

Mayor and Council Work Session and Executive Session August 22, 2017 Agenda

*"A diverse, business-friendly, and sustainable community with clean, safe and strong neighborhoods."
"Providing the most efficient and highest-quality services as the municipal location of choice for all customers."*

**"It's when we start working together that the real healing takes place... it's when we start
spilling our sweat and not our blood."**

David Hume

4:30 PM WORK SESSION

1. Preliminary Agenda Review
- 4:40 PM** 2. Proposal for "Thomas Kennedy Park" on Portion of Massey Property - *Rodney Tissue, City Engineer; Monda Sagalkin and Rabbi Ari Plost, Congregation B'nai Abraham; Toby Mendez, Artist and Sculptor*
- 5:00 PM** 3. Catalyst Project #3 - Request for Proposals (RFP) for Developer/Partner for USMH Student Housing Project - *Jill Frick Thompson, Director of Community and Economic Development; Kathleen Maher, Director of Planning and Code Administration*
- 5:20 PM** 4. Review of BluesFest - *Jill Frick Thompson, Director of Community and Economic Development; Lauren Metz, Community Events Coordinator*

CITY ADMINISTRATOR'S COMMENTS

MAYOR AND COUNCIL COMMENTS

ADJOURN

**REQUIRED MOTION
MAYOR AND CITY COUNCIL
HAGERSTOWN, MARYLAND**

Topic:

Preliminary Agenda Review

Mayor and City Council Action Required:

Discussion:

Financial Impact:

Recommendation:

Motion:

Action Dates:

**REQUIRED MOTION
MAYOR AND CITY COUNCIL
HAGERSTOWN, MARYLAND**

Topic:

Proposal for "Thomas Kennedy Park" on Portion of Massey Property - *Rodney Tissue, City Engineer; Monda Sagalkin and Rabbi Ari Plost, Congregation B'nai Abraham; Toby Mendez, Artist and Sculptor*

Mayor and City Council Action Required:

Discussion:

Financial Impact:

Recommendation:

Motion:

Action Dates:

ATTACHMENTS:

File Name

Thomas_Kennedy_Park_-_Memo_and_Agreements.pdf

thomas_kennedy.2017.pt_2_of_2.pdf

Description

Proposal for "Thomas Kennedy Park" on portion of Massey Property - Memo and Agreements

Proposal for "Thomas Kennedy Park" on portion of Massey Property



CITY OF HAGERSTOWN, MARYLAND

Department of Parks and Engineering

August 22, 2017

TO: Valerie Means, City Administrator
FROM: Rodney Tissue, City Engineer *RT/ds*
RE: Proposal for 'Thomas Kennedy Park' on portion of Massey Property

1. **Background**

As a follow-up to the Council's July 18th discussion regarding the development of the park, as directed I met with representatives from the group proposing a park that honors Thomas Kennedy. We negotiated the construction costs responsibilities and we have drafted an Agreement for the Council to review. Monda Sagalkin, Rabbi Plost, and Toby Mendez will be present on Tuesday to discuss.

2. **Mayor & Council Action Requested**

Staff is requesting that the Mayor & Council review the following:

- A. Review the attached concept plan
- B. Review the attached draft Agreement with the "Thomas Kennedy Center" and consider approving a Resolution at the August 29th Regular Session to express our intentions of supporting the project.

3. **Budget**

The total construction cost is about \$330,000. Staff proposes the City make the following contributions toward the project:

Phase I (Planning and Fundraising August-December 2017):

- \$5000 toward artist fee and maquette preparation—taken from current Public Art CIP
- \$4000 toward engineering and surveying---taken from FY18 Engineering Operating budget

Phase 2 (Construction, approximately summer of 2018):

- \$7,000 for installation of concrete foundations and slab by City staff—taken from FY19 CIP for project
- \$3,000 to remove existing tree—taken from FY19 CIP
- \$6,000 for landscaping—taken from FY19 CIP
- \$2,000 for electric service—taken from FY19 CIP
- \$7,000 for irrigation and connection to existing water service—taken from FY19 CIP
- \$5,000 for sidewalk to connect to Library parking lot— taken from FY19 CIP

We will have to budget \$30,000 in the next FY19 CIP (around 10% of the project cost).

Parks and Recreation Division

351 North Cleveland Avenue • Hagerstown, MD 21740
Ph: 301.739.8577 Ext. 169 • Fax: 301.790.0171

Engineering Division

1 East Franklin Street • Hagerstown, MD 21740-4817
Ph: 301.739.8577 Ext. 125 • Fax: 301.733.2214

The group is establishing a 501c3 organization called the “Thomas Kennedy Center” that will raise the funds for all additional project costs not specifically listed above which is estimated to be \$300,000+/- and includes plaza, granite benches, and sculpture installation.

Staff will be available on Tuesday to review this project with the Mayor & Council.

Attachments: Proposed Agreement
 Concept Plan (3 sheets)
 Proposed Resolution

RAT:jj

c: Mark Haddock, Michelle Hepburn, Jonathan Kerns

CITY OF HAGERSTOWN, MARYLAND

RESOLUTION OF INTENT
CONSTRUCTION AND OPERATION
THOMAS KENNEDY PARK

WHEREAS, the City of Hagerstown is a Maryland Municipal Corporation existing under and by virtue of the laws of the State of Maryland; and

WHEREAS, Thomas Kennedy was a distinguished member of the Maryland State senate and General Assembly and courageously led the effort to allow for rights of Jewish Americans in Maryland; and

WHEREAS, the City owns the property at 28-50 East Baltimore Street, commonly known as the "Massey Property," and the City is actively seeking to redevelop the property in ways that benefit the community; and

WHEREAS, on July 12, 2017 Congregation B'nai Abraham submitted a written proposal to the City Engineer for the construction of a park at the eastern end of the Massey Property that honors Thomas Kennedy, and are endeavoring to establish a non-profit entitled the "Thomas Kennedy Center" to develop the park; and

WHEREAS, the Mayor and Council wish to honor the legacy of Mr. Kennedy and his values of equality and freedom for all citizens by confirming its intentions to partner with the Congregation B'nai Abraham to construct a park on the above mentioned property subject to certain conditions and agreements.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Council of the City of Hagerstown, as its duly constituted legislative body as follows:

1. The foregoing recitals be and are hereby incorporated herein by reference.
2. The Mayor and City council express our intention to accept the park by entering into an Agreement with the Thomas Kennedy Center to accept the referenced park upon proper dedication subject to the terms and conditions stated within the Agreement, a copy of which is attached hereto and incorporated herein by reference.
3. That, contingent upon the Thomas Kennedy Center achieving establishment as a recognized non-profit organization under 501(c)(3), the Mayor be and is hereby authorized to execute and deliver the Agreement.
4. That the Mayor be and hereby is authorized to execute and deliver any further documentation that may be necessary to effectuate the purpose of this resolution.

BE IT FURTHER RESOLVED that the Mayor, Council and City staff are hereby authorized to take such other and further action including the preparation and execution of an

Agreement as may be necessary to effectuate this Resolution.

NOW, THEREFORE, BE IT FURTHER RESOLVED, by the Mayor and Council for Hagerstown, Maryland that this Resolution shall become effective immediately upon its passage and the City staff shall implement this program subject to the terms and conditions herein.

WITNESS:

MAYOR AND CITY COUNCIL OF THE
CITY OF HAGERSTOWN, MARYLAND

Donna K. Spickler
City Clerk

Robert Bruchey, II, Mayor

DATE OF PASSAGE: 8/29/2017
EFFECTIVE DATE: 8/29/2017

**AGREEMENT CONCERNING THOMAS KENNEDY PARK
AT EAST BALTIMORE STREET**

THIS AGREEMENT, made this ____ day of _____, 2017, by and between the City of Hagerstown, a municipal corporation, referred to in this agreement as "the City", and the Thomas Kennedy Center, a non-profit organization, referred to in this agreement as "the Center."

