

CITY OF MANSFIELD

1200 E. Broad St. Mansfield, TX 76063 mansfieldtexas.gov

Meeting Agenda

City Council

Monday, August 2, 2021 8:00 AM Council Chambers

SPECIAL MEETING

- 1. 8:00 A.M. CALL MEETING TO ORDER
- 2. INVOCATION
- 3. PLEDGE OF ALLEGIANCE
- 4. <u>TEXAS PLEDGE</u>

"Honor the Texas Flag; I Pledge Allegiance to Thee, Texas, One State Under God; One and Indivisible"

5. <u>CITIZEN COMMENTS</u>

Citizens wishing to address the Council on non-public hearing agenda items and items not on the agenda may do so at this time. Due to regulations of the Texas Open Meetings Act, please do not expect a response from the Council as they are not able to do so. THIS WILL BE YOUR ONLY OPPORTUNITY TO SPEAK. All comments are limited to five (5) minutes.

In order to be recognized during the "Citizen Comments" please complete a blue card located at the entrance of the Council Chambers. Please present the card to the Assistant City Secretary prior to the start of the meeting.

6. COUNCIL ANNOUNCEMENTS

7. STAFF COMMENTS

In addition to matters specifically listed below, Staff comments may include updates on ongoing or proposed projects and address of posted agenda items.

A. City Manager Report or Authorized Representative

Current/Future Agenda Items

8. NEW BUSINESS

<u>21-4197</u> Discussion and Possible Action Considering the Approval of a Community Activation Grant Application made by Coffey Anderson to be funded

through the Community Activation Grant Program or the Hotel/Motel Occupancy Tax Fund

Presenters: Nicolette Allen

Attachments: Community Activation Grant Program Coffey Anderson Application

Community Activation Grant Application Supplemental Information

Coffey Anderson Freedom Fest Final Budget 2021

21-4200 Request for Special Event Permit: Coffey Anderson's Freedom Fest 2021

Presenters: Jason Alexander

<u>Attachments:</u> Coffey Anderson's Freedom Fest 2021

9. ADJOURN

CERTIFICATION

THIS IS TO CERTIFY THAT A COPY OF THE NOTICE OF the August 2, 2021 Special City Council Agenda was posted on the City Hall bulletin board, a place convenient and readily accessible to the general public at all times, and to the City's website, mansfieldtexas.gov, on Thursday, July 29, 2021 prior to 5:00 p.m., in compliance with Chapter 551, Texas Government Code.

Susana Marin, City Secreta	ry	
Approved as to form:		
City Attorney		
DATE OF POSTING:	TIME:	am/pm
DATE TAKEN DOWN:	TIME:	am/pm

This facility is ADA compliant. If you plan to attend this public meeting and have a disability that requires special arrangements, please call (817) 473-0211 at least 48 hours in advance. Reasonable accommodation will be made to assist your needs. PLEASE SILENCE ALL PAGERS, CELL PHONES & OTHER ELECTRONIC EQUIPMENT WHILE THE CITY COUNCIL MEETING IS IN SESSION.



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STAFF REPORT

File Number: 21-4197

Agenda Date: 8/2/2021 Version: 1 Status: New Business

In Control: City Council File Type: Discussion Item

Agenda Number:

Title

Discussion and Possible Action Considering the Approval of a Community Activation Grant Application made by Coffey Anderson to be funded through the Community Activation Grant Program or the Hotel/Motel Occupancy Tax Fund

Requested Action

To consider the approval or denial of a Community Activation Grant Application and if approved, determine the amount of funding to be awarded.

Recommendation

Defer to City Council.

Description/History

On May 24, 2021 the City of Mansfield passed a resolution creating the Community Activation Grant Program designed to subsidize the fees associated with producing special events, live entertainment production, promotion of local artists, and other community activation efforts.

Justification

N/A

Funding Source

Grant may be funded from the General Fund or Hotel Occupancy Tax Fund; to be determined by City Council.

