



**CITY OF KIRKLAND**  
City Manager's Office  
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001  
[www.kirklandwa.gov](http://www.kirklandwa.gov)

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## MEMORANDUM

**To:** Kurt Triplett, City Manager  
**From:** Marilynne Beard, Assistant City Manager  
**Date:** June 8, 2012  
**Subject:** SPECIAL EVENTS FUNDING REQUESTS

### RECOMMENDATION:

It is recommended that City Council:

1. Receives additional information regarding the use of City funds for Summerfest and confirms an allocation of \$7,000 for the event; and
2. Considers allocating \$7,000 from the City Council Special Project Reserve to Celebrate Kirkland's 4<sup>th</sup> of July Fireworks Display.

### BACKGROUND DISCUSSION:

The purpose of this memo is to address the City Council's request for additional information regarding the use of public funds for Summerfest and to provide background on the more recent funding request from the Kirkland Downtown Association for Celebrate Kirkland.

#### SUMMERFEST

On April 3, a group of citizens addressed the City Council requesting funding for Summerfest. Council directed staff to prepare an appropriation request and on April 17, the City Council received a report that addressed historical practices for funding outside agencies, the use of public funds for events and the Summerfest request specifically. The City Council gave preliminary approval to the funding request, but asked that further information be provided by the event sponsors about the proposed use of the City's contribution.

In order for the City to provide funding to an outside agency, there must be a written contract with a description of the service (or event) to be provided and a description of use of the funds. Once an agreement is executed and the services have been provided, the outside agency can invoice the City for reimbursement by providing original receipts documenting that the funds were used as proposed.

Staff is in the process of finalizing contract documents between the City and Kirkland Downtown Association for the \$7,000 funding award. By way of documentation, the KDA provided a copy of the event description developed for the tourism funding request, a list of proposed

expenditures and promotional materials further describing the event and (see Attachments A and B). The City's funds will be used to reimburse up to \$7,000 for the following expenses:

Item	Estimated Expense
Rental of tents for vendors	\$13,247
Fencing	2,063
Radios for event management	320
Furniture – seating for food and beverage court	6,929
Restrooms	3,036
Electrical	1,261
Audio for music stages	4,304
Total	31,163

#### CELEBRATE KIRKLAND

On May 24, the City Manager received a request from the Kirkland Downtown Association for funding assistance of up to \$30,000 for the 4<sup>th</sup> of July Celebrate Kirkland event (Attachment C). The City Manager forwarded the request to the City Council and suggested that the event representatives address the City Council directly under "Items from the Audience." At the June 5 City Council meeting, two speakers addressed the City Council reiterating their request. The City Council asked staff to return to the following Council meeting with additional information about the purpose of the funds, a fiscal note and a recommendation in an amount of \$7,000.

Staff met with representatives of the Kirkland Downtown Association to gain a better understanding of the proposed use of the funds. The largest expense for the Celebrate Kirkland event is the fireworks display. The estimated cost of the display is \$40,000 which will provide a 15 to 20-minute display in keeping with past years. The KDA will use all of the City funding to pay for a portion of the fireworks display. The City has contributed to the display in past years based on the role of the fireworks as an important event draw and resulting economic development benefits that come from drawing large crowds into downtown Kirkland.

Staff recommends allocating \$7,000 from the City Council Special Project reserve for this purpose (see Attachment D Fiscal Note for impact).

**From:** Vince Isaacson [<mailto:lakestdiamond@msn.com>]  
**Sent:** Thursday, May 24, 2012 4:05 PM  
**To:** Kurt Triplett  
**Subject:** 4th of July

Hi Kurt,

This is a follow-up regarding the City's participation in funding the 4th of July parade and fireworks. As we discussed, the grant from the city will be enjoyed by an estimated 40,000+ people. Civic pride that is shared by the viewers and participants affects the entire eastside. Kirkland puts on the best and most sought after 4th of July Celebration and is not limited to the downtown area. From the kids riding their tricycles to the Military Honor Guard, the parade is truly an entire region event.

The costs change each year based upon who sponsors the event and how that amount can be spent for the enjoyment of all. To fund the Celebration as the event organisers would like, \$60,000 needs to be raised. The amount raised to date is less than \$30,000. With the 4th of July less than 6 weeks away, participation from the city is essential.

The Kirkland Downtown Association is requesting you to present to the Kirkland City Council a 'funding request' on behalf of the KDA to be used solely for the 4th of July Celebration. The amount of this request is to be determined by the Council and the budgets they can use for this purpose.

It would be nice if the Council would fund the budget shortfall of approximately \$30,000, but we would be pleased to share with the event organisers, 40,000+ people enjoying the 4th, parade volunteers and fireworks watchers, whatever the Council deems prudent.

