



To: Members of Dublin City Council

From: Marsha I. Grigsby, City Manager *MIG*

Date: June 19, 2014

Initiated By: Alison Leroy, Manager, Events Administration

Re: Community Organization Booths at the Dublin Irish Festival and Fee Waiver Request

Background

The following is information related to a recent Dublin Irish Festival fee waiver request by the Midwest Irish Promotions Group. Additionally, as background and in response to a related Council request, information is provided regarding community organization requests for booths/space at the Dublin Irish Festival and the associated fees.

Currently, the Festival has a small area on-site for community organizations to have booths. The area first appeared at the Festival in 2007. Previously, there was an Irish Organizations Tent and a few community groups that were permitted to have booths on-site without any formal application process. By 2007, most Irish cultural groups had stopped being able to staff these booths due to their involvement in other areas of the Festival.

All requests for booth space by community organizations are vetted by staff. The few that have been recently permitted are groups that have existing partnerships with the City, such as SWACO or Green Fuels Ohio, or that have a civic purpose, such as voter registration. These groups have not been allowed to solicit funds or sell any products, with two exceptions - the 9/11 Commemoration and the Veterans group raising funds for Grounds of Remembrance.

Below is a historical list of the groups included and the years involved:

Group Name	2007	2008	2009	2010	2011	2012	2013
9/11 Commemoration					y		
Clean Fuels Ohio							y
Dublin City Schools Alumni Assoc.	y	y	y	y	y	y	y
Dublin/SWACO Green booth	y	y	y	y	y	y	
Dublin Veterans Association	y						
Irish American Unity Conference	y						
Medical Reserves Corps		y	y				
Midwest Irish Promotions Group	y	y	y	y	y	y	y
Nesbitt/Nisbet Society of North America		y	y	y			
Ohio Secretary of State/Voter Registration	y	y	y	y			

Fee Increase

In 2010, to recover the direct cost of tent rental, the City began charging \$100.00 to community organizations. If an organization supplied its own tent, this fee was (and still is) waived. This year, it was determined by staff that an additional \$150 fee should be established to help cover administrative costs, as well as other supplies and services, including electricity, security, credentials, tickets and parking passes. Staff considers this new fee for community organizations to be reasonable for the services provided and the exposure to more than 100,000 festival attendees.

In comparison to this \$250 fee, fees charged for a 10' x 10' space (including a tent) for other areas at the Dublin Irish Festival are as follows:

Wee Folk Vendor	\$530
Emerald Isle	\$590
Marketplace	\$785
Food Vendor	\$1,700 (doesn't include tent)
Sponsor Tent	\$5,000

In comparison to other local/regional festivals, the following provides a summary of fees charged to not-for-profits and/or community organizations:

Festival	Fee	Information
Dublin Irish Festival	\$150/space, \$100/tent	
Asian Festival	\$250	
Columbus Arts Festival	Not permitted	
Milwaukee Irish Festival	No Cost	Not permitted unless it is an Irish cultural organization with educational displays
Ohio State Fair	varied, \$700 - \$900	Treated like commercial vendors, no separate not-for-profit rate
Gahanna Creekside Festival	\$1,000 +	Treated like commercial vendors, no separate not-for-profit rate
Comfest	\$155	Part of fee is waived for volunteering
Red, White and Boom	\$275 + \$75 for electricity	Treated like commercial vendors, no separate not-for-profit rate

Not-for-profit organizations often call and request space at the Festival. Each year, an estimated 20-30 organizations contact the City with a request for space. Not-for-profits are permitted to place literature at the Festival information tents to help with awareness and promotion of their missions. In addition, through the Sharing O' the Green program, the Festival distributes more than \$120,000 to 29 not-for-profit groups.

Fee Waiver Request

In May, Mr. Heil, the representative of the Midwest Irish Promotions Group, requested a waiver of the additional \$150 fee that was instituted this year. Mr. Heil's email request is attached for your reference. This organization has paid for space at the Festival since 2010. While not an established not-for profit (501(c)(3)), it is an Irish-focused organization.

Recommendation

For the reasons outlined in this memorandum, staff recommends not waiving the fee increase requested by the Midwest Irish Promotions Group.

