



To: Members of Dublin City Council

From: Dana L. McDaniel, City Manager

Date: May 3, 2022

Initiated By: Matthew L. Stiffler, Director of Finance
Jaime Hoffman, Deputy Director of Finance
Melody Kennedy, Budget Manager
Meghan Murray, Financial Analyst

Re: Ordinance No. 19-22 – Amending the Annual Appropriations for Fiscal Year Ending December 31, 2022 (Q2)

Summary

Ordinance No. 19-22 amends the annual appropriations for the fiscal year ending December 31, 2022 to provide supplemental funding in certain budget accounts for the second quarter of 2022. The following sections provide descriptions of the appropriations contained within the Ordinance, and the reason for the request. Many of the appropriations requested below are for financial housekeeping, or re-appropriation of unused funds from 2021. At year-end, all un-started projects were unencumbered. These requests reflect the mechanics of re-appropriating the funds again for use in 2022 as required by the Ohio Revised Code.

Section 1 requests funding authorization in the Hotel/Motel Tax Fund in the total amount of \$427,600.

- Of that total amount, \$100,000 is to be allocated for costs associated with the 2022 Independence Day celebration due to inflationary cost increases. The current budget for the musical entertainment is \$100,000. Prices for the headlining acts currently being considered are significantly higher than the budget, as are costs for sound staging, electricians, and restroom facilities. Changes are proposed in admission fees to the Independence Day event to help partially offset these increases. The Community Events Staff will provide a memo to City Council proposing these fee changes in the May 9th City Council packet. Additional supplemental appropriations may be needed later this year to cover entertainment costs once the headlining act is secured.
- \$327,600 is allocated for costs associated with the 2022 Dublin Irish Festival (DIF). This year, there will be several new changes for the Festival's 35th Anniversary in order to reassess spending and streamline operations, and maximize cost recovery while continuing to provide the best experience for guests. These DIF changes were discussed with City Council in a memo dated January 11, 2022. Expectations are to meet or exceed the cost recovery averages of past Dublin Irish Festivals in order to cover the additional budget appropriations requested.

The Festival and Event Industry has seen extensive inflationary price increases in staffing costs, gas prices, commodity costs, and major consolidation in businesses due to two years of uncertainty in the industry. Almost without exception, Festivals across the country are raising ticket and beverage prices, and/or cutting services. No cuts in services are being recommended for the DIF. Festival prices are being set proactively in anticipation of these issues.

The budget increases requested for each account are listed below:

713004	Professional Services	\$ 281,100
713005	Misc. Contractual Services	\$ 28,500
721002	Operating Supplies	\$ 106,000
751003	Special Projects/Programs	\$ 12,000
TOTAL		\$ 427,600

Additional information from the Special Events Administration Staff regarding the \$327,600 budget request for the DIF is attached as Exhibit B to this memo.

Initiating Department: Department of Parks & Recreation – Community Events Administration (Section 1)

Section 2 requests funding authorization for projects in the Capital Improvements Tax Fund as follows:

South High Street Utility Burial, phase 1

Removing the overhead utilities in the South High Street area will improve the overall ambience and streetscape of the Historic District. Phase 1 provides relocation of overhead utility lines along South High Street, Waterford Drive to Bridge Street to underground lines. The project includes plan preparation to provide utility companies with reference drawings to relocate their facilities underground, acquisition of rights-of-way, and construction. It is a multi-year project, with utility construction planned for phase 1 work starting in fall 2022. To-date, approximately \$171,400 has been spent and/or encumbered on the project. Currently, the phase 1 cost is estimated to be \$3,166,000.

19-030-CIP Cost estimates		
#	Item	Cost Estimate
1	AEP installation	\$1,285,647.00
2	AEP removal	\$59,253.00
3	AT&T (wiring)	\$128,073.15
4	WOW (wiring)	\$125,000.00
5	Spectrum/Charter (City Est.)	\$150,000.00
6	Dublink	\$125,000.00
7	Telecom duct bank installation	\$450,000.00
8	Easement Acquisitions	\$280,000.00
9	City Electrician for conversions	\$75,000.00
10	Screening/Landscaping	\$200,000.00
	Projected Estimate of Costs:	\$2,877,973.15
	10% Contingency:	\$287,797.32
	Total Project Cost:	\$3,165,770.47

The budget request in this Ordinance is for \$2,320,000. Funding allocations are broken-down as follows:

