

# **ADDA Community Events Program Funding Request for FY23**

## **Commission-Defined Option (CDO)**

Athens-Clarke County Mayor and Commission

(Commissioners Houle, Parker)

August 2, 2022

### **PROPOSAL:**

Approve the list of events shown in **CDO Attachment #1** for the Athens Downtown Development Authority's FY23 Community Events Program (CEP) and the accompanying ordinance to amend the FY2023 Annual Operating and Capital Budget.

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### **COMMENTS:**

**Total Expenditures:** \$100,000

**Funding Source:** \$90,000 from the Hotel-Motel Special Revenue Fund as indicated in the original agenda item, and \$10,000 from the Unappropriated Fund Balance of the Hotel - Motel Tax Special Revenue Fund.

**Note:** \$10,000 of approved funding for the FY22 CEP remained unexpended at the end of FY22.

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### **REFERENCES:**

**Resolution in Support of Athens Immigrant, Undocumented, and Latinx Community** - passed by ACC Mayor & Commission on August 20, 2019

*"...Athens-Clarke County community benefits from the hard work, cultural offerings, and tax dollars of the immigrants who call Athens, Georgia home..."*

*"...Athens-Clarke County, Georgia appreciates the many cultural, educational, and economic contributions the Latinx community continues to give..."*

**Black Lives Matter Resolution** - passed by ACC Mayor & Commission on July 7, 2020

*"The Unified Government will explore ways to recognize and support the Edward Wright Festival, the MLK Jr. Day Parade, Hot Corner, and the Kwanzaa Celebration."*

*"The Unified Government will explore ways to work with all communities and faith-based groups who traditionally have not been involved with the government's community initiatives... to ensure equity and sustainable change and to forever acknowledge Black Lives Matter."*

**Athens Pride Month Resolution** - passed by ACC Mayor & Commission on June 7, 2022

*"the Unified Government shall support events that encourage understanding and celebration of the Athens-Clarke County LGBTQ+ community..."*

*"...we endeavor to advance equity, affirmation, and wellness for all LGBTQ+ residents and visitors of Athens, particularly those that have been historically silenced, stigmatized, and marginalized within and outside of dominant queer culture..."*

<u>FY 2023 Event</u>	<u>Funding Allocated</u>
Athens Pride	\$8,000
Athens Black Market	\$5,000
Athens Farmers Market	\$3,000
Athens Gingerbread	\$1,000
Athens Symphony	\$4,000
Athens Twilight	\$14,000
AthFest	\$14,000
Chautauqua	\$2,000
Cine - Cinéma-in-the-Streets	\$1,000
Downtown Culinary Showcase	\$5,000
Hot Corner	\$10,000
LatinX Festival	\$5,000
MLK Parade	\$6,500
Parade of Lights	\$2,500
Wild Rumpus	\$14,000
Winter Community Market	\$5,000
<b>TOTAL</b>	<b>\$100,000.00</b>

Adjustments to original agenda item are highlighted.

**AN ORDINANCE TO AMEND THE FY2023 ANNUAL OPERATING AND CAPITAL BUDGET FOR ATHENS-CLARKE COUNTY, GEORGIA SO AS TO PROVIDE FUNDING TO THE COMMUNITY EVENTS PROGRAM FOR ADDITIONAL EVENTS; AND FOR OTHER PURPOSES.**

The Commission of Athens-Clarke County, Georgia hereby ordains as follows:

SECTION 1. The Commission of Athens-Clarke County, Georgia desires to amend the Hotel/Motel Special Revenue Fund to establish funding to the Community Events Program for additional events. Said Operating and Capital budget is hereby amended as follows:

**Hotel/Motel Special Revenue Fund:**

EXPENDITURES:

Decrease:

Fund Balance (\$10,000)

Increase:

Other General Administration:

Community Events Program \$10,000

SECTION 2. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

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

**SUBJECT:** ADDA Community Events Program Funding Request for FY23

**DATE:** July 19, 2022

**BUDGET INFORMATION:**

REVENUES:

EXPENSES:

ANNUAL: \$90,000

CAPITAL:

OTHER:

FUNDING SOURCE: Hotel-Motel Tax Special Revenue Fund

**COMMISSION ACTION REQUESTED ON:** August 2, 2022

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**PURPOSE:**

To request that the Mayor and Commission approve the list of events shown in **Attachment #1** for the Athens Downtown Development Authority's FY23 Community Events Program.

