

Parks, Arts & Recreation Commission Agenda



November 9, 2016

6:00 p.m.

City of Turlock, Yosemite Room

156 S. Broadway, Turlock, California



Commission Chair
Brent Bohlender

Commissioners

Michelle Morse **Lakneshia Diaz**
Larry Yeakel **Nicole Larson**
Michael Foster **Robert Holly**

Department Director
Allison Van Guilder

SPEAKER CARDS: To accommodate those wishing to address the Commission and allow for staff follow-up, speaker cards are available for any agenda item or any other topic delivered under Public Comment. Please fill out and provide the Comment Card to the Secretary or Staff.

NOTICE REGARDING NON-ENGLISH SPEAKERS: The Parks, Arts & Recreation Commission meetings are conducted in English and translation to other languages is not provided. Please make arrangements for an interpreter if necessary.

EQUAL ACCESS POLICY: If you have a disability which affects your access to public facilities or services, please contact the City Clerk's Office at (209) 668-5540. The City is committed to taking all reasonable measures to provide access to its facilities and services. Please allow sufficient time for the City to process and respond to your request.

NOTICE: Pursuant to California Government Code Section 54954.3, any member of the public may directly address the Parks, Arts & Recreation Commission on any item appearing on the agenda, including Consent Calendar and Public Hearing items, before or during the Parks, Arts & Recreation Commission consideration of the item.

AGENDA PACKETS: Prior to the Parks, Arts & Recreation Commission meeting, a complete Agenda Packet is available for review on the City's website at www.cityofturlock.org and in the Parks, Recreation and Public Facilities Office at 144 S. Broadway, Turlock, during normal business hours. Materials related to an item on this Agenda submitted to the Commission after distribution of the Agenda Packet are also available for public inspection in the Parks, Recreation & Public Facilities Office. Such documents may be available on the City's website subject to staff's ability to post the documents before the meeting.

1. CALL TO ORDER

2. APPOINTMENTS, ANNOUNCEMENTS & CORRESPONDENCE

3. CONSENT CALENDAR:

Information concerning the consent items listed herein below has been forwarded to each Commissioner prior to this meeting for study. Unless the Chair, a Commissioner or member of the audience has questions concerning the Consent Calendar, the items are approved at one time by the Commission. The action taken by the Commission in approving the consent items is set forth in the explanation of the individual items.

- A. ***Motion:* Accepting Minutes of Regular Meeting of October 12, 2016**
- B. ***Motion:* Accepting November update on Parks, Recreation & Public Facilities Report (Staff)**

4. DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS:

5. STAFF UPDATES:

A. Turkey Trot & Christmas Parade – Erik Schulze

6. PUBLIC PARTICIPATION:

This is the time set aside for members of the public to directly address the Parks, Arts & Recreation & Commission on any item of interest to the public, before or during the Commission's consideration of the item, that is within the subject matter jurisdiction of the Parks, Arts & Recreation Commission. You will be allowed five (5) minutes for your comments. If you wish to speak regarding an item on the agenda, you may be asked to defer your remarks until the Commission addresses the matter.

No action or discussion may be undertaken on any item not appearing on the posted agenda, except that Commission may refer the matter to staff or request it be placed on a future agenda.

7. PUBLIC HEARING: None

8. SCHEDULED MATTERS:

A. Action: Evaluate and score the 2016/2017 Community Events and Activities Grant Program funding requests for the following organizations: 2017 Central Valley Brewfest and Turlock Junior Rodeo (Exhibit A) – Erik Schulze

Motion: to transmit the scoring sheet information for the 2016/2017 Community Events and Activities Grant Program funding request for the following organizations: 2017 Central Valley Brewfest and Turlock Junior Rodeo to the City Council for action.

B. Discussion: Nominate a Chairperson and Vice Chairperson to fill the 2017/2018 term – Erik Schulze

Election of officers is held in December of even numbered years and the officers will take office in January.

