



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Authorize City Manager to Execute a Contract with the Lodi Tokay Rotary Club for the Fifth Annual Celebrate Lodi Kids' Night Out to be held on December 31, 2003 (\$18,000)

MEETING DATE: November 5, 2003

PREPARED BY: Management Analyst, City Manager's Office

RECOMMENDATION: That the City Council authorize the City Manager to execute a contract with the Lodi Tokay Rotary Club for the Fifth annual Celebrate Lodi Kids' Night Out to be held on December 31, 2003, 4 p.m. to 8:30 p.m., location undetermined.

BACKGROUND: The event was established by the Year 2000 Planning Committee in 1999. With its success, the City Council expressed an interest in making this an annual event. The responsibility of producing the event was transferred to the Lodi Tokay Rotary Club after the Year 2000 Planning Committee was disbanded, since the service club had a built-in volunteer base from which to draw for staffing purposes.

This well-received celebration of the New Year targets children and teens. It runs from 4 p.m. to 8:30 p.m., early enough in the evening to allow guests to attend other celebrations with family and friends. The event is an opportunity for children to have fun, experience solid community spirit, and to gather in a safe and exciting arena. It offers many activities at no cost to the public, providing free games, rides, face painting, balloon art, live entertainment and of course, the aerial fireworks show.

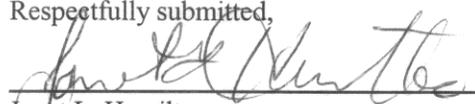
Last year, the Downtown Lodi Business Partnership required the event to move from its original School and Pine Streets location to the Elm Street Promenade. The new location is attractive, but does not provide adequate space for the number of people who attend. WhyteHouse Productions will be working with the DLBP to finalize the location for the event. Should they not reach agreement, then staff will work with Mr. Whyte to find an appropriate alternative site.

A City of Lodi grant, sponsorships from local businesses, and vendor sales provide funding for the Kids' Night Out event (Exhibit A). The event is not a fundraiser for the Lodi Tokay Rotary Club but a community celebration that reaches out to children, teens, and families with safe, fun, and free activities.

FUNDING: \$18,000 Community Promotions 2003-04 budget

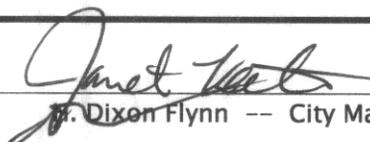
Respectfully submitted,


Vicky McAthie
Finance Director


Janet L. Hamilton
Management Analyst

Attachments

APPROVED: _____


D. Dixon Flynn -- City Manager

**Celebrate Lodi Kids Night Out
December 31, 2003**

| DESCRIPTION | Budget 2002 | Actual 2002 | Description | Budget 2003 |
|-----------------------------|---------------------|---------------------|------------------------------|---------------------|
| INCOME | | | | |
| Admission | \$ - | | Free to all ages | |
| Beverage | \$ - | | No sales | |
| Booth Sales & Vendor Income | \$ 375.00 | \$ 125.00 | Gordon Toy Company | \$ 450.00 |
| Utilities | \$ - | | No sales | |
| City of Lodi - Sponsor | \$ 18,000.00 | \$ 18,000.00 | Sponsorship - same as 1999 | \$ 18,000.00 |
| Merchandise Sales | \$ - | | No sales | |
| Event Food Sales | \$ - | \$ 125.00 | Lockeford Meats | \$ 450.00 |
| | | \$ - | Fun & Games Rentals | |
| Other Sponsors | \$ 2,500.00 | | Local businesses | \$ 3,500.00 |
| | | \$ 200.00 | Lodi Chamber | |
| | | \$ 200.00 | Guaranty Bank | |
| | | \$ 750.00 | Lodi Tokay Rotary | |
| | | \$ 200.00 | Lodi Electric Utility | |
| | | \$ - | Buy 4 Less - Chocolate Trade | |
| | | \$ 100.00 | David Vacarrezza | |
| | | \$ 500.00 | Bank of Stockton | |
| <i>Total Other Sponsors</i> | | | | |
| TOTAL INCOME | \$ 20,875.00 | \$ 20,200.00 | | \$ 22,400.00 |