Prepared By

Nicolette Allen Historic Downtown Mansfield Coordinator 817-276-4264



HISTORIC DOWNTOWN MANSFIELD COMMUNITY ACTIVATION GRANT APPLICATION

The Historic Downtown Mansfield Community Activation Grant Program is designed to help subsidize the fees associated with producing special events, live entertainment production through AV/sound equipment upgrades, programs that promote local artists, and other community activation efforts within the Historic Downtown Mansfield area. The applications are submitted to the Historic Downtown Coordinator, and upon qualification of eligibility requirements applications will go to City Council for approval. Please contact staff if you have any questions about eligibility or documentation.

Submit Applications to:

Mansfield City Hall

Attn: Nicolette Allen Office: 817-276-4264

1200 East Broad St. Email: historicdowntown@mansfieldtexas.gov

Mansfield, Texas 76063

Date of Application	06/24/2021	
Business/Organization Name	Coffey Global, LLC	
Applicant's Name	Coffey Anderson	
Address	3960 Pine Leaf Ln. Prosper TX 75078	
Phone Number	818-817-1093	
Email	info@coffeyanderson.com	
Website	www.coffeyanderson.com	
Tell us about your event (use a separate page if additional space is needed.)		
What specific event or activity is being promoted or marketed?	Family Music & Art Festival Coffey Anderson's Patriotic Salute 20th Anniversary of 911 Remembering and Celebrating it's Heroes	

How will your event help promote community activation in Historic Downtown Mansfield?	This event will highlight and promote the Historic Downtown Mansfield. This event draw our community as well as surrounding communities to our downtown area.
Total amount of funds requested to promote this event or activity	158,000
Date(s), Time, Location of Event	Sept. 10th & 11th 2021 Friday Sept 10th Springhill Suites, VIP Event 7pm-9pm Saturday Sept 11th Downtown Mansfield(main st) 11am-9pm
Total Number of Days of the Event	day(s)
	Consecutive? ☐ Yes ☐ No
Has the Organization/Applicant applied for fund for this event before?	□ Yes ■ No
Is this a one time only event or a recurring event?	□ Singular
Is one of the goals of this event to raise funds for charity/scholarship?	■ Yes □ No
	If so, what percentage of funds raised will be donated or given away? 10%
Choose the category(ies) that applies to your event or activity:	 Music festivals Concerts Parades Expos Art shows or events Food festivals and events

	 □ Holiday events □ Community education events □ Rodeos □ Car Shows □ Other: 			
Projected Attendance	10,000-15,000			
Previous Year's Attendance (put N/A if not applicable)	N/A			
Describe your attendance goals for this event and identify steps used to achieve these goals.	Our goal is 15,000 in attendance.			
Registration/Entrance fee per visitor (if any)	None			
	FUNDING AND MARKETING The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to promote your event to residents and visitors.			
Describe your budget . Please provide a budget list that includes any current expenditures as well as all projected event costs (rentals, entertainment, traffic control, safety, marketing, etc.).				
Item/Description		\$ Amount		
See Attached Budget				
(use a separate page if additional space is needed)				
	t budget attached to the application?			
□ Yes	□ No □ No	t Applicable		
Applicants are expected to obtain at least 50% of the expected costs.				

Total costs for period of use	\$
Funding requested from Council	\$
Confirmed funds from other sources	\$

Describe your **marketing plan**. Please provide a detailed list of the media used, amount spent, type of product used (brochure, website, print ads, etc). Be prepared to identify the promotional opportunities which will create publicity for the Historic Downtown Mansfield area.

Media/Product Type	Site/Location	Target Audience	\$ Amount	Will the Downtown Program be included in this promo?
I.e. 3,000 brochures	Bicycle shops in DFW	Cycling pros	\$2,000	0
Billboards				0
Mail Outs				
Social Media				0
Website				0

(use a separate page if additional space is needed)

Total advertising/promotion budget for the specific activity/event for which you are applying: 15,000

What is your organization's direct contribution to the activity/event budget?