C. Action: Create an Ad Hoc committee to research the possibility of creating an urban garden in the City – Erik Schulze

Motion: to create an Ad Hoc Committee consisting of three Commissioners to research the possibility of creating an urban garden in the City.

9. COMMISSION COMMENTS

Commissioners may provide a brief report on notable topics of interest. The Brown Act does not allow discussion or action by the legislative body.

10. ADJOURNMENT



Minutes
 Park, Arts & Recreation Commission Meeting
 Wednesday, October 12, 2016
 6:00 P.M. City Hall, Yosemite Room

COMMISSIONERS PRESENT: Brent Bohlender, Larry Yeakel, Lakneshia Diaz, Michelle Morse and Michael Foster

COMMISSIONERS ABSENT: Nichole Larson and Robert Holly

STAFF PRESENT: Erik Schulze and Carla McLaughlin

1. CALL TO ORDER

Meeting called to order by Commission Chair Bohlender at 6:00 p.m.

2. ANNOUNCEMENTS / INTRODUCTIONS / CORRESPONDENCE: None

3. CONSENT CALENDAR:

Motion was made to accept the minutes of the August 10, 2016 Regular Meeting and Special Joint meeting of September 27, 2016 made by Larry Yeakel and a 2nd by Michael Foster. Motion passed unanimously.

Motion was made to accept October update on Parks, Recreation and Public Facilities Report made by Larry Yeakel and 2nd by Michael Foster. Motion passed unanimously.

4. DECLARATION OF CONFLICT OF INTEREST AND DISQUALIFICATION: None

5. STAFF COMMENTS: None

6. PUBLIC PARTICIPATION: None

7. PUBLIC HEARING: None

8. SCHEDULED MATTERS:

Discussion / Action Items

A. Discussion: Update on the Community Events and Activities Grant Program – Erik Schulze

Staff provided post event reports for the 2015/16 events at the Council meeting 10/11/16. We had six events that provided completed post event reports and one event whose post event report was incomplete. "Bring on the Ruckus Car Show" was only able to provide a portion of the invoices for the funding. They will have to return \$1,033.66 to the City for their 2015/16 funding and the Council suspended the 2016/17 funding for their event in the amount of \$5000 for failure to meet grant criteria. This will open up the funding for other events to reapply at the November 9th Commission meeting.

B. Discussion/Action: Review draft of the proposed Public Art Policy and Guidelines (Exhibit A) – Erik Schulze

The review of the proposed draft Public Art Policy and Guidelines was done at the City Council and Commission Joint meeting on Sept. 27, 2016. Staff also reached out to the Carnegie Arts and the Downtown Gallery for feedback. Erik went over all of the changes from the joint meeting.

Commission Comments:

Brent – Do we have records on how existing art work was approved? Historical aspect is something he thinks we need to have.

Erik - Some art work was done in the past without going before the Commission and Council. That is exactly why staff came up with this new process to document all art work in the City.

Larry – Do we have a date of when this will take affect?

Erik - This will be a public document and dated the date it goes to Council.

Motion to approve the draft of the proposed Public Art Policy and forward to City Council for consideration made by Larry Yeakel and 2nd by Lakneshia Diaz. Motion passed unanimously.

9. COMMENTS BY COMMISSIONERS:

- Brent – Would like to discuss a place for an urban garden at next meeting.
- Lakneshia –What time does the staff clean the restrooms at Columbia Park? She is getting complaints that the restrooms are dirty.

10. ADJOURNMENT: Motion to adjourn the meeting at 6:25 p.m.



ERIK SCHULZE
MANAGER

3B



PARKS, RECREATION & PUBLIC FACILITIES

ESCHULZE@TURLOCK.CA.US

144 S. BROADWAY | TURLOCK, CALIFORNIA 95380 | PHONE 209-668-5594 | FAX 209-668-5619
TTY 1-800-735-2929

November 9, 2016

TO: Allison Van Guilder, Parks, Recreation and Public Facilities Director
FROM: Erik Schulze, Parks, Recreation and Public Facilities Manager
RE: Parks, Recreation & Public Facilities Report

After School Programs / Special Events

Turlock Downtown Christmas Parade

The 38th Annual Turlock Downtown Christmas Parade will take place on Friday, December 2nd at 6:30pm. For the 9th year in a row, the Turlock Firefighters Local 2434 are the official sponsor of this year's parade. The deadline for applications will be on Friday, November 4th and as of now there are a limited spots available. There are many other area agencies that contribute to the success of this event year after year.