Funding Sources for phase 1:

2021 un-spent funding to be re-appropriated for 2022	\$ 1,825,000
2022 new funding necessary	\$ 1,341,000

	\$ 3,166,000
2022 funding for phase 2 to be partially re-allocated to phase 1	<u>\$ (850,000)</u>
Net Appropriation/Re-Appropriation Requested	\$ 2,316,000
Rounded	<u>\$ 2,320,000</u>

The plan for phase 1 includes utilizing \$850,000 from the phase 2 project budget of \$1.3m. The remaining \$450,000 from this year's phase 2 funding will be expended in 2022 and provides for onboarding the designer, and starting the rights-of-way acquisition for phase 2.

Phase 2 will follow the phase 1 work and is currently projected for construction in 2023 (allowing for the utilization of the phase 2 funds in 2022). Phase 2 of the project includes relocation of overhead lines to underground burial along South High Street to Blacksmith Lane. A new appropriation will be included in the 2023-2027 Capital Improvements Program to complete the funding of the phase 2 project.

US33 / SR161 / Post Road Interchange

This project includes the rehabilitation of the US33/SR161/Post Road Interchange, including ramp realignment, structure replacement, and reconstruction and widening of SR161, modification of the SR161/Eiterman Road roundabout, and reconstruction of the Post/Hyland-Croy Road intersection. An additional appropriation of \$500,000 is needed to complete utility coordination work. The original project budget provided for \$750,000 to be set aside in 2022 for utility relocation work, however a portion of those funds has since been absorbed into the overall project costs due to an increase in ODOT's construction estimates. Information regarding the increase in ODOT's construction estimates was included in the memo accompanying Resolution 04-22 approved by City Council in February 2022.

South High Streetscape

Funding authorization of \$55,000 is being requested for completion of this project. The project provides for the replanting of removed street trees in the City's Historic District, and furnishes the appurtenances necessary to promote tree performance (and longevity) along the South High Streetscape. Additional funding authorization is being sought for unexpected changes in the project budget pertaining to landscaping and stone changes, grass areas to be sodded instead of seeded, and additional linear footage of materials needed for the project. The project is expected to be complete in late spring 2022.

Coffman Park WiFi /Lighting Replacement

Funding authorization for re-appropriation of \$400,000 in un-spent funding from 2021 is being requested. This funding was approved in the 2021-2025 Capital Improvements Program to replace the temporary wooden WiFi/lighting poles in the south field of the Park with a permanent solution. The temporary poles will remain in-place during this year's Festival, as the materials cannot be manufactured in time to install the permanent ones prior to the DIF. This work is planned for early fall 2022.

Initiating Department: Engineering, and Parks & Recreation (Section 2)

Section 3 requests funding authorization of \$30,000 in the Tuller TIF Fund for professional services related to the *Tuller Road to Emerald Parkway Bridge Alternatives and Location Study*. This Study will determine the best location to align a connecting road from Tuller Road to Emerald Parkway on the west side of Sawmill Road. The purpose of this connection is to improve

connectivity of the Dublin roadway network, relieve congestion pressure on Sawmill Road, and serve as a safer pedestrian and bicycle route for Dublin residents and commuters. This Study was approved in the 2021-2025 Capital Improvements Program. The scope of service was extended in March 2022 necessitating an increase in budgeted appropriations. The scope revision involves finalizing the potential alignment alternatives to improve the overall roadway network and minimize right-of-way impacts. The Study will be revised to show the finalized alignment locations and related impacts and/or opportunities resulting from the finalized alignment. This Study is expected to be completed by American Structurepoint Inc. in summer 2022.

Initiating Department: Transportation and Mobility (Section 3)

Section 4 requests funding authorization of \$30,000 in the Sewer Fund for contracted service related to backwater valve work completed by Waterworks. The funding provides for installation of backwater valves in the basement of six residences on Glassford Court, of which four have had sewage back-ups during recent rainfall events. Of the four residences, three had experienced similar issues in 2020. The backwater valves are intended to keep sanitary sewer flows from surcharging during heavy rainfall events, and are equipped with an alarm system to alert homeowners when the system is activated. The City has installed these systems on other residences that have experienced similar issues.

