

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 20, 2012

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: RASHAD M. YOUNG, CITY MANAGER 

SUBJECT: BUDGET MEMO #45: CITY SUPPORT OF PARADES

This memorandum responds to a request by Councilman Fannon to provide additional information on City support of parades.

The current City policy, approved by City Council on January 23, 2010, directs the City and sponsoring organization to both pay 50% of the parade costs. Parade costs can include Fire/EMS personnel, T&ES personnel, Police/Sheriff personnel, Recreation, Parks and Cultural Activities (RPCA) staff support, General Services staff support, barricade rental, operating supplies and professional services. An example of the cost sharing between the City and the sponsoring organization can be found as Attachment #1.

The chart below provides the costs to the City and sponsoring organization for the 2010 Scottish Christmas Walk, the 2011 George Washington Birthday Parade, and the 2011 St. Patrick's Day Parade.

Event	Total Cost	Sponsor Cost	City Support
Scottish Christmas Walk	\$20,944	\$10,472	\$10,472
GW Birthday Parade	\$30,754	\$15,377	\$15,377
St. Patrick's Day Parade	\$21,704	\$10,852	\$10,852
Parade Totals	\$73,402	\$36,701	\$36,701

For the City to assume 100% of the parade costs in FY 2013, an additional City contribution of approximately \$38,000 would be required (accounting for annual increases to City personnel costs).

ATTACHMENT #1: 2011 George Washington Birthday Parade Final Invoice

STAFF: Debra Collins, Assistant City Manager
Laura Triggs, Acting Chief Financial Officer
James B. Spengler, Director, RPCA
Morgan Routt, Acting Budget Director
Kendel Taylor, Assistant Budget Director

5/25/2011

Department of Recreation, Parks and Cultural Activities
Marketing, Public Relations and Special Events
1108 Jefferson Street - Alexandria, VA 22314
703.746.5418 - 703.684.6826 (Fax)

FINAL INVOICE

George Washington Birthday Celebration Committee
C/O Joseph Shumard, Chair
809 Oronoco Street
Alexandria, VA 22314

Event: 2011 George Washington Birthday Parade
Location: King Street, Old Town Alexandria
Date: Monday, February 21
Time: 8 a.m. - 3 p.m.

2011
George Washington Birthday Parade Costs

2011 Parade recovery of 50% of direct City costs

Fire/EMS Personnel	\$211.97
T&ES Personnel	\$2,785.17
Police/Sheriff Personnel	\$14,556.38
Recreation Staff	\$536.90
Operating Supplies (rentals, signs, awards, florist, apparel, etc.)	\$6,903.75
Professional Services (Royal Rest and Harmons horses, Sound Resolution)	\$5,436.00
Printing	\$252.03
Barricade Rental	\$72.00
sub total	\$30,754.20
less City support (50%)	\$15,377.10
total reimbursement	\$15,377.10

10K Race & Re-Enactment (100% recovery)

10 K Race	
Fire	\$1,158.08
Police	\$3,653.68
sub total	\$4,811.76
Re-Enactment	
1st VA Regiment	\$2,200.00
Sound Resolution	\$550.00
subtotal	\$2,750.00
less City support	\$1,860.00
sub total	\$890.00
total reimbursement	\$5,701.76

Please forward a check in the amount of **\$21,078.86**, made payable to the "City of Alexandria," by June 17, 2011. Payment is to be forwarded to:

Recreation, Parks and Cultural Activities
c/o Cheryl Lawrence, Office of Special Events
1108 Jefferson Street
Alexandria, VA 22314

Should you have any questions, please call Cheryl Lawrence at 703.746.5419 or email at cheryl.lawmnce@alexandriava.gov.

cc: Jack Browand, Division Chief, Marketing, Public Relations and Special Events

ATTACHMENT #1