WITNESSETH:

WHEREAS, the Center was formed to honor and recognize the efforts of Thomas Kennedy, a distinguished member of the Maryland State Senate and General Assembly, in leading the effort to allow for rights of Jewish Americans in Maryland; and

WHEREAS, the City owns property at 28-50 East Baltimore Street, commonly known as the "Massey Property" (as shown and depicted on Exhibit A), and the City is actively seeking to redevelop the property in ways that benefit the community; and

WHEREAS, the Center desires to utilize space at the eastern end of the Massey Property to construct a park honoring Thomas Kennedy (hereinafter referred to as "the Site" or "the park"); and

WHEREAS, the City and the Center desire to cooperate in the construction of a park located on the Massey Property as depicted in Exhibit A; and

WHEREAS, the purpose of this Agreement is to provide for the construction, dedication, use, and maintenance of the park;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, under seal, for themselves, their successors and assigns, agree as follows:

1. Construction of the Park. The park will remain the property of the City. The park shall be constructed by the Center on the Site in accordance with plans and specifications to be submitted to and approved by the City Engineer, which approval shall not be unreasonably withheld or delayed. A concept drawing of the proposed design is appended to this Agreement as Exhibit B. The Center shall engage a contractor to oversee and manage construction of the park, and the Center shall enter into a construction contract with the contractor. The construction contract shall include a date of substantial completion, and shall obligate the contractor to complete the project at the request of the City should the City determine to assume and agree to perform the contract in the event of default by the Center prior to completion, and shall allow the City and/or the Center to complete the project in the event of default by the contractor. The City shall permit the Center's contractor to enter upon the Site and use the Site and surrounding area for purposes of accomplishing the construction of the park. The contractor shall maintain such builder's risk insurance as may be reasonably required by the City. The cost of the construction of the park shall be borne by the Center except as

stated herein, and the Center agrees to hold the City harmless from any and all cost or expense associated with the construction thereof. The Center shall indemnify and hold harmless the City from and against any and all claims or liens of its contractor, subcontractors or material providers in connection with the construction of the Monument.

The Center may determine the time of commencement of construction, and shall provide the City with reasonable notice of the construction schedule. The construction contract shall be between the Center and the contractor. A copy of the contract, together with any subsequent change orders or addenda, shall be provided to the City Engineer. During construction, the contractor shall be permitted to secure the construction site and any materials and equipment stored on or near the construction site.

2. Parking. Two parking spaces along East Baltimore Street will be designated as being for “park patrons only.”
3. Utility Service; Maintenance. The City will pay monthly electric use charges for park lights and monthly water use charges for irrigation. The City will also provide routine maintenance of the park, including mowing and landscape care. Snow removal will be conducted by the City, but the Center acknowledges that this area will be a low priority for snow removal. The Center and/or Congregation B’nai Abraham will be responsible for trash pick-up and disposing in a centralized container. The City will empty the centralized container at a minimum of one time per week.
4. Park Hours. The Site will be recognized as a City park and subject to all the rules and standards that are customary and in place at all City parks.
5. City Contributions. The City will make the following financial contributions toward the project:

Phase I (Planning and Fundraising August-December 2017)

- \$5000 toward artist fee and maquette preparation – taken from Public Art CIP
- \$4000 toward engineering and surveying – taken from FY18 Engineering Operating budget

Phase II (Construction, approximately Summer of 2018)

- \$7000 for installation of concrete foundations and slab by City staff – taken from FY19 CIP for project
- \$2000 to remove existing tree – taken from FY19 CIP
- \$1000 for trash can and mutt mitt dispenser – taken from FY19 CIP
- \$6000 for landscaping and turf establishment – taken from FY19 CIP
- \$2000 for electric service for lighting installation by others – taken from FY19 CIP

- \$7,000 for irrigation and connection to existing water service – taken from FY19 CIP
- \$5,000 for sidewalk to connect to Library parking lot– taken from FY19 CIP

Congregation B'nai Abraham and/or Thomas Kennedy Center will fund all additional projects not specifically listed above.

6. Termination. This Agreement, and the easement created hereunder, if not sooner terminated, may be terminated by any of the following events:
- a. Written notice by the Center to the City;
 - b. Loss of the non-profit status of the Center without prompt or immediate revival upon notice;
 - c. Determination by the City that the continuing use of the Site is contrary to the public interest or the health, safety, or welfare of the City or its inhabitants, in which case the City shall use reasonable efforts to establish a suitable memorial park at another location within the City; or
 - d. The expiration of ten (10) years from the date of this Agreement, unless this Agreement shall have been extended by the parties.

7. Notices. Any notice required or permitted to be given by either party to the other may be personally delivered or sent by certified mail, properly addressed and prepaid, addressed as follows:

To the City: City of Hagerstown
 Director of Park and Engineering
 One East Franklin Street
 Hagerstown, Maryland 21740

To the Center: Thomas Kennedy Center
 53 East Baltimore Street
 Hagerstown, MD 21740

Either party may provide a new address for notice in the manner provided above.

8. Miscellaneous. This Agreement shall be construed, interpreted, and enforced in accordance with the laws of the State of Maryland, without regard to principles of conflicts of law. **PARTIES AGREE TO THE EXCLUSIVE JURISDICTION AND VENUE IN THE STATE COURT LOCATED IN WASHINGTON COUNTY, MARYLAND.** This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns. Each party represents that the individual whose signature appears below has been duly authorized to execute this Agreement on its behalf for the purposes herein set forth.

This Agreement contains the final and entire Agreement between the parties. The parties shall not be bound by any terms, conditions, statements, or representations, oral or written, not herein contained. Any subsequent amendment of this Agreement shall be valid only if executed in writing by the parties, their successors or assigns.

WITNESS the execution of this Agreement as of the day and year first above written.

WITNESS/ATTEST:

CITY OF HAGERSTOWN

Donna Spickler, City Clerk

BY: _____
Robert Bruchey, II, Mayor

THOMAS KENNEDY CENTER

, Witness

BY: _____

Exhibit A : Concept Plan "THOMAS KENNEDY PARK"

Scale
50' 0 50'

Washington Co. Library
Parking Lot

Parking summary:
Changes to County
a. shift driveway
b. remove 4 spaces
c. Add 5 spaces
New parking lot
Add 41 spaces

Proposed Parking Lot

Relocated
Library driveway

Existing
Tree

Potentially, this portion
could be conveyed to
adjacent property owners

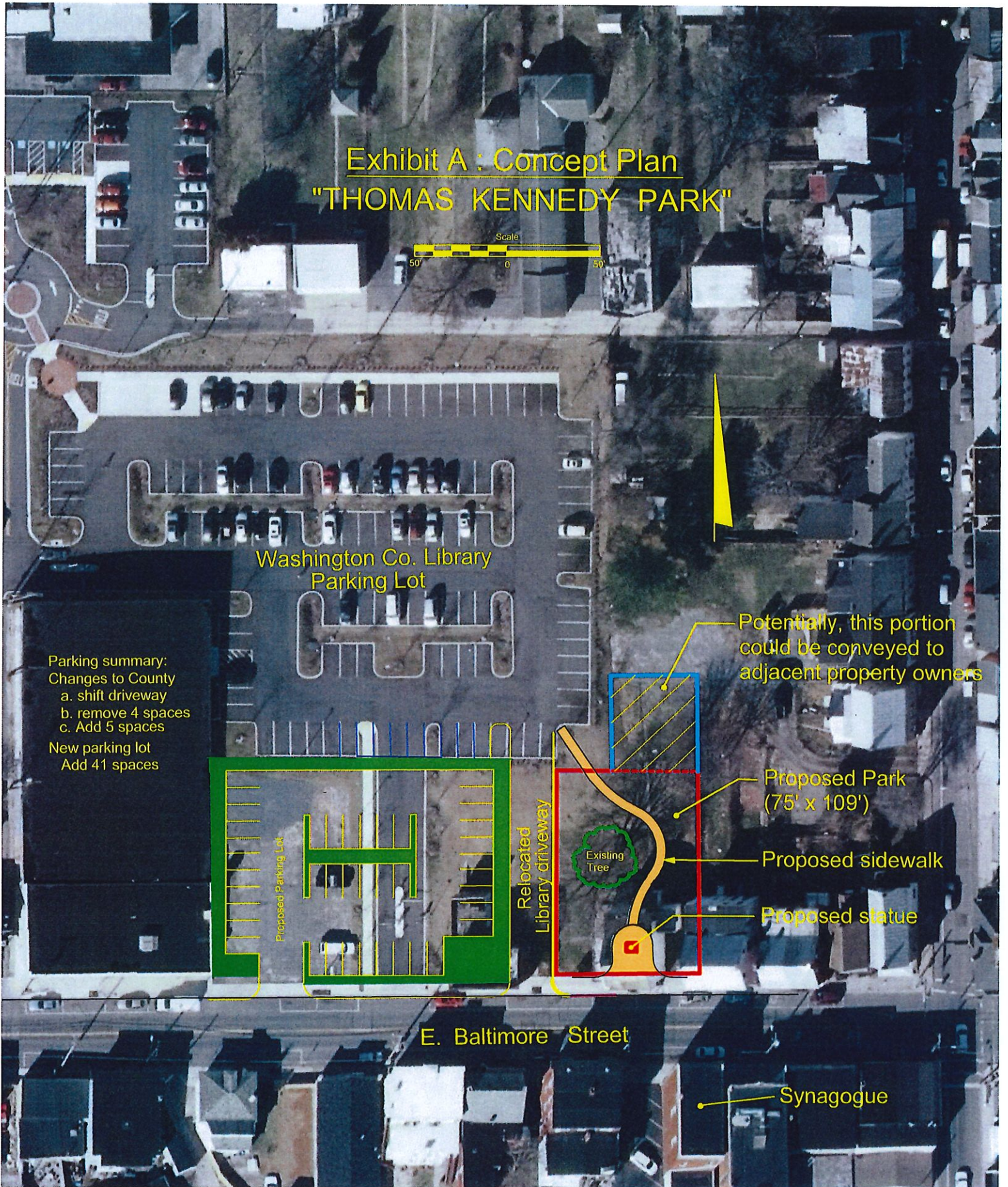
Proposed Park
(75' x 109')

