

# REQUEST FOR LEGISLATIVE ACTION




Completed by County Counselor's Office:

Res/Ord No.: 19068

Sponsor(s): Tony Miller

Date: February 8, 2016

SUBJECT	<p>Action Requested  <input checked="" type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>A resolution transferring \$3,000.00 within the Park Enterprise Fund and authorizing the Director of Finance and Purchasing to issue a check in the amount of \$3,000.00 to the Tour of Kansas City Bicycle Festival, for the 2016 Tour of Kansas City Bicycle event.</u></p>																
<p>BUDGET INFORMATION</p> <p><i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td><td>\$3,000</td></tr> <tr> <td>Amount previously authorized this fiscal year:</td><td>\$0</td></tr> <tr> <td>Total amount authorized after this legislative action:</td><td>\$3,000</td></tr> <tr> <td>Amount budgeted for this item * (including transfers):</td><td>\$3000</td></tr> <tr> <td>Source of funding (name of fund) and account code number;</td><td></td></tr> <tr> <td>From: 300-1220-56710</td><td></td></tr> <tr> <td>To: 300-1220-56210</td><td>\$3,000</td></tr> <tr> <td></td><td>\$3,000</td></tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input type="checkbox"/> No budget impact (no fiscal note required)  <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract:  Department: Estimated Use: \$</p> <p>Prior Year Budget (if applicable): \$3,000  Prior Year Actual Amount Spent (if applicable):</p>	Amount authorized by this legislation this fiscal year:	\$3,000	Amount previously authorized this fiscal year:	\$0	Total amount authorized after this legislative action:	\$3,000	Amount budgeted for this item * (including transfers):	\$3000	Source of funding (name of fund) and account code number;		From: 300-1220-56710		To: 300-1220-56210	\$3,000		\$3,000
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PRIOR LEGISLATION	<p>Prior ordinances and (date):</p> <p>Prior resolutions and (date): Res. 18453 March 24, 2014; Res. 18839 March 28, 2015</p>																
CONTACT INFORMATION	<p>RLA drafted by (name, title, &amp; phone): Jim Malle, Development Incentive Administrator, 816-881-3247</p>																
REQUEST SUMMARY	<p>Funds needed to provide support for the Tour of Kansas City Bicycle Event of 2016, which promotes bicycling, trails, exercise, fitness, and good health for County residents. The Tour of Kansas City Bicycle Festival submitted a request for monetary support and sponsorship. This two day event, to be held June 4 – 5, includes races, rides, and a community festival as well as focusing part of the event on the Rock Island Railroad conversion to a trail and commuter line, a Jackson County priority.</p>																
CLEARANCE	<p><input type="checkbox"/> Tax Clearance Completed (Purchasing &amp; Department)  <input type="checkbox"/> Business License Verified (Purchasing &amp; Department)  <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)</p>																
ATTACHMENTS																	

REVIEW	Department Director: 	Date: 1.26.16
	Finance (Budget Approval): <i>If applicable</i> 	Date: 1.26.16
	Division Manager: 	Date: 2/1/16
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- ☒ This expenditure was included in the annual budget.
- ☐ Funds for this were encumbered from the \_\_\_\_\_ Fund in \_\_\_\_\_.
- ☒ There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- ☐ Funds sufficient for this expenditure will be/were appropriated by Ordinance # \_\_\_\_\_
- ☐ Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- ☐ This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- ☐ This legislative action does not impact the County financially and does not require Finance/Budget approval.

Funds sufficient for this transfer are available from the sources indicated below.

RES # 19068

Department / Division	Character/Description	From	To
<b>Park Enterprise Fund - 300</b>			
1220 - Economic Development	56710 - Dues & Memberships	3,000	
1220 - Economic Development	56210 - Advertising		3,000
		3,000	3,000

Budgeting 1-27-16



**MAKING MISSOURI A BETTER PLACE TO  
WALK AND RIDE A BICYCLE!**

1709 MISSOURI BLVD, STE. C #200  
JEFFERSON CITY, MO 65109

**MOBIKEFED.ORG/  
FOUNDATION**

**EXECUTIVE DIRECTOR:**

Brent Hugh  
director@  
mobikfed.org

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Jan Neitzert, Jefferson City  
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Paul Sidwell, Kansas City  
Joseph Torrisi, St Louis  
Laura Vie, Columbia  
Mac Vorce, Warsaw  
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Independence  
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Springfield  
Martin Meyer, Hannibal  
Becky Nace, Blue Springs  
Ralph Phemmer, Trailnet, St Louis  
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Fred Schmidt, Columbia  
Kim Shafer, Natl Park Service  
Paul Sidwell, Kansas City  
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BJ Taylor, Kansas City  
Alex Tetlak, Kirksville  
Ian Thomas, Columbia  
Annette Triplett, PedNet, Columbia  
Patrick Tuttle, Joplin  
Patrick Van Der Tuin, St Louis BWorks  
Patty Vinyard, St. Louis  
Mac Vorce, Warsaw  
Mike Weiss, Big Shark Bicycle Co., St.  
Louis  
Pam Wennerberg, Ballwin  
Robin White, Augusta  
Steve White, Kansas City Metro Bicycle  
Club  
Mitchell Williams, Kansas City  
Matthew Wyczolkowski, SafeTGA, St.  
Louis  
Caroline Zukoski, St. Louis

