

AGENDA
COUNCIL WORKSHOP
APRIL 21, 2016
5:30 P.M.

- (1) Review Council Agenda.
- (2) Main Street Keokuk – Joyce Glasscock – Letter Attached.
- (3) Convention & Tourism – Kirk Brandenberger – Letter Attached.
- (4) Council Rules (Committees).



Monday, April 18, 2016

Mayor Tom Marion, City of Keokuk
Aaron Burnett, City Administrator
Keokuk City Council

Cc Chief Dave Hinton, Keokuk Police Department
Chief Gabe Rose, Keokuk Fire Department

Re: Main Street Keokuk, Inc. events and activities

Rather than taking up time on your very full workshop agenda, I am outlining events, activities, and official documents in this correspondence so you have time to review in advance. I will be attending the workshop Thursday, April 21 to answer any questions you may have.

Events/Activities/Action Items:

1. 10th Annual Back Alley Band Fest, Friday, May 27 6:00-9:00 – Historic Residential Neighborhood

A family-oriented, music event held in the walkable, historic neighborhood within the Cultural and Entertainment District which includes High, Morgan, Concert, Fulton and corresponding sides streets. Bands perform at private residences on porches, in yards, and in garages within the District.

New this year, in conjunction with the BABF, is a "Quilt Airing" the first of its kind in Keokuk. The airing will add movement and color to the District enhancing the experience as people stroll between venues.

Music, historic architecture, textiles, and people make for a free, fun, community event. BABF is sponsored by the Keokuk Cultural and Entertainment District and Main Street Keokuk, Inc.

BABF is insured, with the City named as additional insured, through KSB Insurance, Kerry Klepfer, agent

Action: Permission to place port-a-potties in public right-away at:

- a. 4th and Morgan Streets
- b. 2nd and High Streets

2. 16th Annual Summer Fun and Fund Raiser, Saturday, June 25, 6:30-10:00 – North 5th Main Street to Alley

"An Evening at the Ballpark" will celebrate Keokuk's golden era of baseball. This annual event is MSKI's premiere fund raiser.

The evening will include base ball park appetizers, a sit down dinner complete with drinks and desserts, entertainment, music, dancing, auctions, displays of historic baseball memorabilia, baseball color commentary and bleacher bum photos.

SFFR is insured, with the City named as additional insured, through KSB Insurance, Kerry Klepfer, agent

Action: Permission to close off North 5th Street Main Street to the alley (alley will remain open) beginning at 8:00 AM through midnight.

Action: Permission to borrow bleachers which we will use to create the ball park atmosphere

Continue

3. 3rd Annual Power City Alley Cat Bicycle Rally, Saturday, May 28, 9:00 – Noon

An Alley Cat Bicycle Rally is a form of unsanctioned street racing on bicycles. Created decades ago by bicycle messengers, Alley Cats mimic the routine a bike messenger might face in a typical delivery day. Alley Cats send riders around the city, and sometimes beyond, to a series of checkpoints. Traffic, stoplights, potholes, pedestrians, and car exhaust are all part of the experience. Riders combine navigational skills and raw speed to complete courses that might crisscross the city for miles. There is no set route. A list of checkpoints is given out just before the race start. Part of the strategy is to decide whether to plan your route before you start or to plot your route along the way.

Three categories will make up this year's event:

1. The Grand Meander – Grand Avenue to Rand Park
2. The Easy 10 – 10+ miles
3. City to City – 20+ miles

The Alley Cat is a ride at your own risk event. All riders are required to sign a waiver. We've discussed this with our provider, KSB Insurance, Kerry Klepfer, agent

Action: Permission to use the parking lot between Concert and Blondeau on North 5th Street as the Start/Finish Line and gathering site for the event.

4. Main Street Iowa Program Agreement (July 1, 2016 through June 30, 2018),

Every two years, the City, the Iowa Economic Development Authority, and Main Street Keokuk, Inc. renew their Program Agreement which allows Keokuk to use the Main Street Iowa and the Main Street America Four Point Approach to downtown revitalization. In addition to the signed Program Agreement, a Resolution of Support is required from the City and from the Main Street Keokuk, Inc. board of directors.

April 15, 2016 marks the 30th Anniversary of Main Street operating in Keokuk.