Proposed sidewalk

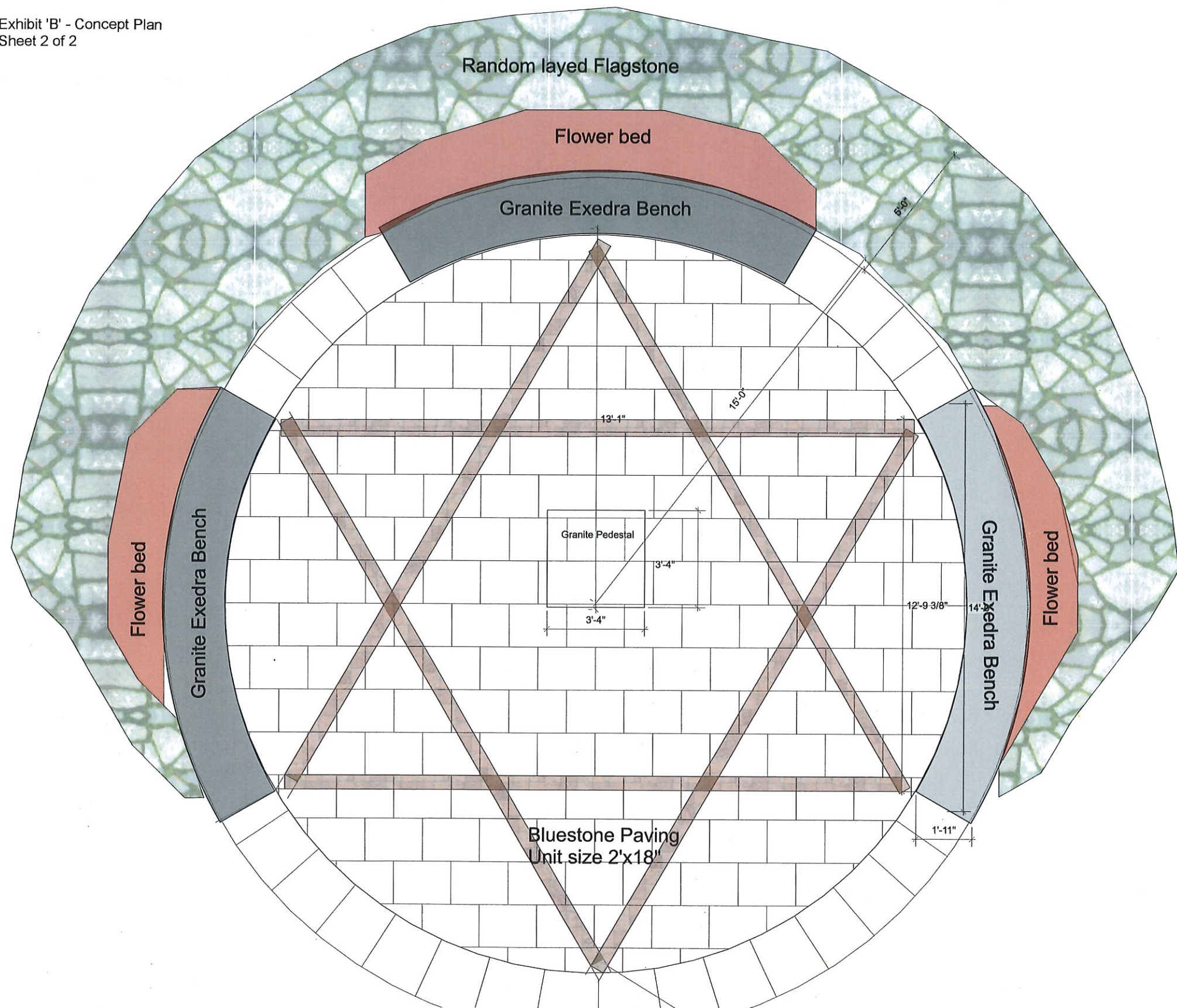
Proposed statue

E. Baltimore Street

Synagogue







Area of circle
693.466

Bench Area
 $31.457 \times 3 = 94.37$

Pedestal Area
11.111

Area of Flagstone
262.11

Star Area
90

REQUIRED MOTION MAYOR AND CITY COUNCIL HAGERSTOWN, MARYLAND

Topic:

Catalyst Project #3 - Request for Proposals (RFP) for Developer/Partner for USMH Student Housing Project - *Jill Frick Thompson, Director of Community and Economic Development; Kathleen Maher, Director of Planning and Code Administration*

Mayor and City Council Action Required:

At the August 22, 2017 Work Session, staff will review the draft Request for Proposals (RFP) for a Developer/Partner for the USMH Student Housing Project as part of Catalyst Project #3 – University System of Maryland at Hagerstown (USMH) Expansion Support.

Following the work session discussion, staff also seek approval of a motion at the August 29, 2017 Regular Session authorizing staff to proceed with posting the Request for Proposal (RFP).

Discussion:

Overview

The City intends to facilitate the development of a second, model student housing project in partnership with USMH and a developer/partner. This project represents implementation of the Community's City Center Plan – Catalyst Project #3.

Background

The goal of Catalyst Project #3 – USMH Expansion Support is to support the growth of USMH from 500 to 750 students, and to support the addition of facilities for new educational programs including the possibility of culinary arts, tourism and hospitality programs. Over a 10 year period, it is envisioned that student housing opportunities will be captured downtown through three (3) upper-floor renovation projects creating a total of 12 units to house 24 students. This first, model project is seeking to create 4 units to house 8 students.

Financial Impact:

Recommendation:

Motion:

Action Dates:

ATTACHMENTS:

File Name

082217_MCC_Packet_Second_Student_Housing_RFP.pdf

Description

Catalyst Project #3 –
Request for Proposals
(RFP) for
Developer/Partner for
USMH Student Housing
Project



CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development

MEMORANDUM

TO: Valerie Means, City Administrator

FROM: Jill Frick Thompson, Director of Community & Economic Development
Kathleen A. Maher, Director of Planning and Code Administration

DATE: August 16, 2017

SUBJECT: Catalyst Project #3 – Request for Proposals (RFP) for Developer/Partner for USMH Student Housing Project

Action Requested

At the August 22, 2017 Work Session, staff will review the draft Request for Proposals (RFP) for a Developer/Partner for the USMH Student Housing Project as part of Catalyst Project #3 – University System of Maryland at Hagerstown (USMH) Expansion Support.

Following the work session discussion, staff also seek approval of a motion at the August 29, 2017 Regular Session authorizing staff to proceed with posting the Request for Proposal (RFP).

Overview

The City intends to facilitate the development of a second, model student housing project in partnership with USMH and a developer/partner. This project represents implementation of the Community's City Center Plan – Catalyst Project #3.

Overview

- Partnership between the City of Hagerstown, USMH, and a developer/partner.
- USMH will market the units to student and provide names of students interested in renting to the developer/partner.
- City will provide an incentive package for the project using:
 - Community Legacy Grant – \$200,000 grant awarded to the City of Hagerstown. The City may award the \$200,000 grant funds to either a single project or to multiple projects by distributing the funds based on project scale.
 - Partners in Economic Progress (PEP) Program – real estate grant-back applicable to Year 1 through 5.
 - Additional incentives through PEP Program – waiver of fees, fast tracking, two free EDUs, parking for first 5 years.
- USMH and the City will together guarantee 100% of the monthly rent for each student unit for which no rent was collected for a maximum of 5 student units each year for the first two years following occupancy.
 - August 1, 2019 – July 31, 2020 – 100%* guarantee of the monthly rent for one year for up to a maximum of 5 student units delivered in the first year .