Afterschool Programs

Staff continues to do an amazing job of creating a fun, educational environment for the children to be in and above all they are safe! They also continue to take advantage of the training opportunities through the Stanislaus County Office of Education to help them not only better themselves but also the program that they work in. All of the ASES sites are full with most of them having a waiting list.

100 Citizens

Staff partnered with CSU Stanislaus to offer another session of the 100 Citizens program this fall. This free exercise program delivered by Kinesiology students from Stanislaus State University was offered Monday, Wednesday and Friday, 4:00 – 5:00pm. The purpose of the program is to help the public improve their health by participating in fun, structured 50-minute workouts. There are 23 students that participated in this session.

Recreation Software Program

Staff are in the process of reading the submitted Recreation Software Program proposals. Staff will collaborate with the City IT department to determine which company's program would be a good fit for the department. Demonstrations will then be scheduled to assist in the final decision. Staff are also in the process of visiting agencies that currently have one of the proposed programs.

Youth and Adult Sports Programs / Enrichment Classes

Adult Softball League

Fall league is almost completed. League games finished at the end of October and playoffs will follow the 1st week of November. Fall league is eight weeks followed by playoffs for the top for teams in each league. There are thirteen different leagues playing this season. This will end league play at Pedretti for the year.

Youth Soccer

The fall class has started and the numbers are really good again for this session. This program is a skill development program using fun activities to teach the game and skills of soccer for children age 2 up to 10. Registrations are being accepted for the next session that will start in January. This is a contract class with Kidz Love Soccer.

Youth Self Defense

The October session has started and going very well, the numbers are always high for this program. Participants have multiple levels for advancement. Beginners will start with the white belt and can test to advance up to higher colored belts with the instructor. This program is offered year round and is run through a contract with Dragon Sports. The next class will begin in January.

Dance, Etc.

The fall session is running every Wednesday and Thursday at the Carnegie. These classes are all full. Classes are offered for participants from 2 years to 18 years. Participants can choose from Ballet, Tap, and Pointe for the experienced dancers. The next session will start registration in January at the.

Teen Advisory Council (T.A.C.)

The school year has started and TAC has been meeting the fourth Monday of every month. Activities are being planned and prepped for this school year. TAC will again participate in the Christmas Parade as well as assist at the Turkey Trot and Paramount on designated dates.

Kid Time Fitness

The fall session with Kid Time Fitness is coming to a close and classes were very busy. Registrations have been very good for these programs. These classes include Hip/Hop Dance, cheernastics, super-hero in training and gym-fit gymnastics. This is a great opportunity to contract new programs within the community.

Line Dance

This on-going class meets every Tuesday at the Senior Center to dance, exercise or just to have fun. There are three levels of dance, introductory, beginning and intermediate.

T'ai-Chi Ch'uan

Come out and learn the art of T'ai Chi, from our instructor Anne Robinson. T'ai Chi meets every Wednesday in the Rube Boesch Center. This exercise class focuses on the mind, joints, muscles and bones. The class is set up in four week sessions.

Sports Facilities

Pedretti Park hosted four tournaments in October, we missed one event due to rain. The Sports Complex did not host any soccer tournaments in October because of youth soccer using the complex every Saturday. There were numerous hourly rentals took place at TRSC; Sundays are primarily rented hourly. The complex is currently renting just two fields weekly so maintenance can stay on top of the field issues.

Youth and Adult Sports Program Partnerships

ASA softball meets quarterly, next meeting February 18th.

