

COUNCIL ACTION FORM

SUBJECT: MODIFICATIONS TO FY 2020/21 CAMPUSTOWN ACTION ASSOCIATION CONTRACT DUE TO COVID-19

BACKGROUND:

The City has an outside funding contract with Campustown Action Association (CAA) for FY 2020/21, which was approved in spring 2020 in the amount of \$35,168. CAA is requesting modifications to this contract due to the COVID-19 pandemic. The contract contains the following tasks for CAA to complete between July 1, 2020 and June 30, 2021:

<u>Task</u>	<u>Date</u>	<u>Amount</u>
-Plan and host two fall events	Oct. 2020	\$ 11,000
-Plan and execute Summerfest in Campustown	June 2021	\$ 8,000
-Recruit outside organizations to host events in Campustown	Jan. 2021	\$ 2,418
-Coordinate activities to clean up and beautify Campustown (Part 1)	Dec. 2020	\$ 3,500
-Serve as a point of contact regarding Campustown public policy issues and inform property owners and tenants about policy changes, construction projects, and other issues that may affect Campustown	June 2021	\$ 3,750
-Coordinate activities to clean up and beautify Campustown (Part 2)	June 2021	\$ 3,500
-Promote the Campustown Façade Grant program and provide a report to the City regarding the potential to expand the program	Feb. 2021	\$ 1,000
-Serve as a point of contact for special events occurring in Campustown, whether organized by CAA or others	June 2021	\$ 2,000

On April 28, 2020, the City Council approved a carryover in the amount of \$11,000 from CAA’s FY 2019/20 contract into FY 2020/21. This carryover was approved for two activities required under the FY 2019/20 contract that could not be completed due to the COVID-19 outbreak. These were tasks to host Summerfest (\$8,000) and coordinate spring Campustown clean-up (\$3,000). These funds will be added to the 2021 Summerfest and Spring 2021 Beautification tasks called for in the original FY 2020/21 contract. These carryovers bring the FY 2020/21 total payable to CAA to \$46,168.

On October 14, 2020, CAA submitted a letter to staff indicating its intention to cancel the two fall events called for in the FY 2020/21 contract (attached). CAA proposes four alternative tasks to allow it to draw down the \$11,000 assigned to these fall events. The proposed alternative tasks are:

1. Serve as a point of contact for Campustown businesses regarding COVID-19 resources (\$2,000 in Fall 2020, \$2,000 in Spring 2021)
2. Host Tricks & Treats Drive-Thru Event as an alternative, low-contact option for community members (\$2,000)
3. Introduce gift card program to encourage community to shop locally in Campustown (\$3,000)
4. Plan and execute Fridays Around Campustown in Spring 2021 (\$2,000)

With these modifications, the revised tasks to be undertaken by CAA in FY 2020/21 would be (changes in highlight):

<u>Drawdown Schedule:</u>		
<u>Task</u>	<u>Date</u>	<u>Amount</u>
-Host Tricks and Treats Drive-Thru Event	Oct. 2020	\$ 2,000
-Serve as point of contact for Campustown businesses regarding COVID-19 resources (Part 1)	Nov. 2020	\$ 2,000
-Coordinate activities to clean up and beautify Campustown (Part 1)	Dec. 2020	\$ 3,500
-Recruit outside organizations to host events in Campustown	Jan. 2021	\$ 2,418
-Promote the Campustown Façade Grant program and provide a report to the City regarding the potential to expand the program	Feb. 2021	\$ 1,000
-Develop Gift Card program to encourage shopping locally in Campustown	April 2021	\$3,000
-Serve as a point of contact regarding Campustown public policy issues and inform property owners and tenants about policy changes, construction projects, and other issues that may affect Campustown	June 2021	\$ 3,750
-Coordinate activities to clean up and beautify Campustown (Part 2)	June 2021	\$ 6,500
-Plan and execute Summerfest in Campustown	June 2021	\$ 16,000
-Plan and execute Fridays Around Campustown	June 2021	\$ 2,000
-Serve as point of contact for Campustown businesses regarding COVID-19 resources (Part 2)	June 2020	\$ 2,000
-Serve as a point of contact for special events occurring in Campustown, whether organized by CAA or others	June 2021	\$ 2,000

ALTERNATIVES:

1. Approve the revised drawdown schedule for Campustown Action Association’s FY 2020/21 funding contract.
2. Modify the proposed tasks in the revised drawdown schedule.
3. Do nothing.

CITY MANAGER’S RECOMMENDED ACTION:

Campustown Action Association has requested to pursue alternative activities as part of its FY 2020/21 funding contract due to the risk of hosting large gatherings during the COVID-19 pandemic. Approving these alternatives will allow CAA to draw down its full allocation of funding for the fiscal year. If this request is not approved, CAA will have to choose to conduct the events outlined in the original contract or forego that funding for this fiscal year.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



campustown
action
association

October 14, 2020

Dear Honorable Mayor and Ames City Council Members,

I am writing to you regarding the City of Ames Milestone funding the Campustown Action Association was granted for the 2020/21 FY. With these constantly changing circumstances, CAA made the decision to cancel both of our fall events for 2020. This equates to \$11,000 in funding from the City. The board has voted to submit the proposed alternates (shown in attached document) as a means to fulfill our contract.

Some of these items are already occurring. CAA has worked, and will continue to work, to provide the most timely and pertinent information possible to our Campustown businesses. From participating in the Welcome Home / Cyclones Care campaign to updating the public on revised shop hours, we strive to provide whatever assistance we can to our district businesses during these unprecedented times. The Ames Chamber of Commerce, as well as the City of Ames, have been an excellent source of information to us. As always, we task ourselves with ensuring this information is relayed to those who will most benefit.

CAA is also in the midst of planning an alternate to our Halloween event in the form of a drive through Tricks & Treats event. We hope to provide a low to no contact option for families, especially those who may be uncomfortable with the traditional door-to-door method. Participants will remain in their vehicles, masks will be worn by those staffing the event (and encouraged for those in vehicles) and treat bags will be handed out at the end, limiting close contact. I do apologize for the late ask on this particular item.

The third item is a new program we'd like to introduce. Similar to the Ames Chamber's gift card program, CAA would offer gift cards to Campustown shops and restaurants at a reduced rate. Sponsors will cover the portion of gift card not paid by purchaser. Grant funds would go to setting up the payment system, a delivery mechanism and promotion of the program. Between the construction on Welch, the pandemic, and the changes in the Iowa State schedule, our district is hurting. We hope to encourage the community to shop local this holiday season and help Campustown finish the year strong.

We also plan to move our Fridays Around Campustown event to the spring. No date has been set, but FAC would occur before ISU graduation. This event has previously been held in the fall, which means it was already approved as part of the Fall Events milestone. However, we thought it best to clarify due to the newly proposed timeline.

Finally, CAA plans to use the grant funds carried from 2019/20 (again due to cancellations) for their original purposes. We would add features that are usually outside our funding model, such as more well-known musical artists at Summerfest, or rented equipment for our spring clean-up. I would also like to take the time to mention that Summerfest 2020 was to have been our 10-year anniversary. We would welcome the opportunity to add in some fun features for the community to help us celebrate.

We hope you see these as worthwhile alternates for the grant funds for the 2020/21 FY. Please reach out if any clarification is needed. This has been a tough time on the entire Ames community. We thank you for the time you put in every day and your support of the Campustown Action Association's mission to create a cleaner, safer, more welcoming Campustown district that can be enjoyed by all.

Sincerely,

Karin Chitty,
Executive Director

Xena Jolly,
President, Campustown Action Association