- August 1, 2020 – July 31, 2021 – 100%* guarantee of the monthly rent for one year for up to a maximum of 5 additional student units delivered in the second year.
(100% is 50% Rent Guarantee provided by The City and 50% Rent Guarantee provided by USMH.)
(An efficiency apartment and a one bedroom apartment would each count as 1 student unit. A two bedroom, two bath apartment would count as 2 student units.)
- Maximum financial exposure to the City based on assumed rents and 0% occupancy is estimated high at \$30,000 per year.
- After the expiration of the Rent Guarantee Agreement, the student housing arrangement with USMH may be extended without the guarantee provided USMH and developer/partner remain satisfied.

Project Development Guidelines

- The second model project must be a property located within the CC-MU zoning district and/or the Priority Area displayed as Attachment 4 – Map of USMH Student Housing Project Area.
- The target date for delivery of units in the first year is March 30, 2019, and the target date for delivery of units in the second year is March 30, 2020. The March target delivery dates provide the opportunity for visual inspection and touring by prospective student tenants. The Rent Guarantee does not take effect until August 1 of each year.
- Units may be of various sizes and bedroom configurations, however a higher percentage of studios and one-bedroom units is preferred.
- Units will be renovated to the City's Partners in Economic Progress (PEP) Program Standards.
- Project will require the installation of a sprinkler system if the building does not contain one.
- Project must include exterior door locks, dusk-to-dawn lighting and security camera for each exterior door; secured vestibule/mailbox area; intercom on the exterior of the building and door release system for each unit.
- Properties located in the CC-MU area, but outside the Priority Area must provide off-street parking for the residents.

Selection Process and Criteria

- Interested developers/partners will submit a Proposal.
- Criteria for review of Proposals includes
 - Experience in residential development and renovation/adaptive re-use of older buildings.
 - Experience in management of multi-family residential properties.
 - Quality of the proposed development plan.
 - Ability to deliver the product in a timely manner.
 - Financial capability to complete development of this type and scale.
 - Proximity of the project site to USMH academic buildings and location considerations, and priority may be given to proposals in the Priority Area of 2 linear blocks from Public Square.
 - Additional consideration will be given for any proposal that also proposes the acquisition of a City-owned property through the City's Competitive Negotiated Sale (CNS) process. Available CNS properties are listed at www.hagerstownmd.org/CNS.

Background

The goal of Catalyst Project #3 – USMH Expansion Support is to support the growth of USMH from 500 to 750 students, and to support the addition of facilities for new educational programs including the possibility of culinary arts, tourism and hospitality programs. Over a 10 year period, it is envisioned that student housing opportunities will be captured downtown through three (3) upper-floor renovation projects creating a total of 12 units to house 24 students. This first, model project is seeking to create 4 units to house 8 students.

NEXT STEPS – *Tentative Schedule*

1. Mayor and City Council authorize staff to proceed with posting the RFP – August 29, 2017
2. Post RFP – September 5, 2017
3. Deadline for Submittals – early November
4. Staff Presentation to Mayor and City Council of recommended Developer – December
5. Mayor and City Council authorize partnership agreement negotiation with selected candidate – December
6. Mayor and City Council approval of partnership agreement with selected developer/partner – mid to late January.

Attachments

Draft Motion

Request for Proposals (RFP).

c: Michelle Hepburn, Finance Director
Eric Deike, Public Works Director
Jon Kerns, Community Development Manager

REQUIRED MOTION

MAYOR AND CITY COUNCIL HAGERSTOWN, MARYLAND

Date: August 29, 2017

**TOPIC: REQUEST FOR PROPOSALS (RFP) FOR
DEVELOPER/PARTNER FOR CATALYST PROJECT #3**

Charter Amendment

Code Amendment

Ordinance

Resolution

Other X

MOTION: I hereby move that the Mayor and City Council authorize staff to post the attached Request for Proposals (RFP) for a developer/partner for the second, pilot housing project as part of Catalyst Project #3 – University System of Maryland at Hagerstown (USMH) Expansion Support.

DATE OF INTRODUCTION: 8/29/17

DATE OF PASSAGE: 8/29/17

EFFECTIVE DATE: 8/29/17

Catalyst Project #3 – USMH Expansion Support (Housing)
- Request for Proposals (RFP) for Developer/Partner

Introduction

The Community's City Center Plan provides a 10-year roadmap for eight catalyst projects that would spur \$125 million in new investment downtown through partnerships between the public and private sector. Based upon the economic analysis report conducted by our partner firm, Urban Partners, all eight projects are feasible. A summary of the Community's City Center Plan is included as Attachment 1. The full plan can be reviewed on the City web site at www.hagerstownmd.org.

One of the eight catalyst projects, Catalyst Project #3, targets the development of student housing by the private sector to support growth in enrollment by out-of-area students at the University System of Maryland at Hagerstown (USMH). This project positions owners of commercial and mixed-use buildings in the City Center Mixed-Use District (CC-MU) to make available apartment units renovated to a certain standard for a Rent Guarantee Agreement with USMH and the City for student housing. Properties located in the CC-MU area, but outside the Priority Area must provide off-street parking for the residents. Information about USMH is included as Attachment 2, and a Map of the CC-MU district and the Priority Area is included as Attachment 3.

To implement this initiative, the City intends to facilitate the development of the first three student housing projects over the next ten years to eventually create units (both shared and not shared) for approximately 24 USMH students. It is anticipated that each model project undertaken by an existing owner with vacant or convertible space will provide updated, secure apartment units for rent to students enrolled in a USMH degree. The City will provide a substantial incentive package for the project, including a Rent Guarantee Agreement by both USMH and the City.

Through a Request for Proposals process, the City of Hagerstown and USMH are soliciting the interest of existing City Center building owners of properties within the CC-MU Zoning District and the Priority Area to become the developer/partner for the second model project in Catalyst Project #3.

Background – First Model Project

The first model project was developed at Patterson Hall by Blackwell2, LLC, and the four units were made available for eight students in August 2015. Property owners and developers considering responding to the Request for Proposal for the second model project should gain better understanding of our first model project by watching the following video.

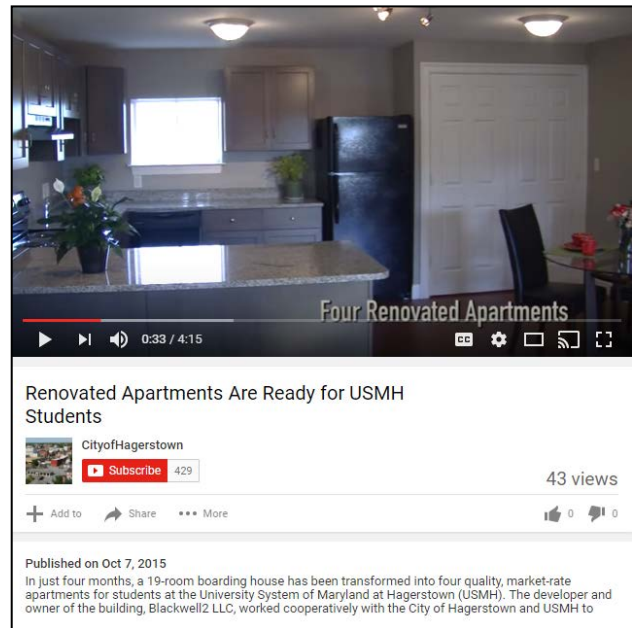
City of Hagerstown

YouTube Channel

Renovated Apartments Are Ready for USMH Students

October 7, 2015

<https://www.youtube.com/watch?v=Zwu5o-GbjSI>



Description of Opportunity

The City of Hagerstown and USMH intend on selecting a developer/partner for the second model student housing project subject to the development conditions detailed below. The City will provide a substantial incentive package for the project, including a Rent Guarantee Agreement with USMH. The Rent Guarantee Agreement with the developer/partner will be for a designated period of time, provided the developer delivers the product prescribed in a Development Agreement with the City. Under the Rent Guarantee Agreement, USMH will forward names of students to the developer/partner for lease of the units in this second model student housing project, and USMH and the City will together guarantee 100% (USMH at 50% and the City at 50%) of the monthly rent for one year for up to a maximum of 5 student units delivered in the first year (see below for delivery guidelines), and 100% of the monthly rent for one year for up to a maximum of 5 additional student units delivered in the second year. See "Available Student Housing Development Incentives" section for a more detailed description.