Parks / Facility Maintenance

Park staff continue to do routine maintenance daily that includes mowing, edging, blowing, graffiti removal, playground inspections and irrigation repair at all parks.

Our park rental season has ended and the off season hours for the park restrooms are 8:00 am – 3:00 pm during all scheduled work days.

Street staff continue to assist with sidewalk repairs, clean islands and perform general maintenance.



Carla McLaughlin
 Staff Services Assistant
cmclaughlin@turlock.ca.us

PARKS, RECREATION AND PUBLIC FACILITIES DEPARTMENT

144 S BROADWAY | TURLOCK, CALIFORNIA 95380 | PHONE 209-668-5594 EXT 4607 | FAX 209-668-5619

DATE: Nov. 9, 2016
TO: Parks, Recreation and PFM Director, Allison Van Guilder
 CC: Parks, Recreation and PFM Manager, Erik Schulz
FROM: Carla McLaughlin
RE: Monthly: October

| | # of Rental | | # Hours | | Attendance | | Income | |
|---------------|-------------|----------|-----------|-------------|------------|------------|--------------------|--------------------|
| | Oct-15 | Oct-16 | Oct-15 | Oct-16 | Oct-15 | Oct-16 | Oct-15 | Oct-16 |
| Senior Center | 2 | 3 | 15 | 24.5 | 262 | 420 | \$ 1,200.00 | \$ 1,960.00 |
| Rube Boesch | 1 | 3 | 2 | 8 | 50 | 55 | \$ 45.00 | \$ 170.00 |
| Totals | 3 | 6 | 17 | 32.5 | 312 | 475 | \$ 1,245.00 | \$ 2,130.00 |

| | Oct-15 | Oct-16 | Oct-15 | Oct-16 | Oct-15 | Oct-16 | Oct-15 | Oct-16 |
|------------------|------------|------------|--------|--------|---------------|---------------|---------------------|---------------------|
| Donnelly Park | 30 | 22 | | | 2255 | 1050 | \$ 1,805.00 | \$ 1,319.00 |
| Crane Park | 40 | 37 | | | 1816 | 1804 | \$ 1,885.00 | \$ 1,759.00 |
| Broadway Park | 0 | 0 | | | 0 | 0 | \$ - | \$ - |
| Pedretti Park | 7 | 7 | | | 460 | 440 | \$ 539.00 | \$ 539.00 |
| Pedretti Fields | 22 | 13 | | | 29870 | 32820 | \$ 22,255.00 | \$ 6,709.00 |
| TR Sports Fields | 21 | 30 | | | 94000 | 127270 | \$ 16,163.00 | \$ 18,197.00 |
| Bounce Houses | 10 | 6 | | | | | \$ 350.00 | \$ 210.00 |
| Totals | 130 | 115 | | | 128401 | 163384 | \$ 42,997.00 | \$ 28,733.00 |

| Activity Registrations | # Registered | | Total Income | |
|-------------------------------|--------------|--------|--------------|--------------|
| | Oct-15 | Oct-16 | Oct-15 | Oct-16 |
| | 2068 | 2181 | \$ 82,920.00 | \$ 88,037.33 |

| Scholarships | Total Served | | Total Funds Used | |
|---------------------|--------------|--------|------------------|-----------|
| | Oct-15 | Oct-16 | Oct-15 | Oct-16 |
| | 12 | 7 | \$ 496.00 | \$ 245.20 |

| Garage Sales: | Total Permits | | Total income | |
|----------------------|---------------|--------|--------------|-------------|
| | Oct-15 | Oct-16 | Oct-15 | Oct-16 |
| | 119 | 96 | \$ 1,785.00 | \$ 1,445.00 |

Comments: Attendance for all parks and sports complexes are estimates. This report was ran on Nov 2.