What other sources of funding are being used for this activity/event? Sponsorships, Vendors, Beer Sales, T-shirt sales

Describe your **financial goals** for this event and identify steps used to achieve these goals:

What impact will funds from the Community Activation Grant Program have on the viability of this event:

The Community Activation Grant will give us the needed funding to get this event started and be successful for future events.

Recipients for community events/activities are required to offer in-kind event participation and other contributions of goods, services, or programs that will benefit the Historic Downtown Program and support its mission to provide for unique opportunities for business promotion and experiences for visitors and residents to support the community as a whole. Examples of such contributions may include: free vendor booth/table space at the event, VIP seating, event tickets, etc.

Describe the **in-kind event participation opportunity** you will provide.

Item	Quantity	Cost Equivalent
I.e. 10x10 booth space at event	1	\$50

SPECIAL NOTE: Grants from the Historic Downtown Mansfield Community Activation Grant Program must be used only for applicable reimbursements related to community activities. Expenditure of funds for unauthorized reimbursements will impact funding decisions and an applicant's future funding eligibility.

Applicants agree that they are responsible for ensuring that they comply with all licenses, health and safety considerations, planning regulations, insurance, rents, rates, and other operational requirements. If the applicant will be hosting vendors or selling merchandise on-site, they agree to utilize a Sales Tax I.D. Certificate within the City of Mansfield Zip Code 76063 sales boundary.

Applicants agree to indemnify and hold harmless the City of Mansfield/Historic Downtown Mansfield staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Mansfield pursuant to this contract.

If approved, an offer will be made to the applicant in writing. Funding will be subject to a formal agreement to be signed by both parties. This will include the requirement for robust account-keeping

and monitoring of the impact on the business. Applicants should retain evidence of costs/expenses incurred in the form of receipts.

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications. If you have any questions regarding any aspect of the Historic Downtown Mansfield Community Activation Grant Program, call 817-276-4264.

APPLICANT

Coffey Global LLC

O6/28/2021

Organization Name

Date

Coffey Anderson

Signature of Authorized Representative

Printed Name of Authorized Representative

Application Attachments

In addition to this completed and signed application, include the following attachments when you submit your grant request:

- ☐ Itemized budget for proposed project
- ☐ Letter from the property owner providing approval for the proposed project
- □ Any other information deemed necessary by City of Mansfield staff in order to fully understand the project

Please note, any modifications or alterations to the proposed project(s) must be submitted in writing to the City of Mansfield, and is subject to approval by the Mansfield City Council.

Helpful Guidance

Regarding the **marketing plan**, if your project is selected, Historic Downtown Mansfield may require to be listed as an EVENT SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

- 1. Include the line "This project was made possible, in part, by a grant from Historic Downtown Mansfield" in press releases and other literature.
- 2. All use of official logos shall be submitted in writing to Historic Downtown Mansfield.
- 3. Promotional pieces submitted to media outlets should be submitted simultaneously to Historic Downtown Mansfield. Historic Downtown Mansfield may be reached at 817-276-4264.
- 4. Each promotional piece must have a telephone number that can be called for more information.
- 5. Provide a website address for those seeking information.
- 6. Follow other/additional requirements as put forth in the award notification letter.

<u>Supplemental Information - Coffey Anderson CAG Application</u>

1. Please provide TABC and/or other permit fees.

TABC permit fee is \$250.00. Tarrant county permit fees will be increasing on August 1st.

2. Photographer/videographer: please provide information regarding their responsibility at the event.

Photographer and Videographer is for the event. We want to be able to document the event for future marketing as this is intended to be an annual event.

3. We will need you to provide a marketing plan in greater detail. Please do not forget that grant recipients are required to promote the Historic Downtown Mansfield program in all of your promotional activities.

