



City Council Communication

AGENDA DATE: March 17, 2025 **LEGISTAR ITEM #:** Ord 2670

SUBMITTED BY: Travis Huntington **DEPARTMENT:** Community Relations

<input checked="" type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Presentation
<input type="checkbox"/> Admin Business	<input type="checkbox"/> Public Hearing	<input type="checkbox"/> Other

REQUEST

Approve an ordinance to amend the 2025 Budget by appropriating unencumbered fund balance in the General Fund for use on Community Events.

BACKGROUND

At the Dec. 16, 2024 regular meeting, City Council discussed potential additions to the city's slate of special events and a \$300,000 budget allocation related to special events and community gatherings in the city. At the January 27, 2025 study session, staff presented information regarding the city's current events calendar and budget, along with proposed enhancements to community events for 2025. Enhancements include the following:

- Two additional Music in the Park concerts to include free food (est. \$30,000)
- NEW food truck festivals with live music (est. \$50,000)
- Winter ice skating rink & holiday market (est. \$600,000-\$700,000)
- Four Park After Dark movie nights (existing budget)
- MyC3 Day of Service (existing budget + sponsors)
- Car show at Fall Fest (existing budget)
- Expanded Rapids partnerships (existing budget)

Ordinance 2670 is presented for City Council consideration to appropriate additional funds in 2025 toward cost of these community events enhancements. Pending a formal solicitation, staff is confident from initial quotes that additional funding will be required after this allocation in order to move forward with the ice rink and holiday market in 2025.

CITY COUNCIL COMMUNICATION CONTINUED

FINANCIAL IMPACT

Contractor	TBD
Amount of Request/Contract	\$TBD
Amount Not To Exceed	\$TBD
Amount Budgeted	\$N/A
Budget Year	FY2025
Funding Source	General Fund Uncencumbered Fund Balance
Additional Funds Needed	\$300,000
Funding Source (if funds needed)	Additional funds will be added to General Fund (Community Relations community events budget) and Capital Expenditures Fund (Winter Ice Skating Rink for 2025 season)

PROJECT TIMELINE

Estimated Start Date	Estimated End Date
Summer 2025	Winter 2025
Years and Months of Contract	Number of Times Renewable
TBD	TBD

JUSTIFICATION

<input checked="" type="checkbox"/> Council Goal	<input type="checkbox"/> Strategic Plan	<input type="checkbox"/> Work Plan	<input type="checkbox"/> Legal
Citation	City Unity and Wellness - Promote City unity and support our diverse community by encouraging community connectivity, fostering civic pride, and improving resident health and wellness.		

BOARDS & COMMISSIONS ASSIGNED

Board or Commission	N/A
Recommendation	N/A
Date of Recommendation	N/A

CITY COUNCIL COMMUNICATION CONTINUED

PUBLIC OUTREACH

No community outreach was conducted for this item.

AVAILABLE ACTIONS

- Available Action #1. Approve Ordinance 2670 as submitted.
- Available Action #2. Propose amendment to Ordinance 2670 to a total of \$750,000 to account for the full anticipated cost of standing up the ice rink and holiday market in the winter of 2025/26.
- Available Action #3. Provide additional or new direction to staff regarding City council's expectations for community events in 2025.
- Available Action #4. Maintain status quo. Promote existing, current planned city events without the enhancements described above.

STAFF RECOMMENDATION

Staff recommends Action #1, approval of the ordinance.