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**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 7, 2022, the Mayor and Commission adopted the ACCGov FY23 annual operating and capital budget, which included \$90,000 from the Hotel-Motel Tax Special Revenue Fund for the CEP.
  3. On June 9, 2022, the ADDA board voted to finalize approval of the proposed FY23 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 residents. 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 FY23 allocation for the CEP is \$90,000. This is an increase from the historical funding of \$60,000 annually. In total, the ADDA distributed \$63,825 of the \$76,825 allocated in FY22 (**Attachment #2**). The unspent funds were returned to the Hotel-Motel Special Revenue Fund for reallocation in the FY22 budget.
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 FY23, a total of \$127,387 in CEP funding requests were received by the ADDA. Every event that submitted a CEP request was recommended to be 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.*

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**OPTIONS:**

1. Mayor and Commission approve the list of events shown in **Attachment #1** for the Athens Downtown Development Authority's FY23 Community Events Program (CEP).
2. Mayor and Commission do not approve the list of events for the FY23 Community Events Program (CEP).
3. Mayor and Commission defined option.

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**DEPARTMENT RECOMMENDED ACTION:** Option #1

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**DEPARTMENT:** Central Services (On Behalf of the Athens Downtown Development Authority)

Prepared by: David Lynn, ADDA Planning Director



6/21/2022

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Gavin Hassemer  
Interim Director of  
Central Services

Date

**ADMINISTRATIVE COMMENTS:**

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**ADMINISTRATIVE RECOMMENDATION:** Option #1



July 14, 2022

Manager

Date

**ATTACHMENTS:**

Attachment #1 - FY23 CEP Recommendations

Attachment #2 – FY22 CEP Funding Status

Attachment #3 – FY23 CEP Requests & Recommended Awards

<b>FY 2023 Event</b>	<b>FY 2023 Recommendation</b>
Athens Pride	\$3,500
Athens Black Market	\$3,000
Athens Farmers Market	\$3,000
Athens Gingerbread	\$1,000
Athens Symphony	\$4,000
Athens Twilight	\$14,000
AthFest	\$14,000
Chautauqua	\$2,000
Cine - Cinéma-in-the-Streets	\$1,000
Downtown Culinary Showcase	\$5,000
Hot Corner	\$10,000
LatinX Festival	\$4,000
MLK Parade	\$4,000
Parade of Lights	\$2,500
Wild Rumpus	\$14,000
Winter Community Market	\$5,000
	<b>\$90,000.00</b>

Attachment 2

<b>Date</b>	<b>Reference</b>	<b>Trans Description</b>	<b>REQUESTED</b>	<b>Payed</b>
8/31/21	CEP 21/22 BLK MKT	Black Market	\$5,000.00	\$5,000
9/14/21	CEP CHAUTAUQUA 2021	CHAUTAUQUA	\$4,000.00	\$4,000
9/14/21	CEP CULINARY SHOWCAS	CULINARY KITCHEN	\$4,000.00	\$4,000
10/8/21	WILD RUMPUS CEP 2021	WILD RUMPUS - CEP	\$8,000.00	\$8,000
10/11/21	CEP SYMPHONY 2021	ATHENS SYMPHONY	\$3,000.00	\$3,000
12/6/21	CEP 2021 11/06/2021	MLK Parade	\$4,500.00	\$4,500
3/10/22	CEP 2021	COMMUNITY MARKET CEP	\$3,000.00	\$3,000
4/27/22	CEP 21 04/27/2022	Twilight	\$8,000.00	\$8,000
5/26/22	CEP 21/22 ATHFEST	Athfest	\$8,000.00	\$8,000
6/1/22	CEP 2021 06/01/2022	Hot Corner	\$11,000.00	\$11,000
6/7/22	cep 2022 pride	Pride	\$5,325.00	\$5,325
	CANCELED	CINE HEAR	\$500.00	
	CANCELED	GINGERBREAD HOUSE	\$1,000.00	
	CANCELED	INTERNATIONAL STREET FEST	\$2,000.00	
	CANCELED	ATHENS JEWISH FILM FEST	\$1,000.00	
	CANCELED	LATINX	\$3,000.00	
12/2/21	NOT REQUESTED	PARADE OF LIGHTS	\$2,500.00	
	CANCELED	WINTER COMM MARKET	\$3,000.00	
			\$76,825.00	\$63,825



Attachment 3

<b>FY 2023 Event</b>	<b>Funding Request</b>	<b>FY 2023 Recommendation</b>
Athens Pride	\$15,000	\$3,500
Athens Black Market	\$5,000	\$3,000
Athens Farmers Market	\$10,000	\$3,000
Athens Gingerbread	\$1,500	\$1,000
Athens Symphony	\$4,250	\$4,000
Athens Twilight	\$15,000	\$14,000
AthFest	\$15,000	\$14,000
Chautauqua	\$4,812	\$2,000
Cine - Cinéma-in-the-Streets	\$4,325	\$1,000
Downtown Culinary Showcase	\$5,000	\$5,000
Hot Corner	\$10,000	\$10,000
LatinX Festival	\$5,000	\$4,000
MLK Parade	\$7,500	\$4,000
Parade of Lights	\$5,000	\$2,500
Wild Rumpus	\$15,000	\$14,000
Winter Community Market	\$5,000	\$5,000
	<b>\$127,387</b>	<b>\$90,000.00</b>