The Freedom Fest Administration will be promoting the Downtown Historic Mansfield Area heavily. This will include but not limited to: Magazine Ads, Billboard Ads along I-35 headed towards Austin, Coffey Anderson will be providing Social Media commercials for each sponsor of the event for them to use on their social media platforms, Posters will be placed in businesses within a 20 mile radius (Burleson, Midlothian, Grand Prairie, Arlington, Venus, Rendon, Fort Worth, etc., We will be reaching out to our local newspapers, podcast etc. We will be working with our local downtown businesses and associations and helping to promote them alongside the event.

Marketing timeline:

- 1. Pre-event- Pre-event Page, Social Media Advertisements, Blog Post and Partner outreach.
- 2. Event Launch Launch email Campaign, Press releases, blog and social media, Partnerships.
- 3. Day-to-day- Regular emails, social media and blogging, leadership and guest post, Paid Promotions
- 4. Last Call- Final Email Blast, Social Media and Blogging. Attendee referrals, Text blast, and INFLUENCER OUTREACH.
- 4. The City Council may or may not require your group to match a certain percentage of the overall budget to grant funds. Please include any information whether it's funding, in-kind materials, etc that your group is contributing to hosting this event.

Coffey Anderson will be giving his time to create facebook commercials for the businesses/individuals that choose to help sponsor the event and we are working to get as many sponsors as possible. As of this time, we have acquired sponsors in the amount of \$30,500.

5. Describe your financial goals for this event and identify steps used to achieve these goals.

We are asking for help to allow this festival to be successful and help kick off our 1st year. Our administration will be working hard to acquire local businesses/individuals to help sponsor this event in hopes that next year we will not need as much help as this year. Klein Tools has graciously agreed to be our title sponsor for 2021 as well as a few others we have already acquired (this is huge for our downtown area). We aspire for this event to be a yearly event that surpasses the attendance of our wonderful Pickle Parade.

6. Describe the in-kind contribution opportunities you will provide to Historic Downtown Mansfield.

We would give 20 VIP tickets to raffle and 20 t-shirts (value \$2,400) In addition to the VIP tickets we will place the Historic Downtown logo on ALL printed material. (Value \$5,000)

8. Please outline your fundraising strategy(ies) for this event.

Our fundraising will come from Sponsorships, Vendor Booths, Food Vendors and beer sales.

We are working diligently to acquire sponsorships for our event.

- 1. Title Sponsor 25,000 Klein Tools
- 2. 10, 000 level
- 3. 5,000 level
- 4. 2, 500 level

Fundraising

Vendor Booths \$250 (48)

Food Vendor \$350 (15)

T-Shirt Sells at the event Beer/wine Sells at the event

9. Please explain what the line item for Equipment \$19,000 includes.

Equipment cost: Generators/lighting for attendees/Cooler for Ice, etc.

10. Did the police provide you with a security plan, and will there be any associated costs for security?

Applicant met with police department to create a security plan. There are going to be approximately 50 officers on roofs and ground. Police explained the barricades and where officers will be stationed in regards to that. No cost was mentioned to the Applicant.

11. On your budget you have revenue from t-shirts listed as \$79,000. Was this supposed to be \$7,900?

Yes, that is a mistake. \$7,900 is the amount.

12. Beer/Wine: Are you selling drinks at alcohol tents that you will manage? Or will you be hiring mobile drink vendors (like food trucks but for alcohol)?

We are selling beer/wine and Coffey Global is taking care of this, we did not include an expense or income, but can provide the information if it is needed.

Permission from Private Property Owners:

- Teixera Property Management LLC, 202 N. Main St, 205 Smith St.
- Keziah Farrar/Rock Sheep Property Management, 105 E. Oak St., 139 N. Main St.
- Jalisco's, 102 W. Oak St.