Initiating Department: Engineering (Section 4)

Sections 5 and 6 requests funding authorization in the Fiduciary Funds. As City Council is aware, these are funds held for distribution by the City as an agent for another entity for which the City has custodial responsibility. For this reason, these Funds are considered clearing accounts and do not provide measurement of operations, and they are not required to be budgeted. However, the City prefers to monitor the accounts, and to the extent possible, eliminate deficit balances. All payments made from these accounts within the Fiduciary Funds have revenue to offset the expenses with no net impact to the City's financial balance.

- Section 5 requests a \$40,000 appropriation for the Unclaimed Monies Fund. This account collects monies from unclaimed funds such as un-cashed vendor checks, un-cashed payroll checks, or un-cashed income tax refund checks. Due diligence is done to locate the check's payee, however, the City's policy states that after a City-issued check is uncashed for six months, a check is moved to the Unclaimed Monies Fund. After five years of non-activity, it is moved to the City's General Fund. The appropriation being sought will allow these unclaimed funds to be moved back to the City's General Fund.
- Section 6 requests \$39,757 in the Central Ohio Interoperable Radio System (COIRS) Fund for equipment and maintenance. COIRS and its budget is governed by the COIRS Board. The City is the fiscal agent for the Board's transactions. All COIRS expenditures have offsetting revenue and there is no fiscal impact to the City.

Initiating Department: Finance (Sections 5 and 6)

Recommendation

Staff recommends City Council approval of Ordinance 19-22, amending the Annual Appropriations for the Fiscal Year Ending December 31, 2022, at the second reading and public hearing of the Ordinance on May 23, 2022.

Exhibit A

Ord. Section Q2	Fund	Fund Description	Beginning Cash Balance as of 1/1/2022	(4)	Supplemental Appropriations Request (Q1) Ord No. 04-22	Supplemental Appropriations Request (Q2)	(1)	(1)	(2)	(2)	(3)
				Supplemental Appropriations Ord No. 03-22			Budgeted Appropriations	Encumbrances as of 1/1/2022	Budgeted Revenues	Increases/ Reduction of Budgeted Revenues Q2	Ending Cash Balance After Supplemental Appropriations as of 4/25/2022
1	232	Hotel/Motel Tax Fund	\$2,908,368	\$0	\$150,000	\$427,600	\$5,480,000	\$329,803	\$5,355,500	\$0	\$1,876,465
2	401	Capital Improvements Tax Fund	\$39,952,450	\$0	\$2,715,000	\$3,275,000	\$46,715,715	\$18,810,746	\$34,849,767	\$0	\$3,285,756
3	461	Tuller TIF	\$1,151,697	\$0	\$0	\$0	\$766,375	\$21,591	\$1,100,000	\$0	\$1,463,732
4	620	Sewer Fund	\$6,471,905	\$1,000,000	\$0	\$30,000	\$3,880,180	\$805,670	\$4,290,000	\$0	\$5,046,055
5	803	Unclaimed Monies Fund	\$126,108	\$0	\$0	\$40,000	\$20,250	\$0	\$20,250	\$0	\$86,108
6	807	COIRS Fund	\$470,525	\$0	\$0	\$39,757	\$1,368,535	\$11,725	\$1,243,360	\$26,397	\$320,265
<i>Total Supplemental Appropriations Requested</i>				<u>\$1,000,000</u>	<u>\$2,865,000</u>	<u>\$3,812,357</u>					

NOTES:

- (1) - Assumes all budgeted appropriations/encumbrances for 2022 are expended.
- (2) - Assumes all budgeted revenues for 2022 are collected.
- (3) - Estimates ending cash balance without further adjustments in expenditures or revenues for 2022.
- (4) - Deer Run Force Main and Lift Station debt approved by City Council on February 28, 2022.

EXHIBIT B – DIF

Community Events Administration Staff is requesting supplemental funds the Dublin Irish Festival. Details are below:

Sustainability Efforts

In the 2022 Operating budget, staff included \$15,000 for sustainability efforts to be determined. Staff is proposing to expand the waste sorting stations at the Irish Festival to include the whole Festival, previously it was just in the south (\$5,000). The other two initiatives, water refill stations (\$10,000) and addition of some biodiesel and solar generators (\$17,000) result in a \$17,000 total increase.

Payment fees

Credit card processing fees and fees for processing beverages, tickets and merchandise will increase due to raising additional funds. These will result in an increase of \$38,500. These costs will only increase if revenue increases.

