

Out of those retail shops, 1 out of 5 said that they noticed an increase in sales on that day. 2 out of 5 stayed open through the parade but only one saw patrons visit their business. They all love the holiday festival and would love to see it continue. The library indicated that it might be able to participate in helping and hosting the event while other businesses expressed staffing concerns. All retail business owners stated that they think that if we localize to one area, such as City Park, that this would help bring people in. They also recommended shortening the event to a few hours.

Staff additionally observed that all restaurants were packed after the parade.

The feedback for the parade was to make it bigger or just get rid of it. Staff has done all they can in trying to get local businesses to participate in the parade, but most do not have the staff to help with putting a float together and participating that night.

Some recommendations from retail business owners:

- Do a simple tree lighting ceremony in city park, continue with Santa's workshop and bowling for turkeys, and to finish with just the fireworks. They also said to bring back the horse sleigh rides, and to shorten the day activities.
- Light up Main Street and attract people downtown with lots of lights.

**Potato Giveaway:** Attendance at the baked potato giveaway has fallen in the last several years. Staff has also had a hard time finding a permanent place to host the giveaway. Staff recommends discontinuing the baked potato giveaway to give restaurants an opportunity to open for lunch and increase sales. The annual budget for the giveaway is approximately \$800.

**A Christmas Carol Play:** Last year, the City couldn't find enough volunteers to host the play and as such it was cancelled. It is unclear if enough volunteers will be found into the future. The annual budget for the play is approximately \$2700 plus several weeks of staff time to organize.

#### **Holiday Festival Questions for Council:**

- **Does Council want to discontinue the potato giveaway and/or play?**
  - If Council wishes to discontinue one or both, does Council want to instead use those funds to host a longer lasting event such as city park or main/center street tree lighting or a contracted Santa in City Park that will attract people to visit downtown throughout December as opposed to one day?
    - Staff reached out to a lighting company and it will cost approximately \$5,000 in the first year to light the pine tree in City Park. Following years, costs be lower. Or,
    - Santa in City Park would include Santa being available for a set time each Saturday throughout December. The host could use the City's back drop, wooden sleigh, and would also give away treats such as hot chocolate, cookies, or candy.

The annual expense budget for City hosted events is approximately \$16,000 while the events generate approximately \$10,000 in direct revenue to the City from the 4<sup>th</sup> of July Breakfast, 4<sup>th</sup> of July Craft Fair, and Christmas Carol Play.

#### ALIGNMENT WITH STRATEGIC INTENT

Events downtown draw visitors and residents to the commercial core where sales will occur and support a vibrant Main Street.

#### ATTACHMENTS

N/A

#### FISCAL IMPACT

To be determined by Council feedback.

### STAFF IMPACT

Staff impact for the 4<sup>th</sup> of July and the Holiday Festival is extremely high and estimated at 225 total staff time hours per event excluding the Christmas Carol Play (120 hrs Clerk, 90 hrs day of event, 15 hrs pre-event set up and post clean up).

### LEGAL REVIEW

N/A

### RECOMMENDATION

Staff recommends exploring the changes to Arbor Day as described above and asks for Council direction for all events.

### SUGGESTED MOTION

I move to make the following adjustments to Arbor Day: x, y, z.

I move to make the following adjustments to the 4<sup>th</sup> of July: x, y, z.

I move to make the following adjustments to the Holiday Festival: x, y, z.

[All roll call votes]