Action: City Council to pass a Resolution of Support

Action: City Council authorize the Mayor and/or City Administrator to sign the Program Agreement

NOTE: A sample of the Resolution and the Program Agreement will be emailed to the City Administrator, Mayor and Barb Barnes

5. Live Music Tonight Sidewalk Signs

The Cultural and Entertainment District board has plans to purchase and make available to businesses, moveable sandwich signs to assist businesses and organizations in marketing and marking their events.

Specifically aimed at arts, dining, and live music events, the signs will be loaned to businesses/organizations hosting events/activities within the Cultural and Entertainment District on a one day basis. The signs are intended to create immediate interest and to let attendees know that "yes, this is the place."

With the loan of the sandwich boards, businesses and organizations can more readily afford to purchase customized inserts (if they so desire) for their event or business or they may use the generic signs available through Main Street and CED. Customized and generic inserts will include: Live Music, Back Alley Band Fest, Puttin' on the Glitz, and others

These professionally designed signs will enhance the district and, hopefully, encourage others to up their game when it comes to sidewalk signs.

Action: Blanket permission for MSKI, the CED, organizations and businesses that borrow these professional, portable signs to display them on sidewalks without requiring a sidewalk display permit; or, issue a blanket display permit for the signs to MSKI/CED.

Continue

6. Removal of Redundant Signage – Saturday, April 16, 9:30 – Noon

Seventeen volunteers assisted with the removal of out of date, no longer used, signage on buildings in downtown. Nineteen properties were identified with the following results:

- 2 removed signs in advance of date
- Multiple windows, doors, blade, and flush mounted signs were removed from 11 properties , windows were washed, and doorways swept
- 2 signs were or will be removed by Alliant Energy this week
- 1 property owner replied that she will be removing her signage/awnings this summer
- 1 removal project was dropped with the thought that it looks better with the sign
- 2 property owners did not reply

Participating in the project:

Jeramie Guy, Kathy Gabel, Jay Zetterlund, David Williams, Lori Conn, Aaron Burnett, Kirk Brandenberger, Peter Joy, Carole Betts, Susan Dunek, Gary Folluo, Joyce Glasscock, and five Middle School Interact students.

With assistance from: Keokuk Contractors and Alliant Energy

7. Adopt-A-Planter project

We are pleased to announce that the 12 planters on the Main Street *Walk of Fame* have been adopted. Volunteers will be responsible, with guidelines, for the selection of plants, planting, maintaining, and watering throughout the season; and, for the removal of plants at the end of October.

Participants include:

Southside Boat Club, America's First Great Dam Museum/Keokuk Area Convention & Tourism Bureau, REM Iowa Community Services, McDonald's Restaurant, Advance Home Health Care, Glasscock/de Gala Families, Burnett Family, Carole Betts, Pilot Grove Savings Bank, KSB Bank, Interact Club, and Karen/Hank Hustus

8. Façade Grants and Design Assistance

Already, 10 property owners have expressed interest in the Façade Grant program for FY 2016/2017. Main Street Keokuk w/Main Street Iowa has 7 Design Assistance projects in process

9. Upcoming Events/Activities

- a. Cash Mob at Family Discount Shoes, Saturday, May 7, 11:00 AM
Join us at Family Discount Shoes where we plan to "mob" the store with shoppers at 11:00 AM., Saturday, May 7. Participants should plan to spend \$20 at the store and then we'll gather for lunch to share our "buys". Cash mobs demonstrate the buying power for local businesses...and they are fun!
- b. Upstairs Downtown Open House Tours – Saturday, May 14, 9:30 – 11:30
Tour completed projects, projects in the works and projects just getting underway
 - i. The Horn Building, Callie Peterson and Peter Joy, owners
 - ii. The former Flowers By Daryl, Dave Baum, owner
 - iii. The Lost Canvas, Ginny Henson, owner and resident
 - iv. The Eagles on Blondeau, Keokuk Downtown Properties, LLC/Main Street Keokuk, Inc, owners

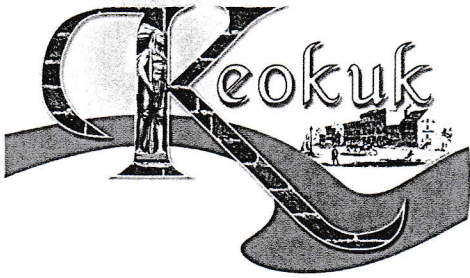
End

Joyce Glasscock



511 Blondeau Street
Keokuk, IA 52632
319-524-5056
downtownkeokuk@iowatelecom.net

You're Always Welcome in



The Keokuk Area Convention & Tourism Bureau respectfully requests \$140,000 of the hotel/motel receipts for fiscal 2017. This represents the same total received on a yearly basis since fiscal 2013.