New Fundraising Activities

Two new initiatives staff is implementing this year have caused the budget to increase but are expected to bring in additional funds that should result in at least a 125% cost recovery. In previous years DIF merchandise was handled by an outside vendor. While this did not cost us anything, we only received a percentage of the profits. This year, staff will order and sell all merchandise. The inventory is expected to cost \$35,000 but is expected to bring in at least \$43,000. In addition, staff is adding two higher-end bars dedicated to Whiskey. Irish Whiskey sales have been outpacing the liquor market for the past decade (16% growth vs. 5%.) Reports indicate this is primarily in the high-end premium and super-premium brands. These bars will be staffed by professional bartenders and will offer premium brands and cocktails. Staff had budgeted \$5,000 for professional staff but now expect it to be closer to \$10,000. In addition, the cost of buying additional product is \$16,000.

Cost Inflation

The festival and event industry has seen major price increases across the board due to staffing costs, gas prices, commodity costs and major consolidation in businesses due to two years of uncertainty in the industry. Almost without exception, Festivals across the country are raising ticket and beverage costs and/or cutting services. Staff is not recommending any cuts in services and proactively set prices in anticipation of these issues (see attached memo for Dublin Irish Festival changes.) In addition, cost increases in beverages and cups will be reflected in higher prices to the public. The total increases are shown in the attached budget breakdown and vary by industry. The total increase requested is \$216,100.

Summary

The budget increases requested for each account are listed below:

713004	Professional Services	\$ 181,100
713005	Misc. Contractual Services	\$ 28,500
721002	Operating Supplies	\$ 106,000
751003	Special Projects/Programs	\$ 12,000
	TOTAL	\$ 327,600

EXHIBIT B.1 – DIF

Events Supplemental Request Q2 2022 Detail

Account #	Project	Line Item	Budget	Requested Amt.	Difference	Reason
713004	ID	Restrooms	\$23,500	\$30,000	\$6,500	Pricing going up due to labor demand, gas prices
713004	ID	Sound, Stage, Backline for Entertainers	\$110,000	\$120,000	\$10,000	Pricing going up due to labor demand, gas prices
713004	ID	Waste Management	\$3,500	\$7,500	\$4,000	Mostly due to adding sorting center
713004	DIF	Electrician	\$100,000	\$110,000	\$10,000	Pricing going up due to labor demand, gas prices
713004	DIF	Entertainer, Musicians & Dancers	\$260,000	\$280,000	\$20,000	Costs for touring musicians higher than in previous years, gas, flights, VISAs
713004	DIF	Generators and light tower	\$32,000	\$36,000	\$4,000	Pricing going up due to labor demand, gas prices
713004	DIF	Patron Shuttles	\$58,000	\$67,100	\$9,100	Pricing going up due to labor demand, gas prices
713004	DIF	Restrooms	\$48,000	\$65,000	\$17,000	Pricing going up due to labor demand, gas prices
713004	DIF	Set Up Tables & Chairs	\$8,000	\$10,000	\$2,000	Pricing going up due to labor demand, gas prices
713004	DIF	Sound, Stage, Backline for Entertainers	\$235,000	\$275,000	\$40,000	Pricing going up due to labor demand, gas prices
713004	DIF	Tent, Table, Chair Rental	\$225,000	\$250,000	\$25,000	Pricing going up due to labor demand, gas prices
713004	DIF	Ticket Sales Processing	\$44,000	\$54,000	\$10,000	Increase in ticket prices and encouraging online sales
713004	DIF	Trailers	\$7,000	\$20,500	\$13,500	Container prices have doubled, additional trailer for whiskey storage
713004	DIF	Waste Management	\$24,000	\$29,000	\$5,000	Expanded sorting center to north grounds, part of sustainability efforts
713004	DIF	Whiskey Lounge Service	\$5,000	\$10,000	\$5,000	New high end whiskey bars, professional bartenders labor cost increased
713005	All events	Credit Card Fees	\$40,000	\$48,500	\$8,500	Increase due to increase in ticket/beverage pricing
713005	DIF	Beverage Payment System Fees	\$10,000	\$30,000	\$20,000	Increase in beverage and merchandise fees
721002	DIF	Beer	\$155,000	\$170,000	\$15,000	Pricing going up due to increase in packaging, labor and gas prices
721002	DIF	Ice	\$19,000	\$25,000	\$6,000	Pricing going up due to labor demand, gas prices
721002	DIF	Liquor	\$19,000	\$35,000	\$16,000	Added two high end whiskey tent and increase inventory to support redesign beverage locations
721002	DIF	Merchandise	\$0	\$35,000	\$35,000	Taking in-house, used to get % of profits, now 100% of profits
721002	DIF	Pop & Water	\$35,000	\$48,900	\$13,900	Pricing going up due to increase in packaging, labor and gas prices
721002	DIF	Resuable Plastic Mugs	\$10,000	\$15,600	\$5,600	Price increase due to plastic, raise price to sell
721002	DIF	Wine & Malt Beverages	\$12,500	\$24,000	\$11,500	Price increases, new items added to menu (ready to drink)
721002	All events	Trash containers	\$0	\$3,000	\$3,000	Need to add due to usage over the previous 2 years of cardboard containers
751003	All events	Sustainability Initiatives	\$15,000	\$17,000	\$2,000	biodiesel/solar generators
751003	All events	Water refill stations	\$0	\$10,000	\$10,000	Sustainability initiative - will also work on getting a grant from SWACO

