



TOWN OF
QUEEN CREEK
ARIZONA



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

>Cash advance to FOHP ('seed' money)	\$ 20,000*
>HPEC staff overtime (approx 121 hrs)	\$ 5,082
>Fire/1 st 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
>Donation of site	<u>\$ 3,000</u>

Net cost to the town: \$ 38,748

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

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/1 st 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	<u>\$ 3,000</u>

Total Option B Costs: \$118,750

Estimated Event Revenue: \$ 70,000

Net cost to the Town: \$ 48,750



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

Option B – Town Event

- 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

Option B – Town Event

- 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

Option B – Town Event

- 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

Option B – Town Event

- 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

Option B – Town Event

- 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 FY 12/13
- Move to direct staff to discontinue efforts in the production of Roots N' Boots Queen Creek event in FY 11/12





Questions?