The calendar 2015 receipts (received on 6 month delay) appear to be heading toward a second all-time record for hotel/motel receipts.

Thank you.

A handwritten signature in cursive script that reads 'Kirk Brandenberger'.

Kirk Brandenberger, Executive Director
Keokuk Area Convention & Tourism Bureau

KEOKUK AREA CONVENTION & TOURISM BUREAU

429 Main Street, Keokuk Iowa 52632

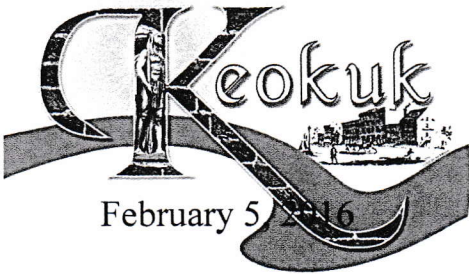
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2016 Keokuk Area Convention & Tourism Bureau Budget

Income	
Dailey & Vincent Concert	\$11,000.00
Hotel/Motel Tax	\$140,000.00
Interest	\$120.00
Misc	\$8,900.00
Shuttle	\$10,000.00
Total Income	\$170,020.00

Expense	
Advertising-General Tourism	\$23,000.00
Brochures & Distribution-General Tourism	\$16,000.00
Dailey & Vincent Concert	\$9,000.00
Dues	\$500.00
Event Insurance	\$500.00
Foundation Support	\$10,000.00
Grant Fund	\$5,000.00
Health Insurance	\$7,300.00
Miscellaneous	\$4,000.00
Office Insurance	\$1,000.00
Office Supplies	\$1,500.00
Payroll - 1 fulltime - 1 part time & misc. contract labor	\$45,000.00
Payroll Taxes	\$13,000.00
Postage	\$1,200.00
Project Development	\$1,000.00
Rent	\$4,500.00
Shuttle	\$8,000.00
Shuttle Insurance	\$2,020.00
Telephone & Internet	\$1,500.00
Travel/Meetings + Annual Conference	\$6,000.00
Website	\$10,000.00
Total Expense	\$170,020.00

You're Always Welcome in



Aaron Burnett
City Hall
Keokuk, IA 52632

Aaron,

Fiscal 2015 turned into a very successful year for tourism in the Keokuk Area. Our monthly major activities & events culminated with a all-time record of \$288,286.67 in hotel/motel tax receipts, thanks to the over \$4.1 million in room rates paid by our visitors. Take into consideration the gas, meals, groceries and other amenities purchased while in our community, it is no wonder that Lee County solidly held its 21st ranking out of Iowa's 99 counties, with annual tourism expenditures of \$60.93 million and \$840,000 in local tax receipts (attachment B).

SIRRC monies received were also up in 2015. Twelve Month totals received and passed through the Keokuk Area Convention & Tourism Bureau to the City of Keokuk was \$435,086.36 (attachment C).

Through the Keokuk Tourism Bureau, a grant fund has been established to aid in the promotion of area events. Event organizers must come to the Board of the Tourism Bureau to request the grants. Those who benefited from the grants in 2015 were the Keokuk Parks and Recreation Board, The Keokuk Racer's Reunion, Excitement Disc Golf Tournament, KPLAY, the City of Christmas and Nauvoo Restoration Inc,

The Keokuk Tourism Bureau organized and were financially responsible for two annual events in 2015, Bald Eagle Appreciation Days in January and The Civil War Reenactment in April (attachment D & E).

The 2015 advertising dollars spent were \$31,300 on promotion of the events and the Keokuk Area via magazine, radio, newspaper, billboards and e-marketing. In addition, approximately \$15,000 was spent on Visitor's Guides, brochures and the distribution of these. Visitor's Guides were distributed to various locations across I-80 in Iowa, up I-80 & I-88 in Illinois, I-35 from Kansas City to Des Moines, across I-70 in Missouri and in the city of Minneapolis.