\$327,600

Total Increase by Event

DIF
ID
All events

Total Increase by Event

\$283,600
\$14,000
\$21,500

Total Increase by Account

713004 Professional Services
713005 Misc. Contractual Services
721002 Operating Supplies
751003 Special Projects/Programs

\$181,100
\$28,500
\$106,000
\$12,000

EXHIBIT B.2 – DIF

Dublin Irish Festival Budgeted Expenses and Revenues

Direct Expenses	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2022 Budget	22 Revised
Uniforms		\$ 24,503	\$ 20,545	\$ 22,233	\$ 19,200	\$ 19,200
Meeting Expenses/conf	\$ 3,004	\$ 3,002	\$ 2,281	\$ 4,586	\$ 1,500	\$ 1,500
Communications/Mailings	\$ 3,897	\$ 3,556	\$ 4,171	\$ 5,080	\$ 5,200	\$ 5,200
Professional Services	\$ 1,375,573	\$ 1,372,025	\$ 1,464,773	\$ 1,528,993	\$ 1,539,417	\$ 1,700,017
Advertising	\$ 74,457	\$ 88,386	\$ 79,468	\$ 72,117	\$ 63,000	\$ 63,000
Printing	\$ 16,006	\$ 13,889	\$ 7,520	\$ 16,869	\$ 10,500	\$ 10,500
Insurance	\$ 5,642	\$ 6,016	\$ 5,823	\$ 6,970	\$ 8,000	\$ 8,000
Misc. Contractual Services			\$ 26,615	\$ 76,332	\$ 80,000	\$ 100,000
Operating & office Supplies	\$ 272,882	\$ 277,346	\$ 255,068	\$ 304,705	\$ 273,700	\$ 376,700
Special projects/promotions	\$ 8,690	\$ 27,129	\$ 27,148	\$ 6,575	\$ 24,750	\$ 24,750
Promotional Programs	\$ 11,835	\$ 14,483	\$ 11,782	\$ 12,108	\$ 9,800	\$ 9,800
DIF Volunteer Services	\$ 25,686	\$ 5,759	\$ 15,440	\$ 14,230	\$ 22,600	\$ 22,600
Expenses Total	\$ 1,800,604	\$ 1,921,877	\$ 1,888,534	\$ 2,095,838	\$ 2,057,667	\$ 2,341,267
% increase	2%	7%	-2%	11%	-2%	