Project Development Guidelines

This initiative assumes that owners of commercial and mixed-use buildings with vacant, under-utilized, or readily convertible space within approximately two blocks of USMH will renovate or create apartment units for student housing to meet the City's Partners in Economic Progress Program standards. The target dates for delivery of move-in ready units are March 30, 2019, and March 30, 2020. The following project development guidelines shall apply to this project:

- Units may be of various sizes and bedroom configurations, however a higher percentage of studios and one-bedroom units is preferred. All units must comply with the minimum square footage requirements of the City zoning code:
 - 500 square feet for an efficiency unit
 - 650 square feet for a one-bedroom unit

- 800 square feet for a two-bedroom unit
 - 1,000 square feet for a three-bedroom unit
- It is a requirement of this project that the upper floors of the building be fully secured with exterior entry door locks, including either side of the vestibule area around the mailboxes, dusk-to-dawn lighting at the exterior doors and within the vestibule, a camera inside each exterior entry door, and an intercom system on the exterior of the building and door release button in each apartment.
- It is desirable if the property has off-street parking spaces available to be designated for the student tenants. If the property is located outside the priority area, off-street parking is required.
- Given the financial incentives being made available to this model project and the Rent Guarantee Agreement guaranteeing lease income to the owner, the preferred rents per student unit will be based on market rates, plus utilities. Rental rates for the two-year initial Rent Guarantee Agreement period must be included in the final proposal and cannot be raised once accepted by USMH and the City.
- The units shall be created or upgraded to comply with the following PEP Program standards:
 - All core building systems brought up to code, including access, electrical, plumbing and mechanical, fire, and energy. This includes installation of a sprinkler system if the building does not contain one.
 - Phone/datacom wiring to each tenant space.
 - Central HVAC system or Ductless mini-split system.
 - Washer and dryer.
 - Wood veneer or solid wood kitchen and bathroom cabinets.
 - Approved solid surface counter tops in kitchen and bathrooms.
 - Refinished or new hardwood floors or wall-to-wall carpeting in areas other than kitchen and bathrooms.
 - Outdoor amenities (e.g., balconies, roof top decks, porches, etc.) where possible.

Available Student Housing Development Incentives

Available economic incentives can provide significant benefit to the developer/partner for this model student housing project. Key incentives likely to be applicable include:

- The City of Hagerstown has been awarded \$200,000 in Maryland Community Legacy grant funds to be applied to the renovation expenses to create the units in the second model student housing project. The City may award the \$200,000 grant funds to either a single project or to multiple projects by distributing the funds based on project scale.
- Under the Rent Guarantee Agreement, USMH will forward names of students to the developer/partner for lease of the units, and USMH and the City will together guarantee 100% (USMH at 50% and the City at 50%) of the monthly rent for one year for up to a maximum of 5 student units delivered in the first year, and 100% of the monthly rent for one year for up to a maximum of 5 additional student units delivered in the second year. An efficiency apartment and a one bedroom apartment would each count as 1 student unit. A two bedroom, two bath apartment would count as 2 student units.

While the initial target date for delivery is March 30, 2019, that date is to provide the opportunity for visual inspection and touring by prospective student tenants. The Rent Guarantee does not take effect until August 1, 2019 – July 31, 2020 for the initial 5 student units, and August 1, 2020 – July 31, 2021 for up to a maximum of 5 additional units. While the proposal may exceed 5 student units initially and/or in another year, the 100%* Rent Guarantee applies to only a maximum of 5 student units for each one-year period only.

The Rent Guarantee applies:

- Provided the Developer has made a good faith effort to rent the student unit to referred tenants and has been unable to do so.
 - Provided the Developer has made reasonable efforts for collections for any period of vacancy or non-payment.
 - The rental guaranty payment from USMH and the City shall not include any month for which collections were received, even if late, or for which a replacement student was identified.
-
- The Developer may elect to apply for the City of Hagerstown Partners in Economic Progress (PEP) Program. Subject to the complete PEP program guidelines and an approved application, incentives available through the PEP program include:
 - a grant-back equal to taxes paid less any other real estate tax credit applicable to Years 1 through 5.
 - Waived permit and plan review fees and fast tracking of plan approval;
 - Benefit charges waived for two Equivalent Dwelling Units (EDU's) of water and wastewater per project (at a value of \$13,800) and ability to finance any additional EDU's needed for the project; and
 - One year free parking and four years with a 50% reduction in parking permit fees to park in City-owned public parking lots or facilities limited to a maximum of one space per residential unit. This incentive may be limited to a lesser number of parking permits and may be limited to specific lots or facilities subject to availability and assignment by the City. Existing off-street parking is deducted from the eligible amount, and this benefit is not transferable.
 - Full program guidelines apply.

Term of Rent Guarantee Agreement

It is the intent of the City of Hagerstown and USMH to enter into a Rent Guarantee Agreement with the selected developer/partner for the second model project. The City of Hagerstown and USMH reserve the right to terminate the Rent Guarantee Agreement if agreed upon performance measures are not met. While the Rent Guarantee Agreement will expire in 24 months, the student housing referral arrangement with USMH may be extended for an additional agreed upon timeframe, provided USMH remains satisfied with the developer's performance in providing the student housing to USMH students.

Process and Criteria for Selection of Developer/Partner

Selection Process

After receipt of developer submissions for the RFP, the City of Hagerstown and USMH will review these submissions with the intent of selecting the initial developer/partner. The Mayor and City Council and USMH will review the recommended proposals and then authorize negotiations with the selected candidate. The selected candidate(s) should anticipate a public presentation to the Mayor and City Council and USMH.

The City of Hagerstown/USMH and the selected candidate will then enter into a period of negotiation for a detailed development agreement and a detailed Rent Guarantee Agreement. Among other items, these agreements will describe:

Development Agreement

- The specific student unit products to be delivered by the developer.
- The developer's responsibility to document financial capability to complete the development.
- The specific maintenance services to be provided by the developer.
- The required level of communication between the City, USMH and the developer.
- The responsibilities of the City in the timing of development plan reviews.

Rent Guarantee Agreement

- The responsibilities of the City and USMH on guarantee of rents due to any losses experienced due to vacancies.
- The responsibilities of USMH on delivery of potential student tenants for lease by the developer.
- The responsibilities of the developer to lease the units to students.

Should the selected developer/partner and the City/USMH be unable to achieve agreement on the terms of these agreements, the City/USMH will proceed to enter into negotiations with an alternate candidate subject to approval by the Mayor and Council and USMH.

Selection Criteria

Criteria for ranking the Request for Proposals submissions will include:

- Experience in residential development and renovation/adaptive re-use of older buildings.
- Experience in management of multi-family residential properties.
- Quality of the proposed development plan.
- Ability to deliver the product in a timely manner.
- Financial capability to complete development of this type and scale.
- Proximity of the project site to USMH academic buildings and location considerations, and priority may be given to proposals in the Priority Area of 2 linear blocks from Public Square.
- Additional consideration will be given for any proposal that also proposes the acquisition of a City-owned property through the City's Competitive Negotiated Sale (CNS) process. Available CNS properties are listed at www.hagerstownmd.org/CNS.

Criteria for ranking the Proposals will include the above, as well as the cost effectiveness of the development proposal.

Material to be Submitted by Interested Developers

Proposals for the Student Housing Project, are due by _____, 2017. Applicants should complete and return the Submission Form and all required attachments.

Attachments – Table of Contents

- Attachment 1 Summary of Community's City Center Plan
- Attachment 2 About USMH
- Attachment 3 Map of CC-MU and Preferred Student Housing Project Area

vs. 08.16.17

City of Hagerstown
Catalyst Project #3 – Request for Proposals (RFP)
for Developer/Partner for Student Housing Project

Submission Form

Entities interested in being considered as the designated developer/partner should submit the following information:

1. The name and legal description of the entity proposing to be the designated developer.

Name
Title
Phone
Email
Legal Company Name
DBA Company Name (if different)
Address
City/State/Zip
Website

Company Description:

2. A detailed description of the ownership structure of the entity, identifying all individuals or other legal entities holding 5% or more ownership interest in the proposing entity ("principals"). Attach resumes for all principals with 5% or greater ownership.