Exhibit
A

| | | | | | | | | | | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|---|---|----------------|---|---------------|---|---|---|---|---|----|
|  City of Turlock Community Activities Grant Application Scoring Sheet - FY 2016-2017 | | | | | | | | | | Application Number | | | | | | | | | | |
| Organization: MD Event Production | | | | | | | | | | | | | | | | | | | | |
| Project: 2017 Central Valley Brewfest | | | | | | | | | | | | | | | | | | | | |
| Requested \$: 5,000.00 | | | | | | | | | | Points: Circle the appropriate number of points | | | | | | | | | | |
| Example Question: | | | | | | | | | | Do Not Agree | | Strongly Agree | | | | | | | | |
| Does the organization provide services? | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1. Funding Requested* | | | | | | | | | | Do Not Agree | | Strongly Agree | | Points | | | | | | |
| a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program? | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| b. Absent the funding, would the program be cancelled/moved to a different city? | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| c. Is the amount of funding requested appropriate for the program? | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Economic Impact | | | | | | | | | | Do Not Agree | | Strongly Agree | | Points | | | | | | |
| a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending) | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| b. Will the program cause tourism? (i.e. heads in beds, use of Turlock hotels, overnight stays) | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Sponsor Recognition | | | | | | | | | | Do Not Agree | | Strongly Agree | | Points | | | | | | |
| a. Will the program prominently promote that it is City sponsored? | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Leveraging of Funds | | | | | | | | | | Do Not Agree | | Strongly Agree | | Points | | | | | | |
| a. Are there additional funding sources allocated to this event? | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| b. Is the budget clear, detailed, and reasonable? | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. Management Capability of Organization | | | | | | | | | | Do Not Agree | | Strongly Agree | | Points | | | | | | |
| a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report) | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. Marketing | | | | | | | | | | Do Not Agree | | Strongly Agree | | Points | | | | | | |
| a. Does the program increase the visibility of Turlock beyond city borders? | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | | | | | Total Points | | | | | | |
| | | | | | | | | | | | | | | (Maximum 100) | | | | | | |
| 100-88 | | | | | | | | | | | | | | | | | | | | |
| 87-70 | | | | | | | | | | | | | | | | | | | | |
| Below 69 | | | | | | | | | | | | | | | | | | | | |
| Modified Amount: \$ _____ | | | | | | | | | | | | | | | | | | | | |
| *If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount. | | | | | | | | | | | | | | | | | | | | |

10/19/16 At

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: MD Event Production

Is the Sponsoring Organization: Non-Profit For Profit **Hybrid Event Both Profit and Non-Profit**

Name of Event: 2017 Central Valley Brewfest

Funds Requested: \$5,000.00 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: Radio and Social Media Advertising, Rate Increase for Facility Rental (second building being rented), Additional Security and Additional Restrooms needed.

Please see detailed information below ...

- Radio advertising with Cumulus Communications. Goal is to increase promotions from 1 station for 2 weeks to 2 stations for 3 weeks. Each commercial ad being 30 seconds in duration. With hopes for a live on-air tasting the week prior to the event.
- Print advertising. Goal to print (6) 4ftx6ft banners to be placed in and around the fairgrounds. These banners will act as a guide for attendees to follow to venue. Event parking is in a new location.
- Increase poster and flier quantities from 400 in 2016 to 500 (+) in 2017.
- Purchase and rent supplies needed to produce event. Higher number of attendees require more wristbands, sampling mugs, restrooms, water, ice, event radios, and security.
- Increase media advertising. Ad purchase on Facebook, online beer focused publications, and local publications. Such as new Stockton Record publication Current Magazine.

Date(s) of Event/Activity: May 13, 2017 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Stanislaus County Fairgrounds

Description of Event (please attach additional pages if necessary):

Nominated for a MAMA award for best large event in 2015, the fifth annual Central Valley Brewfest will take place May 13th at the Stanislaus County Fairgrounds. The event promises to be an amazing experience in taste, art, and music with over 150 brews to sample. VIP Admission ticket is \$45. General Admission is \$35 in advance and \$40 at the door.