Thank you for your consideration,

Vince Isaacson,  
President  
Kirkland Downtown Association



## 2012 LTAC Expenditure Report Worksheet

Report Worksheet is due: December 1, 2012

1. Organization: KIRKLAND SUMMERFEST % KIRKLAND DOWNTOWN ASSOCIATION

2. This report covers:

Event Name: KIRKLAND SUMMERFEST Date: AUG 10-11, 2012

or

Program: \_\_\_\_\_ Date(s): \_\_\_\_\_

3. Total Lodging Tax funds allocated to this event or facility: \$ 3000<sup>00</sup>

4. Estimated total event attendance at event or program: 10,000

Describe methodology used to determine this figure

ESTIMATED ATTENDANCE BASED ON SIMILAR EVENTS RECENTLY HELD

FOOD TRUCKS - SEATTLE ≈ 7000 +

MUSICAL ACTS = 400 - 1000 + (THERE WILL BE 3 MAIN STAGES WITH 20+ PERFORMERS)

KIDS CORNER + TOUCH A TRUCK = AUBURN KIDS DAY ATTENDANCE = 10,000

SHAKESPEARE IN THE PARK ≈ 400

ADDITIONAL ENTERTAINMENT

5. Estimated percentage of total attendance for event or program by (list separately): 1) local visitors;  
2) visitors who traveled more than 50 miles; or 3) people who stayed overnight:

1. Local Visitors 84 %

2. Traveled 15 %

3. Overnight Stay 1 %

Describe methodology used to determine this figure

SOME MUSICAL PERFORMERS AND ARTISTS LIVE OUTSIDE THE 50 MILE RADIUS AND THEIR FANS WILL TRAVEL TO KIRKLAND FOR THIS EVENT WE ARE TOLD. WE ESTIMATE 1% WILL STAY OVERNIGHT BECAUSE WE ARE MOSTLY ATTRACTING AUDIENCES FROM PUGET SOUND

6. Estimated total room nights generated: 100.

Describe methodology used to determine this figure

ONE PERCENT OF 10,000 EQUALS 100 ROOM NIGHTS.

7. Any other information that demonstrates the impacts of the festival, event or tourism-related facility owned by a non-profit organization or local jurisdiction (please describe):

KIRKLAND SUMMERFEST IS A UNIQUE FESTIVAL COMBINING  
ART, MUSIC, FOOD, CULTURE AND FAMILY ATTRACTIONS.

Submitted by: \_\_\_\_\_

ROB BUTCHER

E-mail or phone number: \_\_\_\_\_

EDITOR @ KIRKLANDVIEWS.COM

425-456-1111

Date: \_\_\_\_\_

MAY 2, 2012

Please return worksheet to the attention of Jeannie McGivern, Tourism Department at the City of Kirkland, 123 Fifth Avenue, Kirkland, WA 98033.

For questions contact Julie Huffman at (425) 587-3012 or [jhuffman@ci.kirkland.wa.us](mailto:jhuffman@ci.kirkland.wa.us).



## **LTAC Funds Criteria**

### **Tourism Goals**

1. Increase hotel occupancy in Kirkland by extending length and frequency of overnight stays.
2. Increase overnight stays during the off season (October-May).
3. Provides visitor attractions and/or promote the area's existing attractions.
4. Attract more businesses to Kirkland and thereby generate additional business for hotels and motels.
5. Improve the City's overall image to stimulate positive customer awareness.

### **RCW 67.28.080 (taken from the definitions section)**

"Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

"Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

Kirkland SummerFest 2012

KIRKLAND SUMMERFEST

Partical list of Logistics Costs (not including police/security)

<b>Item</b>	<b>Supplier Bid or Estimate</b>	<b>Description</b>
<b>Tents</b>	<b>\$13,247.90</b>	<b>Vendor tents for festival</b>
<b>Fencing</b>	<b>\$2,063.68</b>	
<b>Radios</b>	<b>\$320.00</b>	<b>Event management</b>
<b>Furniture</b>	<b>\$6,929.32</b>	<b>Seating for food/beverage court</b>
<b>Restrooms</b>	<b>\$3,036.01</b>	
<b>Electrical</b>	<b>\$1,261.49</b>	
<b>Audio</b>	<b>\$4,304.41</b>	<b>Music stages</b>
<b>TOTAL</b>	<b>\$31,162.81</b>	

August 11, 2012



Benefitting Lake Washington Schools Foundation

**AUGUST 10-11, 2012**

**PROFILE:**

Kirkland SummerFest is a weekend celebration of art, music, food and entertainment that enriches the cultural, economic and social vitality of the region. We aspire to be a widely anticipated, interactive hub of creative and community energy and a festival for the whole family. Proceeds will benefit the Lake Washington Schools Foundation.