3. Project Site Information

Property Address:

Is the property located within the CC-MU district?

☐ Yes ☐ No

Is the property located with the Priority Area, as displayed as Attachment 3 – Map of CC-MU and Priority Area?

☐ Yes ☐ No

Number of Student Units Proposed at this Property Address targeted for delivery March 31, 2019 _____

Number of Student Units Proposed at this Property Address targeted for delivery March 31, 2020: _____

(Maximum 5 student units in year 1 (rent guaranteed for one year only), and 5 separate student units in year 2 (rent guaranteed for one year only). Total proposed units may exceed 10, but only 10 total will qualify for the rent guarantee incentive. See “Available Student Housing Development Incentives” section for a more detailed description.)

Description of Units:

Unit 1:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 2:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 3:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 4:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 5:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 6:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 7:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 8:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 9:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit 10:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit _:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit _:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit _:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms
Unit _:	_____ sf	_____ Efficiency	_____ Bedrooms	_____ Bathrooms

Delivery Date for Units –

5 initial of 10 units can be delivered as move-in ready on or before March 30, 2019.

☐ Yes ☐ No If not, when? _____

5 additional of 10 units can be delivered as move-in ready on or before March 30, 2020.

☐ Yes ☐ No If not, when? _____

4. Estimated Total Project Costs: \$ _____

Amount of Grant Requested:	Minimum	\$ _____ *
	Maximum	\$200,000

* The City may award the \$200,000 grant funds to either a single project or to multiple projects by distributing the funds based on project scale. The maximum grant award as a single project would be \$200,000. Please identify the minimum grant needed that would still allow the project to move forward.

5. A description of how financing would be structured – anticipated mix of debt and equity; expected sources of equity. Please attach lender references.

6. A description of the experience of the entity and/or its principals in the development of multi-family residential products and in the renovation/adaptive re-use of older buildings.
7. Identification of the individuals that will be responsible for management of the construction and management of the leased units.
8. Discussion of the financial capacity of the entity and/or principals to undertake the project and previous evidence of undertaking a minimum \$600,000 development as developer/owner elsewhere.
9. A statement indicating any issues of concern for the submitter in completing the development or leasing the units for student housing.

Required Attachments

Please include as attachments:

- ☐ Lender References
- ☐ Development Plan
- ☐ Detailed Project Budget
- ☐ Floor Plans of Units
- ☐ Description of Amenities and Finishes
- ☐ Examples of product types from other developments

Required RFP Forms:

- ☐ Cover Submission Form (3 copies)
- ☐ Applicants Signature Form (2 copies)
- ☐ Affirmation Form (2 copies)
- ☐ Notice Form – Subject to Maryland Public Information Act (2 copies)

This material should be submitted **by** _____, **2017** to the:

City Clerk's Office
City of Hagerstown
1 E. Franklin Street
Hagerstown, MD 21740
Attn: RFP Catalyst Project #3

For questions and clarification of any details of this opportunity, please submit them in writing to:

Tyler French
Finance Department
City of Hagerstown
1 E. Franklin Street
Hagerstown, MD 21740
Email: tfrench@hagerstownmd.org

Written responses will be prepared as an addendum to the RFP and distributed to all applicants in advance of the submittal deadline.

The Community's City Center Plan

Take a look at the future of our downtown... This is a 10-year roadmap for eight catalyst projects that will spur development in our City Center. The Community's City Center Plan includes detailed annual steps for making these concepts a reality. It creates at least 875 new permanent jobs, bringing \$125 million in new investment downtown.

This is a public-private partnership, where private developers invest 75% of the cost while funding from all levels of government will cover the rest. The City's consultants, Urban Partners, conclude that all of these projects are feasible based on their economic analysis.

This roadmap is the result of broad community input, with the consultants spending over 130 hours collecting feedback from the community. We appreciate your participation in this project to help move our downtown forward!

HAGERSTOWN



CITYCENTER

1. Office Development and Recruitment:



- Position downtown to compete for new office development using portions of Central Parking Lot
- City partners with a selected, experienced developer through a competitive process
- Estimated 154,000 square-foot new office development across three buildings
- Current parking accommodates first 70,000 square feet; additional office will require new parking deck

2. Maryland Theatre Expansion Project:



- Expand draw of downtown's largest attraction
- Grow from 150 to 225 performance days per year, increasing the audience by 60,000 annually
- Continue necessary improvements to seating and "back of house"
- Create new entrance, offices and performance space

3. USMH Expansion Support:



- Support USMH growth from 500 to 750 students
- Add facilities for culinary arts, tourism and hospitality programs
- Capture student housing opportunities downtown:
- Three upper-floor renovation projects
- 12 units to house 24 students

FOR MORE INFORMATION, VISIT US ONLINE AT HAGERSTOWNMD.ORG





The Community's City Center Plan

4. Hotel/Conference Center and Heritage Center/Commemorative Park:



- Construct 200-room "Upper Upscale" hotel (i.e. Sheraton, Wyndham, Hilton)
- Programmed with adjacent 20,000 square-foot conference center
- Establish Civil War Heritage Center and Commemorative Park

5. Linking City Park/WCMFA and A&E District with Trail & New Housing:



- Construct multi-use trail linking City Park with Public Square
- Add 31 new townhomes along trail in first 10 years (more later)
- Rehabilitate Dagmar Hotel and three other W. Antietam buildings as 85 loft apartments

6. Expanded Downtown Arts/Events Programming:



- Build upon positive atmosphere created by events in downtown Hagerstown
- Coordinate with Maryland Theatre programming
- Utilize Main Street and other new funding sources to expand events
- Establish consolidated events calendar

7. Expanded Operations of the City Farmers Market:



- Expand from 7 to 35 hours per week operation
- Implement private management approach
- Coordinate with existing tenants; recruit needed additional tenants
- Make necessary capital improvements
- Re-brand & promote to capture portion of estimated \$13 million in unmet demand for specialty foods

8. Expanded and Targeted Home Ownership Support:



- Aggressively market downpayment assistance
- Target Neighborhoods 1st support programs
- Target Neighborhoods 1st infrastructure and amenity improvements
- Continue acquisition, rehab and resale program
- Establish annual rental licensing inspections
- Continue excessive nuisance enforcement programs

About University System of Maryland Center at Hagerstown (USMH)







The University System of Maryland at Hagerstown (USMH) opened for classes in 2005 following a \$13.5 million renovation and addition project of the old Baldwin House/Routzahn's Department store complex of historic buildings at 32-48 W. Washington Street. In the nearly 10 years since the facility opened, 1,900 students have graduated from undergraduate, graduate and post-graduate programs offered at the regional higher education center. In the fall of 2017, more than 20 programs of study were available at USMH through seven highly respected state institutions: Coppin State University, Frostburg State University, Salisbury University, Towson University, University of Maryland College Park, University of Maryland Eastern Shore and University of Maryland University College. Programs of study were offered in the fields of nursing, education, business administration, accounting, social work, sociology, psychology, health information management, criminal justice, cybersecurity, investigative forensics, information systems management, hospitality and tourism management and engineering.

The planned additions of nurse practitioner and physician assistant programs in the falls of 2018 and 2019, respectively, have the potential for increases numbers of students seeking housing in the downtown area. Physician assistant programs are highly competitive and will likely draw students from a broad area outside of our local region. These students will need affordable, local housing.

