

## Request for City Funding

The Spring into Clemson event committee is respectfully requesting the City of Clemson grant startup funding for our proposed April 1, 2017 event.

Please review the below chart of startup items needed and the estimated cost of each.

For risk management purposes for both the City of Clemson and the event committee, we will be purchasing event insurance, wristbands to monitor the alcohol possession in designated areas. We will be reaching out to companies to potentially sponsor the wristbands, but this is the estimated cost at this time. We will be conducting background checks on all volunteers for this event, due to the focus being on the Clemson community and a family friendly event. The listed price is for 250 volunteers to receive SLED background checks at \$8.00/each (non-profit rate).

The t-shirts for the event staff and volunteers are crucial for the event staff and Clemson City Police Department, and event patrons to quickly recognize during the event.

The Spring into Clemson event committee wants to ensure that the event is publicized in many forms of media: print, website, and both traditional media and social media platforms. By having an event website, we will be able to post information regarding the event time, cost, driving directions, parking availability, and entertainment lineup.

The disposable trash receptacles will allow the event committee to maintain proper sanitation during the event, so that the event area can remain clean at all times and make the final clean up timely.

<b>Items Needed</b>	<b>Estimated Cost</b>
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Event Insurance	\$750
Wristbands for Alcohol	\$400
T-shirts for event staff	\$2,000
Website domain/maintenance	\$400
Flyers/Advertisement	\$1,000
Disposable Trash Receptacles	\$500
Background Checks for Volunteers	\$2,000

<b>Total Estimated Start Up Cost</b>	<b>\$7,050</b>
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<b>Money Requested</b>	<b>\$5,000</b>
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The money requested will allow the Spring into Clemson event committee to have startup funding which will allow us to schedule and purchase items/services immediately for the event. We will be soliciting sponsorships for the event to increase our funding and our profit that will benefit the non-profits coordinating this event.

The City of Clemson will receive the tourism revenue benefit of this event by having a large crowd purchasing food, beverages, and retail items through the duration of the event. This event will bring

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additional revenue to the city at a time that is not usually highly populated by patrons in the downtown area. This event will also bring a family friendly, community event to the Downtown Clemson area and show patrons that there are many activities that the downtown area has to offer: retail shops, ice cream parlors, coffee shops, restaurants, parks and recreation areas. Many of these patrons may be exposed to these opportunities for the first time by attending this event.

The Spring into Clemson event committee respectfully requests \$5,000 in startup funding for the Spring into Clemson event, scheduled for April 1, 2017. These funds will help ensure the event is well-planned, advertised, and efficient to the patrons attending. This event will bring additional revenue to the City of Clemson, benefit the non-profits coordinating the event, and start an annual family friendly community event for the Clemson community. This will be a great investment for the city, as the event committee wants this to be a yearly event to benefit the local non-profit agencies in the area.

Thank you for your consideration,



Shannon Lambert

Committee Chair

Spring into Clemson 2017