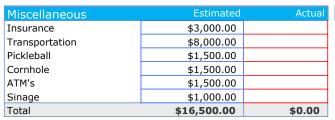
Coffey Anderson's Patriotic Salute

Event Budget for *Event Name*: EXPENSES

Site	Estimated	Actual
Barricades	\$8,500.00	
Site staff	\$5,000.00	
Equipment	\$19,000.00	
Porta Potties	\$2,300.00	
Tent Rental	\$13,137.00	
Tables and chairs	\$0.00	
Total	\$47,937.00	\$0.00

Kid Zone	Estimated	Actual
Bounce House	\$3,000.00	\$0.00
Supplies	\$800.00	
Ballon Twister	\$800.00	
Balloons		
Paper supplies		
Total	\$4,600.00	\$0.00

Publicity	Estimated	Actual
Graphics work	\$2,500.00	\$0.00
Billboards	\$5,000.00	
Photocopying/Printing	\$2,500.00	
Social Media	\$5,000.00	
Total	\$15,000.00	\$0.00

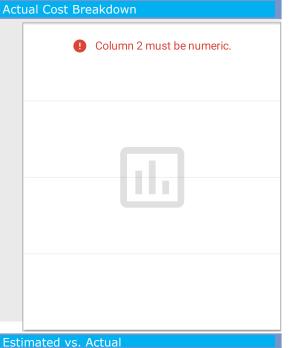


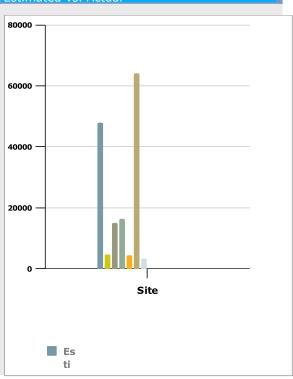
VIP Event	Estimated	Actual
Food	\$1,000.00	
Drinks	\$1,000.00	
VIP Room Hotel	\$1,500.00	
Hotel Rooms	\$1,000.00	
Total	\$4,500.00	\$0.00

Program	Estimated	Actual
Performers	\$40,000.00	
Stage	\$19,000.00	
Photography	\$2,500.00	
Video	\$2,500.00	
Other		
Total	\$64,000.00	\$0.00

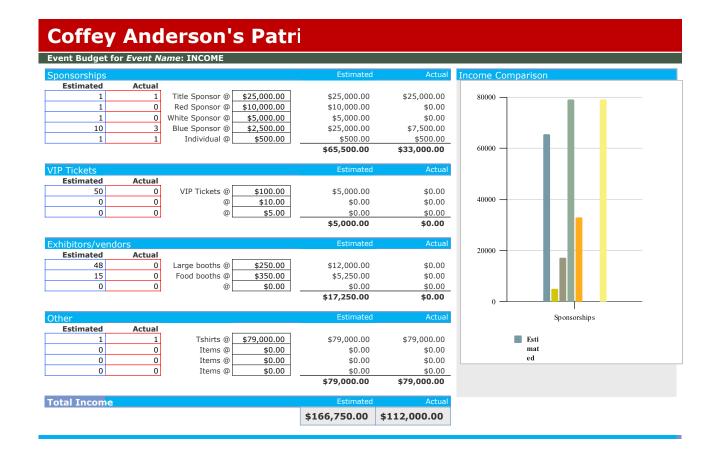
Prizes	Estimated	Actual
Ribbons/Plaques/Trophies	\$1,500.00	\$0.00
T-shirts	\$2,000.00	
Total	\$3,500.00	\$0.00

Total Expenses	Estimated	Actual	
	\$156,037.00	\$0.00	





Made in Microsoft Office - Excel 2007



Coffey Anderson's Patriotic Salute Event Budget for Event Name: PROFIT/LOSS SUMMARY

	Estimated	Actual	Profit vs. Los	SS	SS S
Total income Total expenses Total profit (or loss)	\$166,750.00 \$156,037.00	\$112,000.00 \$0.00	200000 — 150000 —		
	\$10,713.00	\$112,000.00	100000 — 50000 —		
			0 —		Estimated



CITY OF MANSFIELD

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STAFF REPORT

File Number: 21-4200

Agenda Date: 8/2/2021 Version: 1 Status: New Business

In Control: City Council File Type: Special Event

Agenda Number:

Title

Request for Special Event Permit: Coffey Anderson's Freedom Fest 2021

Requested Action

Approval of the Special Event Permit for Coffey Anderson's Freedom Fest 2021

Recommendation

Staff has reviewed the application and recommends approval with the following comment:

Police Department:

Lt. Graves will be the incident commander for this event.