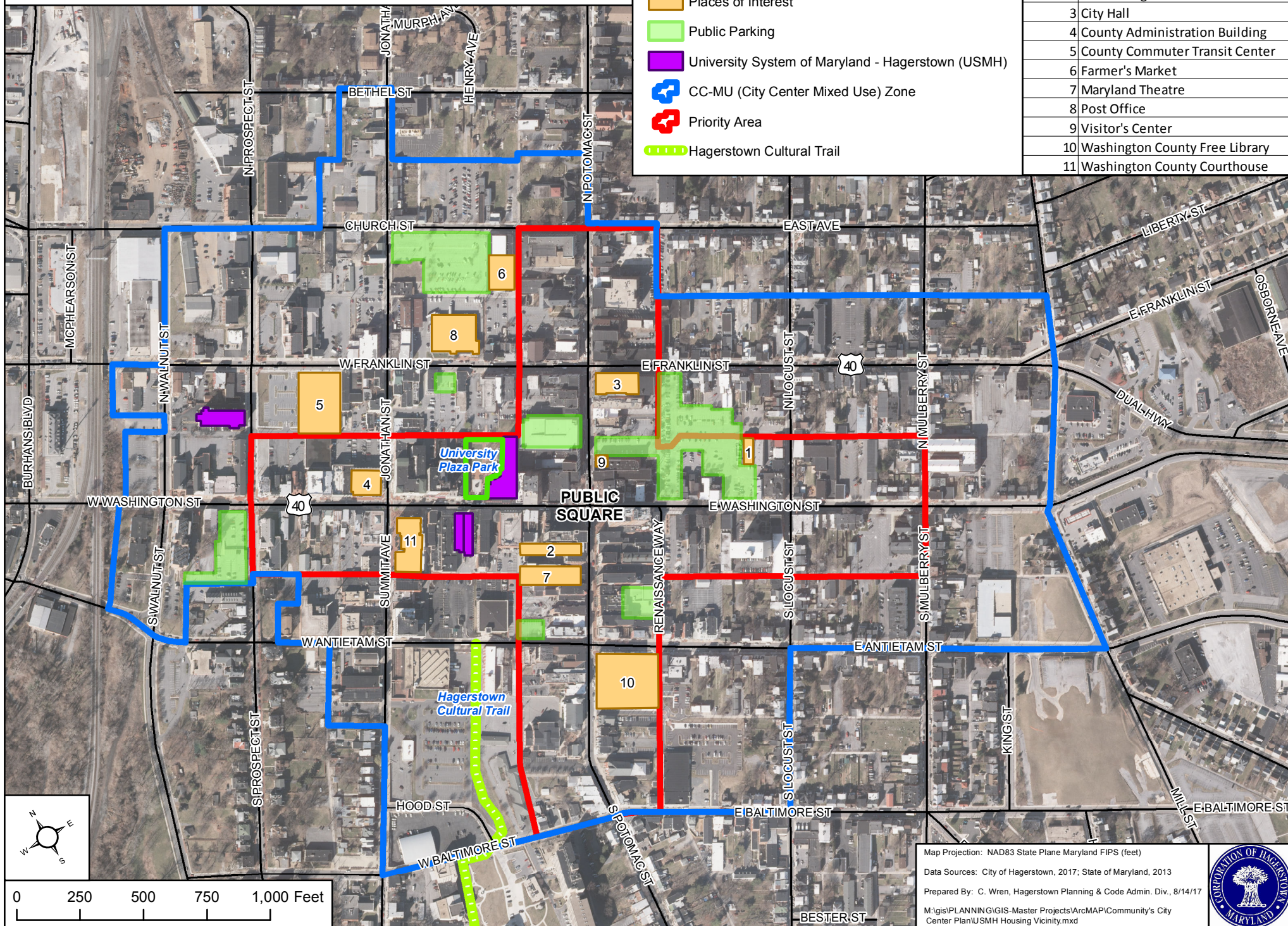
While initially attracting primarily non-traditional, local students, USMH has grown its traditional college-age population to be about 50 percent of total enrollment. Further, students who do not live within commuting distance are enrolling in high-demand, competitive programs, such as nursing, and seeking housing in the local area while they complete their degrees. As planned new programs, which are expected to attract students from a broad geographic region, come to fruition, this housing need is likely to grow. Student enrollment in the fall of 2017 was approximately 500. This number will increase during the next five years as current programs expand and new programs are added.

USMH Student Housing Project Area

Legend

-  Places of Interest
-  Public Parking
-  University System of Maryland - Hagerstown (USMH)
-  CC-MU (City Center Mixed Use) Zone
-  Priority Area
-  Hagerstown Cultural Trail

Number	Place of Interest
1	Academy Theatre
2	Barbara Ingram School for the Arts
3	City Hall
4	County Administration Building
5	County Commuter Transit Center
6	Farmer's Market
7	Maryland Theatre
8	Post Office
9	Visitor's Center
10	Washington County Free Library
11	Washington County Courthouse



Map Projection: NAD83 State Plane Maryland FIPS (feet)

Data Sources: City of Hagerstown, 2017; State of Maryland, 2013

Prepared By: C. Wren, Hagerstown Planning & Code Admin. Div., 8/14/17

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**REQUIRED MOTION
MAYOR AND CITY COUNCIL
HAGERSTOWN, MARYLAND**

Topic:

Review of BluesFest - *Jill Frick Thompson, Director of Community and Economic Development; Lauren Metz, Community Events Coordinator*

Mayor and City Council Action Required:

Discussion:

At the August 22, 2017 Mayor and City Council Work Session, staff will review recommendations and options for the 2018 Western Maryland Blues Festival.

Financial Impact:

Recommendation:

Motion:

Action Dates:

ATTACHMENTS:

File Name

082217_MCC_Packet_Blues_Fest_2018.pdf

Description

2018 Blues Festival
Discussion



CITY OF HAGERSTOWN, MARYLAND

Department of Community and Economic Development

TO: Valerie Means, City Administrator

FROM: Jill Frick Thompson, Director of Community & Economic Development
Lauren Metz, Community Events Coordinator

DATE: August 17, 2017

RE: 2018 Blues Festival Discussion

At the August 22, 2017 Mayor and City Council Work Session, staff will review recommendations and options for the 2018 Western Maryland Blues Festival.

In 2017, we marked the 22nd year of the Blues Festival, and much appreciation is given to the countless hours of work by event committee members and volunteers. We also wish to recognize the generous support of the many event sponsors. The City of Hagerstown greatly appreciates the leadership of Carl Disque and Julie Donat. Their commitment and dedication to the longevity of the Blues Festival and to the community of Hagerstown has been exceptional!

The Blues Festival has evolved in its 22 years, and the following provides some factors and rationale for recommending significant changes to the 2018 event:

- Resignation of the long-standing Founder/Chair and Co-Chair of the Blues Festival.
- Resignation of the Fundraising Chair.
- Loss of major sponsors.
- Capacity of the committee to fill key volunteer vacancies and skill areas (talent scout/programmer; stage crews; VIP tent staffing; and other areas).
- Financial performance of the event. The event is budgeted to break even, but the event has performed at a financial loss. The Fiscal Year 2018 budget cannot sustain a loss from the event.
- Range of new challenges that presented difficulties and increased expense in 2017.
- Demands of the Urban Improvement Project and expected significant community fundraising efforts for the Maryland Theatre as a part of this project.
- Scheduled vacancy in the Community Events Coordinator position, and changes in staff in that position in the recent years of the event.
- A growing number of regional/national Blues Festivals and market competition.
- Competing events for the same June weekend (graduation events; new festival in 2017 at the Williamsport Red Men Lodge; Frederick Festival of the Arts)
- Re-evaluation, reconfiguration, and/or retirement are often a part of the evolution of long-standing festivals and events.

The staff team is presenting the following options for discussion.

Option 1 – Take the 2018 Year Off and Reconfigure to a Modified or New Event for 2019

The advantages of this option are:

- Provides time to rebalance resources and recognizes the City’s budget challenges.
- Provides time to address the event’s financial performance in recent years.
- Provides time to address the vacancy in the Community Events Coordinator staff position.
- Provides time to evaluate potential change in location connected with the goal of programming the new Cultural Arts Trail.
- Provides lead time to create new event efficiencies and the use of technologies not currently being used.
- Recognizes the challenge of trying to both reconfigure an event and produce it at the same time.
- Avoids the risk of a lesser quality of the event that does not meet customer and sponsor expectations due to inadequate lead time.

Option 2 – Take a Year off from the Major Festival, but Present a New – Smaller Scale Event on the Same Weekend in 2018

The concept is a new, smaller-scale event with a rebranded name that would take place on the same weekend as the historical date of the Blues Festival. The recommendation is an event that is free and open to the public in the format of the Thursday night event at Blues Fest. For example:

Rebranded Name – “Downtown Live” or some other name, featuring blues music
Friday June 1 & Saturday June 2, 2018
University Plaza

Friday, June 1, 2018
6-8 pm - 1 Band

Saturday, June 2, 2018
2-8 pm
2-4 pm – 1 Band
(4-5:30 pm – Intermission for Downtown Dining)
5:30 – 6:00 pm – Opener
6:00 – 8:00 pm - Headliner Band

The staff team is not recommending using the Central Parking Lot for a modified, smaller-scale event in 2018. Once the Central Parking Lot is used as a venue, the event becomes a larger-scale event in terms of setup, necessary equipment and logistics.

The staff team has some concerns about presenting a new event primarily given the lead time necessary to produce a quality event, and the staff vacancy.

