

March 1, 2005

To: John Szerlag, City Manager

From: John M. Lamerato, Assistant City Manager/Finance
 Brian Murphy, Assistant City Manager/Services
 Carol K. Anderson, Parks and Recreation Director

Subject: Agenda Item: 2005 Magic of Fall/Troy Daze Festival Schedule/Fees

Recommendation

Staff recommends City Council approve the requests of the Troy Daze Advisory Committee for the 2005 Magic of Fall/Troy Daze Festival schedule and fees.

Background

Attached please find correspondence from Bob Berk, Troy Daze Chairman and Jim Cyrulewski, Festival Committee Chairman outlining details of the festival to be held September 15 - 18, 2005. The Troy Daze Advisory Committee is in the planning process for the 2005 Troy Daze festival.

Fees

Each year the Troy Daze Advisory Committee evaluates the fees for the festival and makes adjustments based on expenses. For 2005, the committee recommends increasing fees in the following categories:

Parking

| | |
|-----------------------|--|
| Booths | Food Vendor, Business in/outside tent, Community Group in/outside tent |
| 5k race | Early and late registration |
| Magic Cauldron | Game tickets |

Details regarding the increases are included in the attached memo.

Schedule

The attached schedule shows no changes for the 2005 festival. However, the committee is considering some reductions due to budget constraints.

Budget/Operating Revenues and Expenditures

The projected year-end operating budget for Troy Daze:

| | |
|--------------|------------|
| Revenues | \$ 162,620 |
| Expenditures | 175,585 |

The proposed 2005-2006 operating budget:

| | |
|--------------|------------|
| Revenues | \$ 157,100 |
| Expenditures | 175,675 |

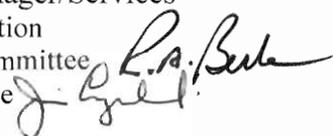
In 2004, the City contributed approximately \$68,000 to the festival. The 2005 budget will reflect no more than \$51,000 cost to the City. The 2004-05 projected year end budget does not include police, fire and community affairs wages and benefits, or banner costs estimated at \$35,000. The proposed budget for 05-06 includes wages for these departments but not benefits estimated at \$6500. The revenues include the \$10,000 cash contribution the City makes to the budget.

As you can see, the committee has made considerable decreases to budget expenses. It is anticipated that with the decrease in expenses and the proposed fee increases the festival will continue its history of fall magic in Troy.

Date: February 14, 2005

To: John Szerlag, City Manager

From: Brian Murphy, Assistant City Manager/Services
Carol Anderson, Director of Parks and Recreation
Bob Berk, Chairman, Troy Daze Advisory Committee
Jim Cyrulewski, Chairman, Festival Committee



Subject: **Fees Recommendation**

The Troy Daze Advisory Committee has spent the last two (2) months reviewing and evaluating each activity of the Magic of Fall / Troy Daze Festival as it exists. Input has been received from people who were chairpersons on the 2004 Festival Committee. The committee recommends that the 2005 fees should be set at the following (revisions shown in bold):

| <u>Category</u> | <u>2004 Fees</u> | <u>Proposed 2005 Fees</u> |
|---------------------------------------|------------------|---------------------------|
| • Parking Fee for the Festival | \$5.00 | \$7.00 |
| • Booths | | |
| Commercial food vendor | | |
| - Base | \$400.00 | \$440.00 |
| - Service Vehicles Parking | \$25.00 | \$25.00 |
| - Electrical Surcharge | | |
| • 220 V Service | \$50.00 | \$50.00 |
| • Over 50 Amps Use | \$100.00 | \$100.00 |
| • Service Vehicles | \$200.00 | \$200.00 |
| Business Outside Of Tent | | |
| - Base | \$270.00 | \$300.00 |
| - Service Vehicles Parking | \$25.00 | \$25.00 |
| - Electrical Surcharge | | |
| • 220 V Service | \$50.00 | \$50.00 |
| • Over 50 Amps Use | \$100.00 | \$100.00 |
| • Service Vehicles | \$200.00 | \$200.00 |
| Community Group Outside Of Tent | | |
| - Base | \$140.00 | \$155.00 |
| - Service Vehicles Parking | \$25.00 | \$25.00 |
| - Electrical Surcharge | | |
| • 220 V Service | \$50.00 | \$50.00 |
| • Over 50 Amps Use | \$100.00 | \$100.00 |
| • Service Vehicles | \$200.00 | \$200.00 |
| Business/Enterprise Inside Tent | | |
| - Base | \$190.00 | \$210.00 |
| - Service Vehicles Parking | \$25.00 | \$25.00 |
| - Electrical Surcharge | | |
| • 220 V Service | \$50.00 | \$50.00 |
| • Over 50 Amps Use | \$100.00 | \$100.00 |
| • Service Vehicles | \$200.00 | \$200.00 |