**MISSION:**

The Kirkland SummerFest mission is to present a celebration of arts, music and food that enriches the cultural, economic, and social vitality of the region.

**CORE VALUES:**

Excellence, Integrity, Community, Family

**VISION:**

Kirkland SummerFest aspires to be an enduring local treasure, a celebration of regional arts and a fun festival for the whole family – a widely anticipated, interactive hub of creative and community energy.

**PRIMARY GOALS:**

- Engage residents of and visitors to Kirkland
- Build a tradition of summer celebration in Kirkland’s downtown
- Develop partnerships and build relationships to foster a successful event
- Engage civic and business leaders in creating a new venue for promoting Kirkland

**SPONSORSHIP BENEFITS:**

Kirkland SummerFest is a highly visible, multi-faceted event spanning two days in the heart of Washington state’s twelfth largest city. Sponsorships offer opportunities to build brand awareness, drive traffic to your business, and connect with consumers in a fun and relaxed atmosphere. Located alongside and near the Kirkland waterfront, the end-of-summer festivities are expected to draw upwards of 10,000 people in its inaugural year. Multiple entertainment offerings including live music, Shakespearean performances, art exhibits, children’s activities, along with food, beer, wine and other refreshments – all with no admission charge.

**Investment categories include:**

Presenting Sponsor: \$15,000

Diamond Sponsor: \$10,000

Platinum Sponsor: \$5,000

Gold Sponsor: \$2,500

Silver Sponsor: \$1,000

Bronze Sponsor: \$500

In addition, booth rental is available to vendors and sponsorships of specific events are available. Food vendors are also available to participate along with beer and wine vendors. Details on various investment categories are shown on the following pages.

**Contact –**

Rob Butcher (425) 456-1111 or [rob.butcher@mac.com](mailto:rob.butcher@mac.com)



Benefitting Lake Washington Schools Foundation

**AUGUST 10-11, 2012**

# More about our 2012 beneficiary

Since the Lake Washington Schools Foundation was established in 2004, it has raised over \$1.6 million from its generous community and has funded programs that have touched almost every student in the District. These programs ensure equal access to educational opportunities, quality teaching and leadership, and future-ready skills.



The Lake Washington Schools Foundation is growing each year to ensure that effective programs that have been cut or diminished by reduced state funding can continue. The State funds basic education, but the District sets a higher bar for its students. The Foundation supports those higher standards.

Why do we need a schools foundation?

- Research shows that support from a schools foundation raises test scores and increases individual student potential and performance.
- Schools foundations provide the enrichment opportunities that local levies cannot fund.
- Most of the neighboring school districts have a schools foundation that each raise between \$100,000 and \$2 M per year for supplemental educational opportunities.

As a result of the generosity of our donors, the Lake Washington Schools Foundation offers multiple grant programs designed in conjunction with the Lake Washington School District to address specific needs. Programs include:

- Reaching for Success Grants for innovative educational projects that support each school's continuous improvement plan and opportunities for teachers and staff to pursue new approaches to engaging students;
- Access Fund to help low-income students defray some of the costs of attending secondary school, such as classroom fees, lab manuals, and graphing calculators;
- Science Enrichment to strengthen secondary science education, including the purchase of Vernier LabQuest devices and other science-related materials that provide hands-on experience;
- LINKS, a district-wide mentoring program developed to bring at-risk students together with caring adults to support their emotional, social, and academic needs;
- Core Academic Summer School, a program for elementary students to review and prepare for the upcoming school year.

Visit [www.lwsf.org](http://www.lwsf.org) to learn how donors' gifts of time, money and in-kind services are directly and efficiently impacting classroom learning and supporting the Lake Washington School District in preparing students to graduate and lead rewarding, responsible lives as contributing members of our community and greater society.

Kirkland Auto Dealers Present

# 2012 KIRKLAND SUMMERFEST

music. food. art. fun.



Benefiting Lake Washington Schools Foundation

**August 10-11**

## Schedule of Events

### Friday, August 10, 2012

#### **Opening Night Shakespeare in the Park**

Seattle Shakespeare Company performing *The Winter's Tale*

Venue: Pavilion in Marina Park

Time: 7:00pm

#### **SummerFest Regatta**

Venue: Kirkland waterfront

Time: TBA

### Saturday, August 11, 2012

#### **Kids Corner Sponsored by MRM Capital**

Various family events including art, music, clowns, face painting, inflatable toys, story time, touch a truck, and much, much more!