Staff's recommendation would be to continue to place an emphasis on programs such as Sharing 'O the Green, which has a direct financial benefit for numerous community organizations, instead of expanding an area of the Festival grounds for community organizations that are not focused on the Festival's mission of promoting Irish culture.

From: "HEIL, DON CIV DFAS" <DON.HEIL@DFAS.MIL>

Date: May 1, 2014 at 8:18:19 AM EDT

To: "aleroy@dublin.oh.us" <aleroy@dublin.oh.us>, "mkeenand@dublin.oh.us" <mkeenand@dublin.oh.us>, "rgerber@dublin.oh.us" <rgerber@dublin.oh.us>, "tlecklider@dublin.oh.us" <tlecklider@dublin.oh.us>, "gpeterson@dublin.oh.us" <gpeterson@dublin.oh.us>, "asalay@dublin.oh.us" <asalay@dublin.oh.us>, "mzuercher@dublin.oh.us" <mzuercher@dublin.oh.us>, "jreiner@dublin.oh.us" <jreiner@dublin.oh.us>

Cc: "dondo53@hotmail.com" <dondo53@hotmail.com>

Subject: when, where and who- we are appealing this decision

I'm requesting information which should be public as to when, where and who voted to raise the non-profit rate for the Dublin Irish Festival from \$100 to \$250.? We simply as I mentioned before, don't have the funding. This would be the 12th year for us, we couldn't do the balloons free for the kids last year because of the change from zero to \$100 and now to expect a 250% increase our board believes is unfair. So I'm appealing to the council since your last correspondence basically said " that's too bad ". Is it the intent to push Community Service Organizations out of the Dublin Irish Festival. As the only community service organization left, we are the only ones promoting " All Things Irish ", history, culture, heritage and music.

I appeal to the members of the council to discuss this with you and return to the previous fee schedule.

Don Heil, President Midwest Irish Promotion Group,
P.O. Box 261, Columbus Ohio 43216
Contact 614-204-2554 email: dondo53@hotmail.com

-----Original Message-----

From: Michelle L. Crandall [mailto:mcrandall@dublin.oh.us]

Sent: Thursday, May 01, 2014 3:37 PM

To: HEIL, DON CIV DFAS

Subject: Irish Festival - Booth Fees

Dear Mr. Heil:

Your inquiry related to the Dublin Irish Festival fees was forward to me to provide a response to your concerns. The fee associated with the not-for-profit tents/tables is in place for the City to recoup the various costs associated with providing this space. The \$100.00 fee that we previously charged is the actual cost to the City for the tent rental. Aside from the tent rental, there are costs for electricity, trash removal, security, tickets (as many as are needed for those that staff the booths throughout the three days), parking passes and credentials. We believe the \$250.00 fee is a fair fee to cover these various costs. In comparison, our sponsor booths are \$5000.00.

Please let me know if you have additional questions or comments related to this fee. If you still wish to request a fee waiver, I can pass that request along to City Council. City Staff would recommend to Council that they not waive this fee for the reason stated above.

Thank you,

Michelle

Michelle Crandall

Assistant City Manager
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-----Original Message-----

From: HEIL, DON CIV DFAS [mailto:DON.HEIL@DFAS.MIL]

Sent: Friday, May 02, 2014 6:56 AM

To: Michelle L. Crandall; Mike Keenan; Rick Gerber; Tim Lecklider; Greg S. Peterson; Amy Salay; Marilee Zuercher; John Reiner

Cc: dondo53@hotmail.com

Subject: RE: Irish Festival - Booth Fees

Yes I request that these charges be waived or reduced back to the \$100 fee. That is the most we can afford.

Since Dublin allowed zero charges for ten years, last years \$100 was a surprise. The \$250 is beyond our means.

All the expenses you mention would have been occurring whether we were involved or not. The real question is do you want to chase out all the non-profit community organizations remaining. The answer appears to be Yes. Perhaps, DIF has grown too big and is only now interested in the \$'s involved.

I also request that you supply City council with copies of all my correspondence on this issue instead of the one sided justification you propose.

D. Heil Midwest Irish Promotion Group