Revenue	2016 Actual	2017 Actual	2018 Actual	2020 Actual	22 Projected	22 Revised
Fixed						
Sponsorship	\$ 296,473	\$ 330,000	\$ 287,000	\$ 332,500	\$ 300,000	\$ 285,000
Food Vendors	\$ 100,226	\$ 112,331	\$ 110,832	\$ 111,000	\$ 115,000	\$ 175,000
Marketplace Vendors	\$ 84,806	\$ 83,223	\$ 89,225	\$ 82,215	\$ 87,000	\$ 75,000
Misc. Vendors	\$ 4,358	\$ 5,930	\$ 2,790	\$ 2,755	\$ 3,000	\$ 3,000
Emerald Club	\$ 45,000	\$ 25,300	\$ 27,180	\$ 29,950	\$ 50,000	\$ 50,000
VIP Celtic Rock	\$ 30,800	\$ 29,400	\$ 22,000	\$ 30,000	\$ 42,000	\$ 44,000
Dub Club Membership	\$ 18,191	\$ 22,370	\$ 19,400	\$ 13,800	\$ 28,500	\$ 28,500
Advance ticket sales	\$ 99,499	\$ 183,212	\$ 191,038	\$ 191,065	\$ 625,000	\$ 625,000
Golf Outing					\$ 15,000	\$ 15,000
Token presales	\$ 12,584	\$ 19,944	\$ 28,924	\$ 38,162	\$ -	\$ -
We Folk Pre-sales					\$ 10,000	\$ 30,000
Beverage Tasting pre-sales			\$ 11,586	\$ 13,412	\$ 14,000	\$ 14,000
Fixed Total	\$ 703,275	\$ 838,210	\$ 795,675	\$ 853,609	\$ 1,300,500	\$ 1,344,500
Weather Dependent						
Ticket Sales	\$ 438,284	\$ 501,904	\$ 435,936	\$ 436,752	\$ 200,000	\$ 200,000
Merchandise	\$ 6,581	\$ 5,050	\$ 5,974	\$ 4,953	\$ 10,000	\$ 43,000
Wee Folks Area	\$ 34,711	\$ 56,763	\$ 32,200	\$ 39,000	\$ 30,000	\$ 26,000
ATM & grease fees	\$ 3,946	\$ 4,357	\$ 3,582	\$ 3,770	\$ 3,500	\$ 3,500
5K/ 4-Miler	\$ 5,029	\$ 3,768	\$ 4,758	\$ 5,638	\$ 5,000	\$ 5,000
Vendor pop & ice	\$ 7,248	\$ 4,962	\$ 3,928	\$ 8,022	\$ 7,000	\$ 7,000
Beverage Tasting	\$ 17,464	\$ 18,886	\$ 4,862	\$ 6,052	\$ 7,500	\$ 7,500
Alcohol/pop Sales	\$ 813,594	\$ 817,914	\$ 854,706	\$ 883,355	\$ 1,055,000	\$ 1,055,000
Weather Dependent Total	\$ 1,326,857	\$ 1,413,604	\$ 1,345,946	\$ 1,387,542	\$ 1,318,000	\$ 1,347,000
Revenue Total	\$ 2,030,131	\$ 2,257,798	\$ 2,154,678	\$ 2,241,151	\$ 2,618,500	\$ 2,691,500
% increase	-8%	11%	-5%	4%	17%	

Direct Cost Recovery	113%	117%	114%	107%	127%	115%
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Staffing costs	\$ 202,163	\$ 259,215	\$ 278,523	\$ 253,929	\$ 250,000	\$ 250,000
Net Direct Cost to City	\$ (27,364)	\$ (76,706)	\$ 12,379	\$ 108,616	\$ (310,833)	\$ (100,233)
Cost recovery after staffing	101%	104%	99%	95%	113%	104%

EXHIBIT B.3 – DIF



Office of the City Manager
5555 Perimeter Drive • Dublin, OH 43017
Phone: 614.410.4400 • Fax: 614.410.4490

Memo

To: Members of Dublin City Council
From: Dana McDaniel, City Manager
Date: January 11, 2022
Initiated By: Alison LeRoy, Community Events Director
Re: 2022 Dublin Irish Festival Changes

Background

Over the past few years, staff has reviewed many of the procedures, pricing and policies of the Dublin Irish Festival and made necessary changes related to the COVID pandemic. This year, there will be several new changes at the Festival's 35th Anniversary in order to streamline operations and maximize cost recovery while continuing to provide the best experience for guests.

Staff has been monitoring the recent rise in costs of event services and goods, which has been significantly higher than the general inflation rate. As such, staff is recommending price increases in some areas, which should raise nearly \$350,000 additional revenues over 2019 to help offset these higher costs. As a result, staff is anticipating the need for a request for a supplemental appropriation in the second quarter of this fiscal year once these cost increases are better known.

Beverage Sales

Staff was able to successfully test the new point of sale devices (Square) at beverage locations in 2021 and based on the test results, it has been determined the use of beverage tokens are no longer necessary and will be discontinued in 2022. Guests will be able to exchange tokens prior to the Festival at the Dublin Community Recreation Center (DCRC) and on site at the Festival for a beverage payment card. Beverage payment cards will be accepted at all beverage locations throughout the festival grounds.