Fire Department:

All food truck are required to be inspected by the Mansfield Fire Marshal's office and the Tarrant County Health Department.

Environmental Department:

- 1) Adequate waste receptacles must be present to contain litter and food waste.
- 2) The event area shall be policed immediately after the event to collect any errant litter.
- 3) No surfaces discharges are permitted from the food vendors, to include hot bath water.

Parks and Recreation Department:

- 1) In order to utilize the parking lot of the Heritage Baptist Church for public event parking, applicant must obtain written permission from the appropriate representative from Heritage Baptist Church before the permit can be approved.
- 2) Approval does not include staffing or amenity support (i.e. trash cans) from the Parks and Recreation Department.

Public Works/Transportation Department:

Event planner has agreed to provide all required traffic control and "No Parking" signage.

Description/History

Freedom Fest 2021 will be held on September 11, 2021 between 12:00 and 9:00pm in the Historic Downtown Mansfield. This event is sponsored by Klein Tools. This event is to honor our country and first responders on the 20th anniversary of 9/11. This event will include vendors, food trucks, a kid zone, corn hole tournament, pickle ball tournament and will end with a concert by Coffey Anderson.

Justification

File Number: 21-4200

N/A

Funding Source

N/A

Prepared By

Shirley Emerson, Planner, Planning Department 817-276-4259



Special Event Application

Special Event App				
Organization/Group: Coffey Global LLC	Date: 06/18/0221			
Applicant: Coffey Anderson				
Applicant's Address: 3960 Pine Leaf Lane, Prosper Tx 75078	Phone No. 818-817-1093			
Will be called or emailed for more information needed and/or when the permit is ready for pick-up	Email: Info@coffeyanderson.com			
Address of Event: 100-700 Block of N Main Street				
Description & Activities: Music Festival, Live Stage, Arts and Crafts, Kids Zone, Bound	ce House, Vendors (Food & Drink)			
Date of Event: Sept. 11, 2021	Hours of Event: Sat. 10am-10pm			
Public Invited or Private Party? YES	Estimated Number of Attendees 10,000-15,000			
s the event in a Mansfield Park? NO	*If yes, Insurance is required			
Do you plan to Temporarily Close a Public Street? Yes	*If yes, Insurance is required			
Is the event on Private Property other than your own? Yes	*If yes, signed permission is required			
Will there be any new or temporary electric lines installed? *If yes, a registered Electrician must obtain a permit. Indicate the line loc Will you be using generators?Yes	ations on the site plan. *If yes, show location on the site plan			
Will you be using generators: 163				
Do you plan to have any Tents? No	*If yes, a separate permit is required.			
Do you plan to have any pop-up canopies? Yes				
Do you plan to have any Promotional Signs? Yes (banners, streamers, balloons)	*If yes, a separate permit is required			
City of Mansfield Assistance Requested: Yes				
Barricades/ Street Closure? Yes	*If yes, show on site plan where you want that have barricades. A resident roster must be submitted for a block party.			
Police/Traffic Control/Security? Yes	*If yes, attach an explanation and the name of the person you are working with			
Please Read and Include the Following Information For all outdoor activities, a site plan must be attached. On show where all items will be located on the site plan. If Insurance is required, the City of Mansfield must be listed and the same time. Pleas before the date of your event. Applicant's Printed Name:	ted as "Additional Insured".			
Coffey Anderson	4			