Additionally, the City’s event staff position will have a role in the Local Organizing Committee for the 2018 and 2019 USA Cycling Amateur Road National Championships – a new event for July 2018.

Eric Deike, Public Works Director, and Jim Bender, Assistant City Engineer, will join the August 22nd Work Session for the discussion.

Background

2017 Blues Fest Attendance based on Ticket Sales and Distribution

Thursday – free and open to the public (estimated attendance)

Total	300
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Friday

Advanced Sold	222
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On-site Sold	<u>147</u>
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Subtotal Sold	369
---------------	-----

Complimentary to Sponsors/Committee	<u>690</u>
-------------------------------------	------------

Total	1,059
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Saturday

Advanced Sold	295
---------------	-----

Onsite	<u>397</u>
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Subtotal Sold	692
---------------	-----

Complimentary to Sponsors/Committee	<u>951</u>
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Total	1,643
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Sunday – free and open to the public (estimated attendance)

Total	1,500 – 2,000
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4 Day Total	5,000
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Attachments:

Blues Fest Budget

Blues Fest Financial Performance

c: Eric Deike
Jim Bender
Rodney Tissue

2017 Blues Fest

REVENUES	2017 BUDGET	2017 ACTUALS	VARIANCE
Admissions	\$65,000	\$37,075	(\$27,925)
Other Revenue – Beer, Vendors, Merchandise	\$43,292	\$23,861	(\$19,431)
Sponsorships	\$96,021	\$89,850	(\$6,171)
Washington County Arts Council Grant	\$1,500	\$2,100	\$600
Maryland State Arts Council Grant	\$19,487	\$19,487	\$0
Blues Bash Revenue	\$0	\$4,860	\$4,860
Total Revenue	\$225,300	\$177,233	(\$48,067)
EXPENSES			
Musical Artists	\$58,400	\$45,850	(\$12,550)
Technical Fees	\$40,000	\$55,034	\$15,034
Educational Outreach	\$5,500	\$4,574	(\$926)
Outside Services – Merchandise	\$13,700	\$13,713	\$13
Outside Services – Tent/Fencing	\$13,700	\$21,256	\$7,556
Artist Lodging/Hospitality	\$8,000	\$7,363	(\$637)
Other – Hospitality, Insurance, Supplies, Credit Card Fees etc.	\$40,500	\$37,634	(\$2,866)
Marketing	\$45,500	\$39,530	(\$5,970)
Blues Bash Expense	\$0	\$3,834	\$3,834
Total Expense	\$225,300	\$228,788	\$3,488
Net Gain or Loss (Before City Services)	\$0	(\$51,556)	
Allocation for City Services	(\$52,000)	(\$37,515)	\$14,485
Net Gain or Loss (After City Services)	(\$52,000)	(\$89,071)	

Note Blues Bash was not reflected in the budget, however Net of \$1,026
(Income of \$4,860 and Expenses of \$3,834 = Net of \$1,026)

Blues Fest - Financial Report													
Revenues - 01030052		2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Actual		2017 Actual	% Difference 2010 vs. 2017		
4341	State Arts Council	\$0.00	\$0.00	\$14,979.00	\$12,557.00	\$14,105.00	\$14,238.00	\$14,008.00		\$19,487.00	n/a		
448501	Beer/Soda Sales	\$12,416.33	\$13,605.85	\$9,210.16	\$9,429.63	\$10,660.19	\$10,044.59	\$9,563.55		\$9,039.30	27% decrease		
448502	Merchandise Sales	\$10,688.40	\$12,760.75	\$15,458.74	\$13,858.70	\$11,134.25	\$16,700.28	\$12,540.79		\$9,791.22	11% decrease		
448503	Vendor Fees	\$6,960.00	\$6,370.00	\$7,020.00	\$6,770.00	\$6,280.51	\$8,150.00	\$5,050.00		\$4,250.00	39% decrease		
448504	Poster Sales	\$991.00	\$1,064.00	\$1,670.00	\$2,445.00	\$1,590.00	\$1,791.00	\$1,335.00		\$780.00	21% decrease		
448506	Vendor Paid Merchandise Sales	\$0.00	\$0.00	\$0.00	\$951.04	\$1,971.42	\$0.00	\$13.00		\$0.00	n/a		
4488	Blues Bash Ticket Revenue	\$300.00	\$11,051.33	\$3,349.34	\$4,640.00	\$6,410.00	\$5,805.00	\$5,320.00		\$4,860.00	162% increase		
4489	Gate Admission	\$65,026.00	\$60,304.00	\$54,059.00	\$45,188.00	\$58,792.50	\$52,554.80	\$39,730.50		\$37,075.00	43% decrease		
448901	Deferred Revenue												
471102	Sponsorships	\$95,625.00	\$93,802.00	\$92,920.00	\$101,705.00	\$105,910.00	\$111,755.00	\$97,350.00		\$89,850.00	6% decrease		
471103	Donations (Local Arts Council)	\$0.00	\$0.00	\$0.00	\$3,000.00	\$1,700.00	\$1,500.00	\$1,500.00		\$2,100.00	n/a		
4712	Insurance Proceeds	\$0.00	\$0.00	\$19,000.00	\$0.00	\$0.00	\$57,000.00	\$0.00		\$0.00	n/a		
Total Revenues		\$192,006.73	\$198,957.93	\$217,666.24	\$200,544.37	\$218,553.87	\$279,538.67	\$186,410.84		\$177,232.52	8% decrease		
Expenses - 0103005													
530906	Credit Card Fees	\$0.00	\$2,512.75	\$1,049.51	\$541.55	\$1,953.25	\$2,399.67	\$2,684.84		\$3,034.62			
530910	Artist	\$52,541.88	\$57,550.00	\$48,700.00	\$51,000.00	\$45,600.00	\$58,666.00	\$55,100.00		\$45,850.00	13% decrease		
530911	Technical	\$38,391.85	\$38,995.00	\$38,904.00	\$40,139.00	\$40,601.25	\$40,015.69	\$43,607.50		\$55,034.00	43% increase		
530912	Educational	\$7,939.41	\$5,340.00	\$5,270.00	\$4,879.00	\$5,568.65	\$5,491.00	\$4,158.92		\$4,574.19	42% decrease		
530913	Outside Services - Merch.	\$12,968.87	\$13,914.00	\$16,751.00	\$20,647.90	\$13,037.75	\$16,911.61	\$16,995.11		\$13,713.25	6% increase		
530914	Outside Services - Tent, Fencing, etc.	\$16,000.00	\$16,000.00	\$15,000.00	\$12,772.00	\$13,539.40	\$13,600.00	\$19,337.14		\$21,256.00	33% increase		
530915	Artist Lodging/Hospitality	\$13,624.15	\$7,171.00	\$5,423.00	\$4,736.51	\$7,996.26	\$7,980.20	\$7,955.56		\$7,363.08	46% decrease		
530916	Other - Hospitality, Insurance, Supplies	\$24,291.76	\$29,766.69	\$31,240.41	\$41,686.53	\$40,173.79	\$35,615.20	\$39,963.24		\$34,599.00	42% increase		
533101	Marketing	\$50,694.44	\$42,590.00	\$49,245.00	\$49,007.00	\$41,297.01	\$57,670.64	\$48,951.28		\$39,530.00	22% decrease		
533101	Blues Bash	\$3,140.93	\$4,080.29	\$3,636.00	\$3,942.32	\$3,337.58	\$4,181.49	\$932.50		\$3,834.00	22% increase		
Total Expenses		\$219,593.29	\$217,919.73	\$215,218.92	\$229,351.81	\$213,104.94	\$242,531.50	\$239,686.09		\$228,788.14	5 % increase		
Net Gain or Loss (Before City Services)		(\$27,586.56)	(\$18,961.80)	\$2,447.32	(\$28,807.44)	\$5,448.93	\$37,007.17	(\$53,275.25)		(\$51,555.62)	87% increase		
Hourly Wage Allocation for City Services		\$40,996.61	\$47,116.35	\$44,920.86	\$41,633.04	\$48,140.48	\$49,661.66	\$32,748.56		\$37,515.46	8% decrease		
Net Gain or Loss (After City Services)		-\$68,583.17	-\$66,078.15	-\$42,473.54	-\$70,440.48	-\$42,691.55	-\$12,654.49	-\$86,023.81		-\$89,071.08	30% increase		
						Total Net Gain/Loss - 3 years		(\$187,749.38)					
						Total Net Gain/Loss - 8 years		(\$478,016.27)					