

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

SUBJECT: ADDA Community Events Program Funding Request for FY22

DATE: June 21, 2021

BUDGET INFORMATION:

REVENUES:

EXPENSES:

ANNUAL: \$65,000

CAPITAL:

OTHER:

FUNDING SOURCE: Hotel-Motel Tax Special Revenue Fund

COMMISSION ACTION REQUESTED ON: August 3, 2021

PURPOSE:

To request that the Mayor and Commission approve the list of events shown in **Attachment #1** for the Athens Downtown Development Authority's FY22 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. On June 15, 2021, the Mayor and Commission adopted the ACCGov FY22 annual operating budget which included \$65,000 from the Hotel-Motel Tax Special Revenue Fund for the CEP.
 3. On June 18, 2021, the ADDA board utilized an electronic vote to finalize approval of the proposed FY22 CEP list of events and budget shown in **Attachment #1**.
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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 FY22 allocation for the CEP is \$65,000. This is an increase from the historical funding of \$60,000 annually.
 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.
 5. This recommendation supports the following Mayor and Commission Strategic Commitment:
 - Healthy, Livable, Sustainable Athens-Clarke County

OPTIONS:

1. Mayor and Commission approve the list of events shown in **Attachment #1** for the Athens Downtown Development Authority's FY22 Community Events Program (CEP).
2. Mayor and Commission do not approve the list of events for the FY22 Community Events Program (CEP).
3. Mayor and Commission defined option.

DEPARTMENT RECOMMENDED ACTION: Option #1

DEPARTMENT: Central Services, On Behalf of the Athens Downtown Development Authority
Prepared by: David Lynn, ADDA Planning Director



Andrew Saunders
Central Services Director

6/21/2021

Date

ADMINISTRATIVE COMMENTS:

ADMINISTRATIVE RECOMMENDATION: Option #1



Manager

July 13, 2021

Date

ATTACHMENTS:

Attachment #1 - FY22 CEP Recommendations

FUNDING AVAILABLE

\$65,000

Community Enhancement Program
FY 2022 Event Applications

| Event | Recommendation |
|--|-----------------|
| AthFest | \$8,000 |
| Chautauqua | \$4,000 |
| CINE HEAR | \$500 |
| Culinary Kitchen | \$4,000 |
| Gingerbread House Competition | \$1,000 |
| Hot Corner Festival | \$8,000 |
| International Street Festival | \$2,000 |
| Athens Jewish Film Festival | \$1,000 |
| LatinX | \$3,000 |
| MLK Jr. Parade | \$4,000 |
| Parade of Lights | \$2,500 |
| Athens Pride | \$3,000 |
| Swadeshi Black Market & Caribbean Festival | \$2,000 |
| Athens Symphony Orchestra | \$3,000 |
| Twilight Criterium | \$8,000 |
| Wild Rumpus Parade | \$8,000 |
| Winter Community Market | \$3,000 |
| | \$65,000 |