January 21st, 2016

To: Economic Development Office, ATTN: John Sweeney  
Jackson County, Missouri

**INVOICE**

2016 Tour of Kansas City – Event Costs

**\$3000.00**

**GOLD LEVEL SPONSOR BENEFITS**

- County logo on the web site and all print promotional materials
- Banners at events with sponsor logo/information (banners provided by sponsor)
- Opportunity for 20x10 tent/display area at each event e.g. Gran Fondo, Brew Fest, All Race Days (suggested: Rock Island corridor-related display)
- Opportunity to host a Gran Fondo SAG Stop with displays and information about County activities (would require volunteers to man rest stop and pass out food/water to riders as they come through).
- Announced from event stage throughout each event day
- Social media & web site articles/announcements with sponsor's message 1-2x per month through event date

Please make checks payable to Missouri Foundation for Bicycling and Walking, and send to:

Missouri Foundation for Bicycling and Walking  
208 W. 19th St.  
Kansas City, MO 64108

Thank you,

*Brent Hugh*  
Brent Hugh  
Executive Director

## Tour of Kansas City 2015-2016 Economic Impact Analysis



### 2015 Participants: Participant-Days and Daily Direct Spend Amounts

- 2000 Spectator-days - \$62.02/day
- 324 Paid Participant-days (Metro area) - \$102.65/day
- 234 Paid Participant-days (Outside metro area but less than 100 miles) - \$242.30/day
- 1242 Paid Participant-days (Greater than 100 miles) - \$264.07/day

**Total 2015 Direct Spend Amount by Participants and Spectators: \$542,000**

**Total 2015 Economic Impact: \$930,000** (including direct, indirect, and induced spending)

82% of 2015 Paid Participants are from outside of the Kansas City metro area. 71% of the total Direct Spend Amount is from Paid Participants from outside the metro area.

### 2016 Participants: Participant-Days and Daily Direct Spend Projections

With robust participation in marketing, promotion, and event logistics for the 2016 event, continuation of higher status of the races on state and national race calendars, continuation of races to the national youth Road Development Race Series, and continuation of our promotion of the races as the first in the U.S. to have women's purses higher than men's, we believe we can increase paid participation in the event by 33% for 2016.

With your help, the 2016 could look like this:

- 2660 Spectator-days - \$62.02/day
- 431 Paid Participant-days (Metro area) - \$102.65/day
- 311 Paid Participant-days (Outside metro area but less than 100 miles) - \$242.30/day
- 1652 Paid Participant-days (Greater than 100 miles) - \$264.07/day

**Total estimated 2016 Direct Spend Amount by Participants and Spectators: \$721,000**

**Total 2016 Economic Impact: \$1,235,000** (including direct, indirect, and induced spending)

Your support to help promote and market this event to help us create a nationally prominent weekend bicycle festival event in Kansas City will help make this growth happen.

## Sources:

**#1. Daily Direct Spend Amounts for local, non-local, and distant participants:** 2009 Tour of Missouri - Economic Impact and Spectator Research, David Porthouse and Alexander Eisenbies, IFM North America.

The source surveyed Tour of Missouri 2009 spectators about their daily direct spend amounts. We chose this event as our comparable because of the close similarity between the participants and demographics of this event and the Tour of Kansas City event, plus the careful and thorough participant study that was conducted on event participants. Tour of Missouri compiled detailed economic impact reports in 2007, 2008, and 2009. The reports were compiled by two different companies. All three reports arrived at similar daily Direct Spend amounts.

The source surveyed participant daily direct spend in the areas of lodging, food and beverage, shopping souvenirs, ground transportation, and other. The Daily Spend amounts given above are the total of all of those amounts in each category. To the daily direct spend amounts documented by that research, we have added \$40.63 average daily Tour of Kansas City event registration fees that participants in paid events must pay.

**#2. Direct Spend to Total Economic Impact Multiplier:** Economic Impact Analysis of Sports Facilities and Events: Eleven Sources of Misapplication John L. Crompton. Journal of Sport Management. 1995. 9. 14-35. <http://agrilifecdn.tamu.edu/cromptonrpts/files/2011/06/Full-Text100.pdf>

The source documents "Sales and Household Income Multipliers for an Event in a Large City." Sales multipliers for the total of direct, indirect, and induced sales for the spending areas for the categories of spending recorded in Source #1 range from 1.51 to 2.00. For this report we have used the average multiplier value for all categories of spending documented in the Direct Spend amounts in Source #1, plus the "Admission Fees" multiplier, which gives an overall multiplier of 1.71 for Sales Direct Spend to Sales Total amounts.