Contact Person: Veronica Camp

Mailing Address: 1233 Spyglass Ct., Ripon CA 95366

Telephone: 209.614.8148 Fax: N/A

Email: cvbrewfest@gmail.com Event Website: www.cvbrewfest.com

How long has the event been held in Turlock?: Four years, this will be our fifth.

How has the event grown since its inception?:

The 2016 Central Valley Brewfest once again exceeded all expectations. Projected overall attendance was 1,800. Estimated total attendance in 2016 was 2,000. Stats include Brewfest attendees, volunteers, and charity (Art Expressions of San Joaquin) staff.

Estimated Economic Impact

| Economic Impact | | This Figure is: | |
|--|---|---|--|
| Expected Total Attendance: | <u>2,000</u> | <input checked="" type="checkbox"/> Estimated | <input type="checkbox"/> Actual |
| Admission/Gate fee? | <u>\$ 35 in advance/40 at the door</u> | <input checked="" type="checkbox"/> Actual | |
| Number of Out-of-Town Attendees: (50 miles away or farther) | <u>2 out of 5</u> | <input checked="" type="checkbox"/> Estimated | <input type="checkbox"/> Actual |
| Number of Rooms Booked: | <u>15</u> | <input checked="" type="checkbox"/> Estimated | <input type="checkbox"/> Actual |
| Number of Nights Booked: | <u>1</u> | <input checked="" type="checkbox"/> Estimated | <input type="checkbox"/> Actual |
| Has the CVB previously funded this event? | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | |
| Direct Economic Impact: (Based on \$70/person/day visitor) | <u>\$ Estimated \$140,000.00</u> | | |
| Direct Economic Impact: (Based on \$150/person/overnight visitor) | <u>\$ Estimated \$2,250.00</u> | | |
| Total Event Budget: (Please attach copy) | <u>\$ 40,315</u> | <input type="checkbox"/> Estimated | <input checked="" type="checkbox"/> Actual |
| Total Amount of Funding Requested From CVB: | <u>\$ 5,000</u> | | |

How do you measure the above actual or estimated statistics? Please see the attached document showing impressions and number of samples poured.

(Please provide any available documentation to support these statistics.)

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$6,650

What is your marketing plan (When and where will you advertise?)

- Print materials (posters, fliers, and banners) to be distributed to Stanislaus County, Merced County, Fresno County, and San Joaquin County locations and all CV Brewfest event partners.
- Current radio partner is Cumulus Radio – Turlock/Modesto/Stockton. Radio promotion includes on-air ticket giveaways, promotional spots, PSA's and onsite presences.
- Social media promotion consists of Instagram, CV Brewfest Facebook site, The Hawk 104.1 Facebook/website, and Twitter.
- The Stanislaus County Fairgrounds will promote event on LED billboard and Facebook site

- We have also begun utilizing local advertisers such as the Stockton Record's Current Magazine.

Does your event have a dedicated web site? Yes No URL www.cvbrewfest.com

How do you market your web site to drive traffic? The number one driver is mobile social media. 76% of our website views come from a mobile device.

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Posters | <input checked="" type="checkbox"/> T-Shirts | <input checked="" type="checkbox"/> Other: Local Advertisers and Publications |
| <input checked="" type="checkbox"/> Flyers/Brochures | <input checked="" type="checkbox"/> Facebook Page | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Invitations | <input checked="" type="checkbox"/> Website | |

Please describe how your event/activity benefits the community?

The most significant benefits from The Central Valley Brewfest to the city of Turlock is the immediate economic benefit derived from income and profit of local business and restaurants in addition to cultural and professional exchanges between event vendors and/or attendees. Social events lead to repeat tourism with event attendees returning to Turlock at a later time for a leisure vacation/one day outing or bringing new people to the event.

Not only will attendees be able to sample some of the finest hops around, the CV Brewfest will also highlight amazing art work from a local charity in Stockton. Art Expressions will feature innovative, creative, and fresh art pieces for purchase. Proceeds will help promote and showcase the works of committed and talented artists who do not have a dedicated store front in the Central Valley.

