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City of Racine, Wisconsin  
**COMMON COUNCIL**

**AGENDA BRIEFING MEMORADUM (ABM)**

**COMMITTEE:** Finance & Personnel    **LEGISLATION ITEM #:** 0587-19

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**AGENDA DATE:** June 10, 2019 Finance & Personnel Committee  
June 18, 2019 Common Council

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**DEPARTMENT:**

Prepared By: James M. (Jim) Palenick, City Administrator

Reviewed By: Cory Mason, Mayor

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**SUBJECT:**

Communication from Alderman Coe requesting \$10,000 for 4<sup>th</sup> Fest of Greater Racine for a S.T.A.R.T Grant.

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**EXECUTIVE SUMMARY:**

At the May 28, 2019 Finance & Personnel Committee, Item #0587-19 was introduced, as sponsored by Alderman Jeff Coe, to provide a \$10,000 S.T.A.R.T. (Supporting Tourism Allocation of Room Tax) Grant to the 4<sup>th</sup> Fest of Greater Racine in order to assist with the funding of bringing large-scale, helium-filled, moon-landing-themed balloons to the 2019 parade. The Committee voted to defer action on the item until its next meeting (June 10<sup>th</sup>) to allow for the submission and review of more detailed information in regards to the proposed use of the funds and to allow the S.T.A.R.T. Grant review Committee to review the application.

Representatives of the 4<sup>th</sup> Fest have provided that additional detail and the Review Committee has now subsequently met to review the supplemental information and has voted unanimously to recommend approval to grant the \$10,000 in S.T.A.R.T. Grant funds.

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29 **BACKGROUND & ANALYSIS:**

30 The completed 4<sup>th</sup> Fest S.T.A.R.T. Grant application reveals that the funding would support the  
31 inclusion in the 2019 parade of the rental of a 40-foot-tall astronaut, 15-foot earth, and 20-foot moon,  
32 helium-filled inflatable balloon(s); along with the shipping and supervision for  
33 filling/handling/deflating, as well as the helium necessary to keep them aloft. Costs total \$13,453.22,  
34 with the S.T.A.R.T. Grant proposed to cover \$10,000 and the 4<sup>th</sup> Fest to cover the remaining \$3,453.22  
35 as match – along with the other expenses the festival committee spends in hosting and marketing the  
36 parade.

37 The Review Committee, made up of the Mayor, City Administrator, and President/CEO of Real Racine,  
38 met on June 7<sup>th</sup> to review the request and voted unanimously to recommend to the Finance &  
39 Personnel Committee and Common Council, that the City Grant the Fourth Fest \$10,000 in 2019  
40 S.T.A.R.T. Grant funding for the inflatable parade balloon additions.

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42 **BUDGETARY IMPACT:**

43 For 2019, the City began the Budget year with \$63,320.00 available to fund S.T.A.R.T. Grants.  
44 Subsequently with the recent award of \$25,000 made to the Zoo to support the Lantern festival, we  
45 will still have \$38,320.00 remaining for additional, 2019 Awards. If this Grant to the 4th Fest is made  
46 in the amount of \$10,000 as proposed, there will then remain \$28,320.00 in Room Tax Funds allocated  
47 for discretionary S.T.A.R.T. Grant awards.

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49 **OPTIONS/ALTERNATIVES:**

- 50 1.) To award \$10,000 in 2019 S.T.A.R.T. Grant Funding to the 4<sup>th</sup> Fest of Greater Racine in support  
51 of inflatable balloons for the 2019 parade.
- 52 2.) To award S.T.A.R.T. Grant funding in some amount less than \$10,000 to the 4<sup>th</sup> Fest of Greater  
53 Racine in support of inflatable balloons for the 2019 parade.
- 54 3.) To reject the 4<sup>th</sup> Fest of Greater Racine application for funding and deny the award of any  
55 2019 S.T.A.R.T. Grant to the parade.

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57 **RECOMMENDED ACTION:**

58 To award \$10,000 in 2019 S.T.A.R.T. Grant Funding to the 4<sup>th</sup> Fest of Greater Racine in support of  
59 inflatable balloons for the 2019 parade.

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61 **ATTACHMENT(S):**

62 4<sup>th</sup> Fest of Greater Racine S.T.A.R.T. grant application packet.

63 City of Racine S.T.A.R.T. Grant Program guidelines

64 **City of Racine Policy on the use of Room Tax proceeds**

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