Eliminating tokens will subject guests to only one line, rather than two lines for beverages, and will allow for a pricing structure that is not limited to only \$2 increments with this new system. Additionally, the larger central bars will require a reduced number of staff and it is anticipated that a greater cost recovery will be realized. Due to the volatility of product costs, pricing will be set at a later date as we get closer to the days of the Festival.

Sustainability

A new sustainability action plan, to limit the Festival's environmental impact is under development. Implementation of biodiesel, solar power options and expansion of composting operations are expected in 2022. Funds added to the 2022 Operating Budget were tentative as actual costs remain unknown. Staff may come forward with an additional supplemental request if additional funds are needed.

Tickets

Staff completed a market analysis ensuring new prices are consistent with other local festivals, fairs, and entertainment venues. As a result of this analysis, a new ticket pricing structure will be put in place.

In previous years, advance ticket sales were discounted up until the day of the Festival. This year, online ticket price will remain discounted during the festival weekend to encourage off-site sales,

reduce the need for the number and size of on-site ticket sale locations, limit the amount of cash handling, limit staffing needs, and limit costly equipment rentals.

Below are the changes for this year's ticket pricing:

Pre-festival/Online Ticket Prices	'14-'19	2022
One Day	\$10	\$15
Weekend Pass	\$25	\$35

On-site Ticket Prices	'17-'19	2022
One Day	\$15	\$20
Senior (60+), Military and Student	\$13	\$15

Should overall attendance remain consistent with the 2019 Festival, these changes should generate an additional \$143,000 in revenue. This takes into account that there was \$21,604 raised in 2020 for advanced ticket sales from guests who chose not to get a refund due to the cancellation of the Festival. These funds will be reflected in 2022 revenues.

As with previous years, all Festival volunteers will continue to receive a complimentary ticket. Sunday admission is still free to the public until 11 a.m. with a donation to the Food Pantry. Tickets will go on sale in March.

VIP Clubs

Memberships to the Dublin Irish Festival's VIP Clubs is an important opportunity to add a level of hospitality for the Festival's sponsors and special guests, and membership sales add a source of revenue for the event of more than \$100,000. A financial review and situational analysis of previous festivals shows the cost recovery for the three VIP areas has been lower than their potential. Following are changes that will go into effect in 2022 to provide additional opportunities and options for patron sales for club access along with relevant increases in fees associated with demand:

Emerald Club tickets will no longer include alcoholic beverages but meals and water and soda will still be complimentary.

	2019	2022 Proposed
2 Weekend Memberships	\$550	N/A
Friday		\$150
Saturday		\$150
Sunday		\$150
Weekend		\$400

The demand for **Dub Club** tickets continues to rise and the price being charged has only marginally recovered the costs for the area.

	2019	2022 Proposed
Friday	\$65	\$100
Saturday	\$85	\$100
Sunday	\$65	\$85
Weekend	N/A	\$250

The **Celtic Rock Club** has previously been suite-style seating for 20, 30, or 40 guests per day. By changing the six suites as an option to offering open elevated seating for a daily admission, it will expand the opportunities for additional sales and revenue.

	2019	2022 Proposed
Group sales	\$1000 - \$2400	N/A
<u>Single Tickets</u>		
Friday		\$100
Saturday		\$100
Sunday		\$85
Weekend		\$250

Based on historical data, these changes have the potential to increase revenues by at least \$17,000, will streamline the sales process, and lower staffing costs. Tickets will go on sale in March.

Ceremonial Events

This year a 35th Dublin Irish Festival Anniversary Celebration Breakfast will held on Saturday morning, August 6, at 10 a.m. in the Emerald Club. This event replaces the Honorary Chair Reception typically held Friday evening. The Irish Parade will still be held and will kick-off the Festival on Friday, August 5 at 4 p.m.

The Honorary Chair Reception will move to the week of July 25 with the date, time, and location to be announced in the coming months.

Merchandise

For nearly 20 years, the Festival has relied on an outside company to produce and sell souvenir Festival merchandise. This partnership reduced revenues, but did not require staff time, inventory management, or on-site sales. Staff is unable to secure another vendor interested in this arrangement for 2022. As a result, staff will be handling merchandise purchasing and sales in-house. Staff is still determining the final cost for purchasing the merchandise. Based on the final cost of merchandise, staff may return to City Council for a supplemental funding request. Cost for merchandise will be recovered through product sales.