EXPENSES

| | | | | |
|------------------------------|-------------|-------------|--------------------------------------|-------------|
| Advertising Expense | \$ 700.00 | \$ 780.50 | Display Advertising, flyers, artwork | \$ 800.00 |
| Beverage Expense | \$ 300.00 | \$ - | Hot Chocolate - Trade w/ Buy 4 Less | |
| Vendor Expense | \$ 90.00 | | Health Department permit fee | \$ 93.00 |
| Children's Games & Rides | \$ 6,500.00 | \$ 6,500.00 | Games, rides, activities | \$ 6,500.00 |
| Face Painters | \$ 550.00 | \$ 300.00 | Free face painting for everyone | \$ 350.00 |
| Balloon Artists | \$ 250.00 | \$ 175.00 | Free balloons for everyone | \$ 250.00 |
| Musicians | \$ 1,400.00 | | | \$ 1,400.00 |
| James Greable | | \$ 200.00 | DJ | |
| Boom Boom Productions | \$ 5,500.00 | \$ 5,500.00 | Fireworks at end of evening | \$ 5,500.00 |
| Utilities Expense - On Site | \$ - | | No expense anticipated | |
| Sponsor Expense | \$ - | | No expense anticipated | |
| Merchandise Expense | \$ 750.00 | \$ 606.66 | Free gifts for children | \$ 750.00 |
| Food Sales Expense | | | No expense anticipated | |
| Rental Expense - Port-o-lets | \$ 800.00 | \$ 710.00 | Increase portolets from 2001 | \$ 800.00 |

Celebrate Lodi Kids Night Out December 31, 2003

| DESCRIPTION | Budget 2002 | Actual 2002 | Description | Budget 2003 |
|------------------------------------|---------------------|---------------------|------------------------------------|---------------------|
| Parking & Shuttle Expense | | | | |
| Event Food Sales Expense | | | | |
| Site Expenses - Misc. | \$ 500.00 | | Misc Rentals, supplies | \$ 500.00 |
| | | \$ 54.00 | Dinner for Last Chance | |
| | | \$ 24.00 | Soda & Water for volunteers | |
| | | \$ 9.15 | Fuel for gas blowers | |
| | | \$ 36.00 | Supplies | |
| | | \$ 100.00 | Staff - postings, deliveries | |
| | | \$ 85.00 | Rentals | |
| | | \$ 30.00 | Large garbage bags | |
| Office Expense (postage, print, et | \$ 35.00 | | Miscellaneous office expense | \$ 50.00 |
| | | \$ 8.14 | Postage | |
| | | \$ 8.95 | Printing - No parking signs | |
| | | \$ 18.80 | Photocopies & print-outs | |
| | | \$ 22.16 | Posterboard, office supplies | |
| | | \$ 19.36 | Telephone | |
| Volunteer Donation - Clean up | \$ 500.00 | \$ 450.00 | Last Chance donation to clean site | \$ 750.00 |
| TOTAL EXPENSES | \$ 17,875.00 | \$ 15,637.72 | | \$ 17,743.00 |
| WhyteHouse Productions | \$ 3,500.00 | \$ 3,500.00 | Management Production Cost | |
| | | \$ 1,865.00 | Additional time @ \$100 per hour | |
| | | \$ (865.00) | <Less Professional Discount> | |
| | | <u>\$ 4,500.00</u> | Total Production Cost | |
| TOTAL EVENT EXPENSES | \$ 21,375.00 | \$ 20,137.72 | | \$ 17,743.00 |
| Balance | \$ (500.00) | \$ 62.28 | Event Management Fee | \$ 4,657.00 |
| Additional clean up (12/31/2002) | 3.50 | | | |
| Pick up & store GM toys (trip 1) | 2.75 | | | |
| Pick up & deliver GM toys (trip 2) | 4.15 | | | |
| Deliver toys from trip 1 | 1.50 | | | |
| Additional clean up (1/2/2003) | 1.25 | | | |
| Meeting with Westbrook / Weybret | 1.00 | | | |
| Time required to move event | 4.50 | | | |
| Total Additional Time | <u>18.65</u> | | Hours | |