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site (required)
- Logo with promotional material (required)
- City of Turlock Banner displayed at event
- N/A Recognition at reception or banquet – please describe: _____
- N/A Speaking opportunity for City representative
- N/A Recognition in event newsletter
- Recognition in press release(s)
- N/A Other _____

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.



10.19.16

Signature of Organization Representative

Date

Projected 2017 CVBF Budget

| ITEM | Actual |
|----------------|-----------------|
| Insurance | \$2,000 |
| Radio Spot | \$2,500 |
| Ad Buy | \$1,150 |
| Location | \$7,000 |
| Radio Rental | \$500 |
| Licensing Fees | \$2,500 |
| License | \$50 |
| Security | \$2,000 |
| Police Dept. | \$40 |
| DJ | \$1,000 |
| Porta Potties | \$500 |
| Ice | \$1,600 |
| T-shirts | \$2,500 |
| Décor | \$1,000 |
| Table Cloths | \$75 |
| Staffing | \$650 |
| Sound | \$1000 |
| Band | \$5,000 |
| Product | \$1,500 |
| Mugs | \$3,250 |
| Ticket Agency | \$3,000 |
| Bread | \$1,000 |
| Printing | \$1,000 |
| Total | \$40,315 |



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

Organization: Turlock's Horseman's Club
Project: Turlock Jr. Rodeo
Requested \$: 2,000.00

Points: Circle the appropriate number of points

| | | | | | | | | | | | |
|--|--------------|---|---|---|---|----------------|---|---|---|---|---|
| Example Question: Does the organization provide services? | Do Not Agree | | | | | Strongly Agree | | | | | 7 |
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | |

| | | | | | | | | | | | | |
|---|--------------|---|---|---|---|----------------|---|---|---|---|--------|--|
| 1. Funding Requested* | Do Not Agree | | | | | Strongly Agree | | | | | Points | |
| a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| b. Absent the funding, would the program be cancelled/moved to a different city? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| c. Is the amount of funding requested appropriate for the program? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

| | | | | | | | | | | | | |
|--|--------------|---|---|---|---|----------------|---|---|---|---|--------|--|
| 2. Economic Impact | Do Not Agree | | | | | Strongly Agree | | | | | Points | |
| a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending) | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays) | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

| | | | | | | | | | | | | |
|--|--------------|---|---|---|---|----------------|---|---|---|---|--------|--|
| 3. Sponsor Recognition | Do Not Agree | | | | | Strongly Agree | | | | | Points | |
| a. Will the program prominently promote that it is City sponsored? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

| | | | | | | | | | | | | |
|--|--------------|---|---|---|---|----------------|---|---|---|---|--------|--|
| 4. Leveraging of Funds | Do Not Agree | | | | | Strongly Agree | | | | | Points | |
| a. Are there additional funding sources allocated to this event? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| b. Is the budget clear, detailed, and reasonable? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

| | | | | | | | | | | | | |
|---|--------------|---|---|---|---|----------------|---|---|---|---|--------|--|
| 5. Management Capability of Organization | Do Not Agree | | | | | Strongly Agree | | | | | Points | |
| a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report) | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

| | | | | | | | | | | | | |
|---|--------------|---|---|---|---|----------------|---|---|---|---|--------|--|
| 6. Marketing | Do Not Agree | | | | | Strongly Agree | | | | | Points | |
| a. Does the program increase the visibility of Turlock beyond city borders? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

Total Points
(Maximum 100)

| | |
|----------|---|
| 100-88 | Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete. |
| 87-70 | Event has the potential to positively impact the community but may be lacking in some areas. |
| Below 69 | Event does not align with the goals of the Community Grants Program. |

Modified Amount: \$ _____
*If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

10/27/16 ~~At~~

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: Turlock Horseman's Club

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: Turlock Jr. Rodeo

Funds Requested: \$ 2,000.00 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: These funds will help defer the costs of the rodeo

