



City of Ketchum
City Hall

March 2, 2020

Mayor Bradshaw and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

Recommendation to Restore Reduced Funding for Wagon Days Street Party

Recommendation and Summary

Staff is recommending City Council restore funding for the Wagon Days Street Party and adopt with the following motion:

"I move to restore funding in the amount of \$10,000 for the 2020 Wagon Days Street Party."

The reasons for the recommendation are as follows:

- Wagon Days activities were expanded in 2016 with the addition of the first Wagon Days Street Party.
- The Wagon Days Street Party's success and participation has grown over the past 4 years.
- The Street Party offers a reason to stay in town after the parade and provides an opportunity for local vendors to enjoy Wagon Days while offering their product to a guaranteed audience of Ketchum residents and visitors.

Current Report

Staff is requesting \$10,000 in additional funding for Wagon Days to preserve the Street Party. The expansion of Wagon Days in 2016 with live music after the parade, and the subsequent offer to local vendors to serve a large customer base of residents and visitors, has been well-received by the community. Eliminating the Street Party will take the opportunity away from the local vendors and the public. The live music element draws the community and visitors to the Street Party and nearby children's area. The Street Party keeps people in town supporting our local businesses and takes pressure off the roadways for those who leave directly after the parade.

Analysis

In 2016, City Council agreed to expand Wagon Days activities and approved \$14,700 to cover live music, including artist fee, stage and sound for a Street Party. In 2017, City Council approved an additional \$4,300 to cover live music costs for the Street Party at the 60th anniversary celebration of Wagon Days. In 2018, costs for the Street Party totaled \$15,000 and in 2019, \$16,100.

Due to budget constraints for FY20, Council decision was to decrease funding across the board, which included \$14,700 for Wagon Days, eliminating the Street Party.

Staff has analyzed options for reducing costs to potentially continue the Street Party event. One was to eliminate the stage and put an artist on the Town Square stage. This is problematic because the Papoose Club uses the entire Town Square until Sunday afternoon.

The preferred option is to rent a smaller, less expensive stage and place it in the same location as in previous years. The cost for the stage used for the Street Party, including sound, is \$6,000 and is transported from Salt Lake City. This can be substantially reduced by hiring an artist with a lower fee and one that does not require the large stage.

Financial Requirement/Impact

The cost estimate to retain the Street Party is \$10,000. There are sufficient funds to cover the cost in the LOT fund balance.