

1<sup>st</sup> READING  
2<sup>ND</sup> READING

5-22-12  
5-24-12

ORDINANCE NO. 12608

AN ORDINANCE APPROPRIATING UP TO AN ADDITIONAL TEN THOUSAND DOLLARS (\$10,000.00) FROM THE GENERAL FUND TO BESSIE SMITH CULTURAL CENTER FOR EXPENSES INCURRED IN ORGANIZATION AND IMPLEMENTATION OF THE 2012 BESSIE SMITH STRUT.

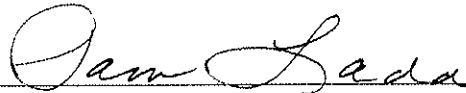
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SECTION 1. BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CHATTANOOGA, TENNESSEE, That there be and is hereby approved and authorized the appropriation up to an additional \$10,000.00 from the General Fund to Bessie Smith Cultural Center for expenses incurred in organization and implementation of the 2012 Bessie Smith Strut.

SECTION 2. BE IT FURTHER ORDAINED, that this Ordinance shall become effective immediately upon passage as provided by law.

PASSED on Second and Final Reading

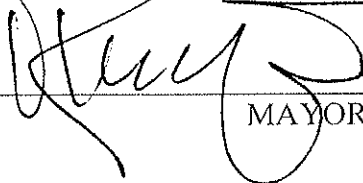
May 29, 2012.



CHAIRPERSON

APPROVED:  DISAPPROVED:

DATE: June 1, 2012



MAYOR

/mms



Mayor Ron Littlefield  
 City of Chattanooga  
 100 East 11th Street  
 Chattanooga, TN 37402

May 14, 2012

Dear Mayor Littlefield:

Thank you so much for your consideration of our request for supplemental funding for the 2012 Bessie Smith Strut. We are pleased to assume leadership and oversight of the event this year. However, much has changed with the new logistics expenses that have not been incurred in years past.

While we have been able to secure funding from donors and sponsors, the short time frame that we are working in leaves little time for securing additional funds that will be needed for the event that will occur in less than a month.

Please find attached a spreadsheet that itemizes our budget for the event. Please note that much of our revenue is unknown in this year of change with community participation and community perception of heightened security, the new gate/entry charges, etc. Additionally, due to the timing of the printing of the Riverbend marketing materials, (which occurred when the Strut was in limbo) the Strut is not listed in any of these materials, thus incurring, for us, additional marketing expenses.

We respectfully request the following funding from the City of Chattanooga:

Rental (Tables/Chairs/Tents)	\$2,500.00
Electrical	\$2,500.00
Printing (Tickets,/Wristbands/Posters/Fliers)	\$2,500.00
ID System – Alpha Card with supplies	\$1,446.00
Defray Legal Expense	\$1,000.00
<b>TOTAL;</b>	<b>\$9,946.00</b>

We look forward to a successful event this year, and look forward to hearing from you very soon!  
 Mayor Littlefield

Sincerely,

Nancy E. Poston  
 Strut Co-Chairman

cc: Irvin Overton, Board Chairman  
 Jeffrey Wilson, Strut Co-Chairman  
 ✓ Richard Beeland, City of Chattanooga  
 Dan Johnson, City of Chattanooga  
 Moses Freeman, Concerned Citizen  
 Walter F. Williams, Legal Counsel

Bessie Smith Strut Preliminary Budget

Events coordination assistants	2,400 x	2 people
Logistics/Contract Services	3,500 x	3 people
Management Gates/id checks/cash	4,000 xx	(\$3,000 to date)
Legal Fees	2,000	
Barricades	1,000	
Rental (Tables/Chairs/Tents)	2,500 **	
Electrical	2,500 **	
Communications/Walkie Talkies	1,500	
Security	3,500 x	
Printing (Tickets/wristbands, posters, fliers)	2,500 **	
ID System-Alpha Card with supplies	1,446 **	
Volunteer expenses/t-shirts/refreshments	1,500	
Advertising	5,000	
Laborers	1,000 x	
Fencing	12,159 x	
Insurance	10,300 x	
Miscellaneous(postage, supplies, local travel)	<u>450</u>	
<b>Total</b>	<b>57,255</b>	

Budget Notes: BSCC will utilize its staff of 4 full-time workers, plus contracted support but will also require Areas of support include event coordination, site workers, laborers for fence installation and set-up, processing applications, vendor permitting, placement and verification, management of gates - ticket sales, Identification verification, marketing, etc.

No administrative cost included in the above.  
(Hope to recover post event provided funds are available)

Proposed Revenues

Projected Attendance - 12,000  
 Estimate of Attendees with River Bend pins - 75% (9,000) Free admission  
 Projection for advance ticket sales - 2,600 @ \$5.00 = \$13,000  
 Projection for gate sales- 400 @ 10 = \$4,000  
 Donations at gate/estimate = \$1,500  
 Total Estimate of Gate Receipts = \$18,500

Estimate from vending Coordination

10 @ \$75 for beer coordination = \$750  
 20 @ \$35 for food vendors coordination = \$700  
 20 @ \$35 for merchandising vendors coordination = \$700  
 Total Projected: \$20,650

Will also seek other donations---

Will hopefully cover direct cost for BSCC administrative

Additional funds will be reinvested in the MLK corridor and in the community to ensure programs that support BSCC's mission including education and cultural programs and Strut sustainability

Transitioning from free event to paid gated event makes it difficult to project revenues and attendance.