Date(s) of Event/Activity: June 2017 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Stanislaus County Fair Grounds, Turlock, California

Description of Event (please attach additional pages if necessary): see attached

Contact Person: Tony and Barbara Silva

Mailing Address: 2343 East Monte Vista Road Ceres, California 95307

Telephone: 209 985-2604 Cell for Tony
209 573-1837 Cell for Barbara

Email: bsilva3848@yahoo.com Event Website: _____

How long has the event been held in Turlock?: Over 60 years

How has the event grown since its inception?: This junior rodeo has grown from a very small horsemen club rodeo to one of the larger junior rodeo in the state.

Expected Total Attendance: 450
 Admission/Gate fee? \$ 0
 Number of Out-of-Town Attendees: 225
 (50 miles away or farther)
 Number of Rooms Booked: 0
 Number of Nights Booked: 0
 Has your organization received funding
 previously for this event? Yes No
 Direct Economic Impact:
 (Based on \$70/person/day visitor) \$ 3,500
 Direct Economic Impact:
 (Based on \$150/person/overnight visitor) \$ 0
 Total Event Budget: (Please attach copy) \$ see attached
 Total Amount of Funding Requested: \$ 2000.00

How do you measure the above estimated statistics?

From Past Junior Rodeos

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ 600.00

What is your marketing plan (When and where will you advertise?) Jr. Rodeo association
web page, Turlock Journal and our own club web page before rodeo

Does your event have a dedicated web site? Yes No URL www. _____

How do you market your web site to drive traffic? _____

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> Posters | <input type="checkbox"/> T-Shirts | <input checked="" type="checkbox"/> Other: <u>Rodeo Program</u> |
| <input type="checkbox"/> Flyers/Brochures | <input type="checkbox"/> Facebook Page | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Invitations | <input checked="" type="checkbox"/> Website | |

Please describe how your event/activity benefits the community? This event brings families to
Turlock from all up and down the state of California and families
from Nevada.

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site **(required)**
- Logo with promotional material **(required)**
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: _____
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other _____

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

Tony & Barbara Silva

Signature of Organization Representative

10/24/2016

Date

TURLOCK HORSEMEN'S CLUB

P O Box 361

Turlock, California 95381

October 24, 2016

CITY OF TURLOCK, Parks and Recreation

144 South Broadway

Turlock, California 95380

On behalf of the Turlock Horsemen's Club Jr. Rodeo committee, we would like to thank you for opening up your grant program for a second time and giving us a chance to apply.

The Turlock Horsemen's Club has been putting on a junior rodeo for over 60 years. This junior rodeo started out as a local event for local constants and has since grown to be one of the larger junior rodeos in the state. The ages of the constants range from the little pee wee's age 1 to the senior age of 18. The rodeo is held each year usually the first part of June at the Stanislaus County Fair Grounds, right here in Turlock.

This rodeo has all the events of a professional rodeo. These kids are very responsible young people, with lots of responsibilities. They have to keep their grades up in order to rodeo as well as taking care of their horses, and of course practicing for their events. These kids are off the streets and the gangs they belong to are rodeo teams with the same goals and aspirations.

Our organization would like to keep this annual event going, but it is becoming more and more difficult financial each year. With insurance fees, ambulance fees, the cost of stock for the rodeo and awards, these expenses keep going up each and every year. We are hoping that with your help we can continue this annual event.

Turlock Junior Rodeo Budget

(Figures based on Junior Rodeo for 2016)

Income

Entries Fees \$14,735.00

Sponsors 11,975.00

Total Income 26,710.00

Expenses

Nor Cal Jr. Rodeo Assoc. \$ 717.50

Rodeo Insurance 889.00

Ambulance Fees 937.50

Stock For Rodeo 3,855.00

Judges 550.00

Awards 4,007.64

Secretary/Office 1,007.07

Programs 506.71

Payback 4,787.07

Total Expenses \$17,257.49