

Discussion and Possible Direction on Producing the Roots N' Boots Queen Creek Event in FY 11/12

August 3, 2011





Option A

FOHP event, sponsored by the Town, with the potential to have some reimbursements back to the town.

Option B

Town event, in partnership with FOHP.







Option A – Net Cost to the Town

Proposed out of pocket costs

>Donation of site

>Cash advance to FOHP ('seed' money)	\$ 20,000*
>HPEC staff overtime (approx 121 hrs)	\$ 5,082
>Fire/1st Aid (approx 48 hrs)	\$ 1,680
>Public Works overtime (approx 24 hrs)	\$ 1,008
>Contracted labor for site prep and cleanup	\$ 250
Proposed in-kind services	
>Town staff (approx 160 hrs)	\$ 7,728

Net cost to the town: \$ 38,748

\$ 3,000

Option B – Net Cost to the Town

Proposed out of pocket costs

>Non-staff event expenses (rodeo, equip, supplies)	\$ 80,050
>HPEC staff overtime (approx 121 hrs)	\$ 5,082
>Fire/1st Aid (approx 48 hrs)	\$ 1,680
>Public Works overtime (approx 24 hrs)	\$ 1,008
>Contracted labor for site prep and cleanup	\$ 250
>MCSO (traffic, crowd control, public safety)	\$ 5,000
Proposed in-kind costs	
>Town staff (approx 540 hrs)	\$ 22,680
>Lost revenue from potential event rental	\$ 3,000

Total Option B Costs: \$118,750 Estimated Event Revenue: \$ 70,000

Net cost to the Town: \$ 48,750



^{*} If the event revenues exceed costs, the \$20k cash advance is paid back first



Payments & Revenues

Option A – FOHP Event

•FOHP makes all payments associated with the event

•Town provides initial cash advance, pays staffing costs including overtime, pays for contracted labor for site prep and cleanup

•Revenues – FOHP collects all revenues; if revenues produce positive cash flow (profit), FOHP pays back the cash advance; any addtl revenue is split 80/20 to FOHP/HPEC

•Financial Risk – mostly with FOHP

Option B – Town Event

•Town makes all payments associated with the event

•FOHP does not make payments related to the event

•Revenues – Town collects all revenues; if gross costs are exceeded by revenues, positive cash flow is split 50/50 to HPEC/FOHP

•Financial Risk - Town





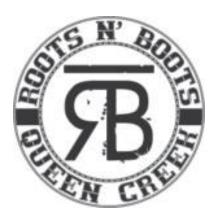
Marketing

Option A – FOHP Event

- •FOHP produces and executes the marketing plan for the event
- •Town staff provides contacts, ad designs and logos; logo use standards; maintain a Roots N Boots Queen Creek page on the Town's web site; list on Town calendar; promote through the Town's social media outlets

- •Town staff produces and executes the marketing plan for the event
- •FOHP provides assistance; uses opportunity to train a volunteer







Sponsorships

Option A – FOHP Event

- •FOHP sells the sponsorships, including making contacts, meeting with sponsors, creating sponsor packages, completing contracts; sponsor payments are made to FOHP
- •Town provides FOHP past sponsorship contacts, packages, communication logs

- •FOHP sells the sponsorships similar to Option A
- •Town provides assistance similar to Option A, reviews contracts and ensures all sponsorships comply with the Town's Municipal Sponsorship Policy







Risk and Liability

Option A – FOHP Event

- •FOHP takes the majority of risk; needs to purchase event insurance + supplemental for \$5 mil rough stock coverage
- •Town reviews insurance coverage to ensure standards

- •Town events are insured through Southwest Risk; would still need supplemental insurance for \$5 mil rough stock coverage
- •FOHP works with the Town to ensure event is produced safely and to Town standards







PRCA Rodeo

Option A – FOHP Event

- •FOHP registers with PRCA and pays associated fees; contact for rough stock, sound, scoreboard, bull fighters, announcer, etc; FOHP staffs and operates the rodeo with volunteers
- •Town provides guidance on site requirements and safety

- •FOHP produces the rodeo similar to last year; registers with PRCA, assists with required contracted PRCA positions
- •Town does RFP for rough stock, contracts with PRCA positions, reviews contracts through Legal







Parking

Option A – FOHP Event

- •FOHP creates and executes the parking plan; provides sufficient volunteers to staff safely and efficiently
- Town provides past parking plans and insight; reviews the plan through the Special Event Permit process

- •FOHP creates and executes the parking plan similar to Option A
- •Town reviews the plan as part of the permit process; has staff onsite to supervise money collection and handling





General Tasks & Responsibilities

- Planning meetings
- •Public Safety Plan with MCSO
- •Fire/1st Aid/Emergency Plan
- Traffic Plan
- Dust Control Plan
- Vendor procurement
- Food & Beverage sales
- Alcohol sales plan
- Business licensing
- Facility management

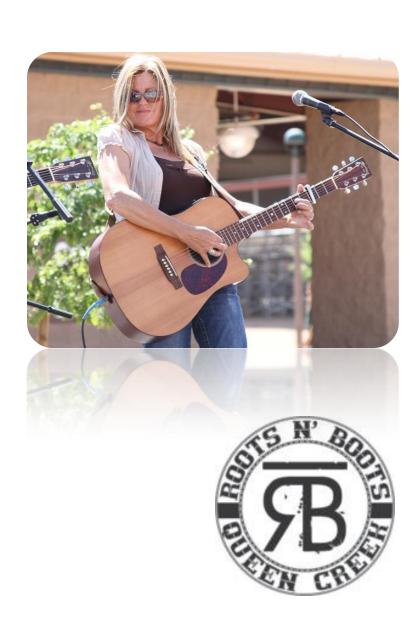






General Tasks & Responsibilities

- •IT planning communication; sound system
- •Partnership development (ex: FFA, 4-H)
- •Ticketing/Seating plans; box office; pricing
- Carnival procurement
- Volunteer management
- Stage entertainment
- Event activities (ex: family rodeo; lawn mower races; petting zoo)
- Hotel room procurement





General Tasks & Responsibilities

- •Rodeo Queen Competition and activities
- Sponsor/VIP experience
- Merchandise & souvenir sales
- Event layout planning
- Trash control & recycling plan
- •Event signage/sponsor signage plan







Other Considerations

- Lost revenue for HPEC Enterprise Fund; currently have an Arabian horse show on hold for Roots N Boots date
- Conflict with Passport to Discovery date and use of Town staff resources; Passport date would need to change to January/February timeframe
- Final drop-dead cancellation date for Roots N
 Boots = December 29
- Staff time spent on event





Potential Motions

- Move to direct staff to continue negotiations on Option A, a Friends of Horseshoe Park (FOHP) led event, to produce a Roots N' Boots Queen Creek event in FY 11/12
- Move to direct staff to continue negotiations on Option B, a Town Led event, to produce a Roots N' Boots Queen Creek Event in FY 11/12
- Move to direct staff to continue negotiations with Friends of Horseshoe Park and other third-party event organizers for the production of a Roots N' Boots Queen Creek event in <u>FY</u> <u>12/13</u>
- Move to direct staff to discontinue efforts in the production of Roots N' Boots Queen Creek event in FY 11/12







Questions?