Venue: Marina Park Pavilion, Marina Park

Time: 11am - 5pm

#### **Live Music**

Various musical acts performing at:

**Symetra Main Stage**, Marina Park Pavilion 11am - 10pm

**Lake Street Stage**, Lake & Central 11am - 9pm

**Community Stage**, Park Lane 11am - 9pm

#### **Food Trucks**

15 Gourmet Food Trucks competing for The Best of the Fest!

Venue: Park Lane, Marina Park

#### **Rotary Duck Dash**

Family fun on the beach brought to us by Rotary Club members

Venue: Marina Park

Time: 2:30pm

#### **Art in the Park**

Sculptures, Plein aire artists

Venue: Marina Park

#### **Baseball at Lee Johnson Field**

Baseball games are scheduled in conjunction with SummerFest

Venue: Lee Johnson Field

Time: TBA

# BECOME A PART OF SUMMERFEST!

Kirkland SummerFest invites you to participate in this exciting event bringing over 10,000 guests from around the Puget Sound into Kirkland on August 11, 2012 to celebrate summer with art, music, food, and fun. SummerFest wants to partner with you, our local merchants, to make this event a smashing success for all. Here are just a few of the many ways in which your business can participate in Kirkland SummerFest:

## Ways to Participate

### BECOME A FESTIVAL VENDOR

If having a booth at the festival is your thing and you want to be in the heart of the action, we have made accommodations just for you. Local merchants have priority booth locations already set aside. The spots are first come, first served, so sign up today by downloading an application at our website (see below).

### BECOME A BEER & WINE GARDEN VENDOR

Be a part of the two-day Munich Oktoberfest-style Beer & Wine Garden at SummerFest by having your own tent inside the hottest spot in the festival. The Beer & Wine Garden at Marina Park hosts its own music stage, multiple local vendors serving exclusive selections of food, beer and wine. First come, first served on beverage selection and tent locations. Act now to reserve your space..

### BECOME A SPONSOR

There are many sponsorship opportunities available for you reach the thousands of potential customers who will attend Kirkland SummerFest. Become a sponsor and show the community your support. Sponsorship packet is available for downloading at our website (see below).

[WWW.KIRKLANDSUMMERFEST.COM](http://WWW.KIRKLANDSUMMERFEST.COM)



PRESENTED BY THE KIRKLAND AUTO DEALERS



Benefitting Lake Washington Schools Foundation

**AUGUST 10-11, 2012**



### Fun for Kids

Radio Disney AM 1250, music, performances, bouncy toys, face painters, Duck Dash, Touch A Truck and much more!

### Fun for Everyone

Over 40 hours of music and performances on 4 stages, Beer and Wine Garden, 15 food trucks, Shakespeare, Plein Aire Artists, Sculpture Garden, Vendor Booths, Street Musicians and more. All in beautiful downtown Kirkland.

### Questions?

If you have questions, we have answers! Have an idea for how Kirkland SummerFest could help your business, let us know - we want to partner with you to make this festival a success for you.

### Contact:

Rob Butcher 425-456-1111 [rob.butcher@mac.com](mailto:rob.butcher@mac.com)

**From:** Vince Isaacson [<mailto:lakestdiamond@msn.com>]  
**Sent:** Thursday, May 24, 2012 4:05 PM  
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Thank you for your consideration,

Vince Isaacson,  
President  
Kirkland Downtown Association

**FISCAL NOTE**

CITY OF KIRKLAND

Source of Request							
Kurt Triplett, City Manager							
Description of Request							
Request for \$7,000 from the Council Special Projects Reserve to provide funding for the Celebrate Kirkland 4th of July Fireworks Display.							
Legality/City Policy Basis							
Fiscal Impact							
<b>One-time use of \$7,000 of the Council Special Projects Reserve. The reserve is able to fully fund this request.</b>							
Recommended Funding Source(s)							
<i>Reserve</i>	Description	2012 Est End Balance	Prior Auth. 2011-12 Uses	Prior Auth. 2011-12 Additions	Amount This Request	Revised 2012 End Balance	2012 Target
	Council Special Projects Reserve	251,534	62,000	0	7,000	182,534	N/A
	2011-12 Prior Authorized Use of this reserve: \$15,000 for the Eastside Severe Weather Shelter, \$10,000 for Green Kirkland, \$5,000 Ethics Program Agreement, \$25,000 for Cultural Council funding, and \$7,000 for Summerfest (confirmation of the Summerfest request at the June 19th City Council meeting).						
<i>Revenue/Exp Savings</i>							
<i>Other Source</i>							
Other Information							

Prepared By	Neil Kruse, Senior Financial Analyst	Date	June 11, 2012
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