



REQUEST FOR COUNCIL ACTION

Title: Request for Council Action – Icebox Cookoff Request

Preferred Agenda: May 9, 2023

Submitted By: Julie Fisher, Administrative Services Manager

Reviewed By: Kelcey Young, City Manager

Type of Action: Resolution ____ Motion __x__ Roll Call ____ Other ____

Relevant Code/Policy: City of Sweet Home Financial Policy

Towards Council Goal: Vision Statement: We aspire to make Sweet Home a community people find desirable to live in.
We aspire to create an economically strong environment in which businesses prosper.
Be an effective an efficient government: (5) Continue to implement financial “best” practices.
Economic Strength: (3) Collaborate with regional partners

Attachments: Photos submitted by Icebox Cookoff
Economic Development Fund Report

Purpose of this RCA:

For Council decision on the request from Icebox Cookoff to support their nationwide barbeque contest as part of Economic Development efforts in the amount of \$15k, and allow use of parking on City property.

Background/Context:

Icebox Cookoff hosted the first competition in 2021 raising \$13k which was given as prizes to the 41 teams who competed in the event. Although the event was private due to the COVID-19 pandemic regulations, over 400 people attended.

In 2022, Icebox Cookoff paid out \$30k to competitors. In addition to the barbeque, there was beverages and live music. The City hosted an information table where staff was on hand to answer questions from visitors regarding City parks, events, and programs. The City partnered with RSH for the 2022 event donating \$15,000. The event cost \$187,000 in which only \$157,000 was raised, resulting in a loss of \$30,000. The budget was reevaluated and is \$133,000 for 2023.

The Icebox Cookoff event drew in between 5K-6K people last year and is expected to draw event more in 2023 to this Jack Daniels Sponsored event which will be great for our community. The event is scheduled for in July as a Kick-off to Sportsman Holiday.

The Jack Daniels sponsored event will attract competitors nationwide. Shag Arington from Iron Resurrection and The BBQ Ninja from Florida attended the 2022 event. The event is estimated to cost \$133k of which a portion has been raised by local business sponsors including Ram Trucking, Karla Hogan with HomeSmart, Cascade Timber Consulting, Wendi Melcher with Cadwell Realty, O&M Tire Factory, Buck Sanitation, The Point, Fast Cash, Anderson Enterprises, Travis Luttmmer with Country Financial, and Umpqua Bank. Any support from the City will be used to promote the event and will not be used as payout to competitors.

In addition, Icebox Cookoff has requested the use of the grass field adjacent to the Water Treatment Plant for parking. There were no reported issues with past use of the field and staff has no concerns.

Icebox Cookoff has submitted the attached photos and the following link:

<https://www.sweethomenews.com/story/2021/04/14/news/bbq-competition-organizers-aiming-to-bring-big-one-to-sweet-home/24107.html>

The Challenge/Problem:

How do we continue to support Economic Development efforts in a transparent manner that ensures an appropriate return on the taxpayer's investment?

Stakeholders:

- City Residents. Residents, their friends, and family are the funding source through tourism funds and taxes. They invest taxes and trust us to operate our local government as efficiently as possible.
- City Councilors. Council members are the voice of the citizens we serve. Each member of this group is interested in providing the best service possible. They must balance leadership with representation.
- Business Community. Local organization comprised of business owners. Each business adds to the economic vitality of the community as a whole.
- Tourists: Events such as the nationwide barbeque contest and the Music and Brews events draw tourists who visit our community.

Issues and Financial Impacts:

A Report of the Economic Development Funds is attached.

Elements of a Stable Solution:

The best use of Economic Development funds to meet Council goals, support Sweet Home businesses, events, and draw Economic Development opportunities to Sweet Home.

Options:

1. Option #1 – Make a motion to approve the request for \$15,000 to the Icebox Cookoff Event for Economic Development purposes.
2. Option #2 – Make a motion to approve the request in a different amount from \$5K to 10K to Icebox Cookoff for Economic Development purposes.
3. Option #3 – Do nothing

Recommendation:

NA