KEOKUK AREA CONVENTION & TOURISM BUREAU

429 Main Street, Keokuk Iowa 52632

319-524-5599 • info@keokukiowatourism.org • www.keokukiowatourism.org

2016 started off with a highly successful Bald Eagle Appreciation Days. Despite the unseasonably warm weather and lack of a great number of eagles, visitors from the area and beyond brought in an influx of money what would have been a slow weekend. Other events the Tourism Bureau is financially responsible for in 2016 include a concert in April by top bluegrass band, Dailey & Vincent. This will be a return trip for the group and is expected to repeat its 2014 Grand Theater near sell-out performance. We will welcome performers from BYU for a series of mini concerts in Rand Park. The International Folk Dance Ensemble, BYU Noteworthy and the popular a cappella group Vocal Point will be featured performers. Another concert is being planned for the fall, with another group to bring locals and tourist alike.

Events on the advertising calendar this year will include events presented by the Great River Players, Pavilion Commission, Hospital Auxiliary, Keokuk Park & Recreation Board, Rollin' on the River, the Geode Fest, and the City of Christmas. The budgeted amount including Eagle Days is \$30,000.

An additional \$10,000 has been budgeted for a new, innovative and responsive web site. Our present site has served us for nearly eight years, which in the IT world is beyond old. We look forward to marketing Keokuk, from its wealth of history and charm to its award winning restaurants to its innovative industry....and geodes.

The Keokuk Area Convention & Tourism Bureau is committed to our Mission Statement; to enhance the economic welfare of the Tri-State area as a destination for meetings, conventions, group travel and individual tourists. The Tourism Bureau is committed to serving and advocating for Southeast Iowa & Keokuk. I am a member & past president of the Eastern Iowa Tourism Association, a member of the Iowa Destination Marketing Association, past member of the Board of the Travel Federation and Iowa and presently a member of the Iowa Tourism Industry Sector Plan Advisory Team placed to develop a five year plan for Iowa Tourism (attachment F).

I hope this answers some of your questions. When you have more, feel free to contact me.

Sincerely,



Kirk Brandenberger

2015 Bald Eagle Days Financial Report

Income

Change Return	\$755.00
Czech Meal Tickets	\$1,020.00
Donations incl KACTB of \$10,000.00	\$10,455.00
Food Booth incl sale of leftover kolaches	\$1,354.55
Popcorn	\$117.26
Vendors	\$1,335.00
Total Income	<u>\$15,036.81</u>

Expense

Advertising	\$7,428.87
Change for popcorn, food booth & Czech meal	\$755.00
Cost of Goods Sold	\$566.10
Czech Meal - kolaches, caterer & KC Hall rental	\$1,110.00
Equipment Rental	\$1,024.36
Honoraria	\$9,340.10
Misc Exp ie signs, table skirts & covering, postage, supplies	\$815.27
Total Expense	<u>\$21,039.70</u>

KEOKUK AREA CONVENTION & TOURISM BUREAU FOUNDATION
2015 FINANCIAL REPORT FOR CIVIL WAR REENACTMENT

Civil War Reenactment Expense

Advertising

Newspaper	2,317.05
Rack Card	1,542.48
Radio	562.94
TV	614.98
Posters & Billboard	<u>892.09</u>
Total Advertising	5,929.54

Other-Reenactment Expense

Equipment Rentals	5,631.74
Goods Sold	1,909.74
Honoraria	17,390.11
Ladies Tea	300.00
Military Ball	1,456.91
Misc	310.78
Rand Park Cleanup	750.00
Rand Park Misc	1,361.36
Rand Park Security	945.00
School Days	412.35
Other	<u>1,302.38</u>

Total Other-Reenactment Expense **31,770.37**

Total Civil War Reenactment Expense **37,699.91**

Civil War Reenactment Income

Donations

Corporate Sponsorships	1,960.00
Tourism Bureau Contingency	23,000.00
General Public	2,621.98
Individual Sponsorships	<u>1,010.00</u>
Total Donations-Reenactment	28,591.98

Other Income-Reenactment

Sutler	525.00
Resale (T-shirts, water & banners)	1,801.00
Military Ball Tickets	925.00
Misc	3,150.00
<i>(change return, to cash Werline/Barth checks)</i>	
Food Vendor	<u>3,347.90</u>
Total Other Income-Reenactment	<u>9,748.90</u>

Total Civil War Reenactment Income **38,340.88**