35th Anniversary Dublin Irish Festival Community Project

The Dublin Food Pantry is the Dublin Irish Festival's designated charitable organization. Sunday services, gate and 5K contributions have provided cash donations each year. In 2022, ticket buyers will have the opportunity to donate online at the time of purchase. Staff will work with the Festival's current sponsors to propose a corporate match up to \$35,000. Gate collection of food items will continue on Sunday.

Downtown Dublin Involvement

The Dublin Irish Days event in 2021 brought the spirit of the Festival to Downtown Dublin. Much of this effort was made to decrease crowding in Coffman Park. With the full event returning to Coffman Park in 2022, staff will work with our partners in Downtown Dublin to bring some of that fun Downtown in the weeks and days leading up to the Festival, but we will not have vendors or entertainment stages downtown during the Festival weekend. These will all return to Coffman Park.

Recommendation

Information only.

RECORD OF ORDINANCES

Ordinance No. 19-22

Passed _____, 20____

AN ORDINANCE AMENDING THE ANNUAL APPROPRIATIONS ORDINANCE FOR THE FISCAL YEAR ENDING DECEMBER 31, 2022

WHEREAS, the Ohio Revised Code requires, when necessary, amendments to the annual appropriations ordinance be made in order that appropriations are not over expended; and

WHEREAS, it is necessary to amend the annual appropriations ordinance to provide funding in certain budget accounts; and

WHEREAS, at the beginning of each year, it is necessary to appropriate unencumbered balances in various funds to authorize those funds for debt payments, project-related expenditures and other miscellaneous expenses; and

WHEREAS, if any funding is appropriated herein to provide for transfers or advances for debt service, the debt transfer is also authorized as a part of this ordinance.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Dublin, State of Ohio, _____ of the elected members concurring, that:

Section 1. There shall be funding appropriated from the unappropriated balance in the Hotel/Motel Tax Fund to cover increased costs associated with the Independence Day celebration and the Dublin Irish Festival in the amounts allocated as follows:

23240450-713004	Other Professional Services	\$	281,100
23240450-713005	Miscellaneous Contractual Services	\$	28,500
23240450-721002	Operating Supplies	\$	106,000
23240450-751003	Special Projects/Programs	\$	12,000

Section 2. There shall be funding appropriated in the unappropriated balances of the Capital Improvements Tax Fund in the amounts allocated as follows:

Engineering

(South High Street Utility Burial, Phase 1 – ET203)

40180320-735006	Street Maintenance	\$	2,320,000
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Engineering

(US33 / SR161 / Post Road Interchange – ET003)

40180320-735006	Street Maintenance	\$	500,000
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Parks & Recreation

(South High Streetscape – GR201)

40180430-735005	Parks	\$	55,000
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Parks & Recreation

(Coffman Park WiFi/Lighting Replacement – GR992)

40180430-735005	Parks	\$	400,000
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Section 3. There shall be funding appropriated in the unappropriated balance of the Tuller TIF Fund the amount of \$30,000 allocated to account 46180320-713004 for professional service costs for the Tuller Road to Emerald Parkway Bridge Study (ET158).

Section 4. There shall be appropriated in the unappropriated balance of the Sewer Fund the amount of \$30,000 to be allocated to account 62030320-713005 for a sewerage backwater valve installation project to negate residential sewage back-ups.

Section 5. There shall be appropriated in the unappropriated balance of the Unclaimed Monies Fund in the amounts allocated as follows:

Unclaimed Funds

RECORD OF ORDINANCES

Ordinance No. 19-22 Passed Page 2, 20

80310210-755002	Refunds - General Unclaimed	\$	2,500
80310210-755003	Refunds – Unclaimed Payroll	\$	1,500
80310210-755004	Refunds – Unclaimed Income Tax	\$	36,000

Section 6. There shall be appropriated in the unappropriated balance of the COIRS Fund the in the amounts allocated as follows:

80710210-724003	Equipment Maintenance	\$	11,063
80710210-731000	Furniture/Equipment	\$	28,694

Section 7. This ordinance shall take effect and be in force in accordance with Section 4.04(a) of the Dublin Revised Charter.

Passed this _____ day of _____, 2022.

Mayor – Presiding Officer

ATTEST:

Clerk of Council