| <u>Category</u> | <u>2004 Fees</u> | <u>Proposed 2005 Fees</u> |
|---|------------------|--------------------------------|
| Community Service Group Inside Tent | | |
| - Base | \$85.00 | \$95.00 |
| - Service Vehicles Parking | \$25,00 | \$25.00 |
| - Electrical Surcharge | | |
| • 220 V Service | \$50.00 | \$50.00 |
| • Over 50 Amps Use | \$100.00 | \$100.00 |
| • Service Vehicles | \$200.00 | \$200.00 |
| • Craft Show | | |
| - Inside Tent | \$60.00 | \$60.00 |
| - Outside Tent | \$120.00 | \$120.00 |
| • Auto Show | | |
| - Booth Vendors | \$60.00 | \$60.00 |
| - Classic Car Fee | \$15.00 | \$15.00 |
| - Ad Signs | \$100.00 | \$100.00 |
| • 5 K Race / Walk | | |
| - Entrants under 18 | \$10.00 | \$10.00 |
| - Early Registration | \$15.00 | \$16.00 |
| - Same Day / Late Registration | \$17.00 | \$20.00 |
| • Miss Troy/Junior Miss Troy Pageant | | |
| Audience Admission, | | |
| - General | \$3.00 | \$3.00 |
| - Entry Fee | \$25.00 | \$25.00 |
| • Magic Cauldron Games | | |
| - Tickets | 3 for \$1 | 2 for \$1 of 15 for \$5 |

Rationale

Parking Fee

Corporate Sponsorships donations have decreased since 2002 despite significant efforts by the Festival Committee. Businesses are willing to assist but not at the same level of funding. Parking fee increase is needed to make up the shortfall. Large Events in the area all charge a daily parking fee. This fee remains a one time fee good for all the days of the Festival.

Booths

Corporate Sponsorships donations have decreased since 2002 despite significant efforts by the Festival Committee. Businesses are willing to assist but not at the same level of funding. Booth fees represent a potential area for increased funding. In talking with other comparable size Festivals, the Troy Daze fees

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are lower. In addition it has been 5 years since there was a fee increase. The Committee is proposing a 10% increase.

Magic Cauldron Games

The addition of the Magic Cauldron Tent which had games aimed for children 10 and younger was a tremendous success. The games will be set up this year to allow for more winners. The slight increase in ticket prices will allow more prizes to be obtained.

5K Race / Walk

The Troy Jaycees organize the 5K Race /Walk for which Troy Daze gets a percentage. See attached rationale provided by the Troy Jaycees for their proposed increases.

If you have any questions please call Jim Cyrulewski at (734) 665-3628 or Bob Berk at (313)-322-9813.

cc: Troy Daze Advisory Committee Members



P.O. BOX 44 TROY, MICHIGAN 48099-0044

To: The Troy Daze Committee

From: Laura Fitzpatrick, Director, 13th Annual Troy Jaycee's Troy Daze 5K/10K Race

Date: January 25, 2005

Re: Fee Increase for 5K Run/Walk

2005 will mark the 13th year that the Troy Jaycees have participated in the Troy Daze festival via the 5K/10K Race. Our chapter appreciates the opportunity to be part of the festival. The Race is our primary fundraiser. Funds raised support community service projects such as The Holiday Shopping Troy for Underprivileged Children and Fall and Winter Groceries for Underprivileged Families. We are modifying the race to be one event, a "5K Run/Walk." A "run/walk" has one start-time and encompasses both runners and walkers. In previous years we have had two distinct running races, a 5K and a 10K. It is our hope that by adding the "walk" element to the event we will increase participation.

The Troy Jaycees are proposing a fee increase to the 2005 Troy Jaycees Troy Daze 5K Run/Walk. It is delineated in the chart below.

| | Early Registration | Late/Same Day Registration | Age 18 & Under |
|-----------------------|--------------------|----------------------------|----------------|
| 2002, 2003, 2004 Fee | 15 | 17 | 10 |
| Proposed Fee for 2005 | 16 | 20 | 10 |

Summary of Proposed Changes:

- Increase early registration fee by \$1
- Increase late/same day registration by \$3
- Youth Rate: Maintain same rate

Justification:

Comparables: A survey of race fees for events in Michigan is attached. Note that even with the proposed increases our event will still be below average (by \$0.95 and \$1.45).

Late Registration: Note that we are proposing a greater differential between early and late registration (\$4 proposed vs. \$2 previously). Our intent is to encourage pre-registration. Additionally, \$20 is an even number, which makes handling of cash more efficient for race day registrants.

| Event Name | Location | Event Type | Year | Pre-registered | Late/Race Day |
|--|------------------|-----------------------|------|---------------------|---------------------|
| John Daley Memorial One Run | Kalamazoo | Run: 2 mi, 4 mi | 2005 | \$25 | \$25 |
| Heat the Streets | Detroit | 5K run/walk | 2005 | 20 | 25 |
| Ice Man 5K | MSU | 5K run/walk; 2 mi run | 2005 | 17 | 20 |
| Shamrock and Shenanigans | Ann Arbor | 5K run/walk | 2005 | 20 | 25 |
| St. Patrick's Parade Corktown Races | Detroit | 4 mi run | 2005 | 15 | 20 |
| St. Patrick's Day Charity 5K | Clare | 5K run | 2005 | 20 | 20 |
| Woof n' Hoof 5K | Ann Arbor | 5K run/walk | 2005 | 20 | 25 |
| Briarwood 5K Run & Fitness Walk | Ann Arbor | 5K run/walk | 2005 | 20 | 25 |
| Howell Interact 5K Run/Walk | Howell | 5K run/walk | 2005 | 15 | 20 |
| Fit 5K | Novi | 5K run | 2005 | 15 | 20 |
| Run for the Buds | St. Joseph | 5K run/walk | 2005 | 15 | 20 |
| 27th Annual Crabbrook Fun Run | Bloomfield Hills | 5K run 10K run | 2005 | 15 | 20 |
| Portland Winter Run | Portland | 5K walk, 10K walk | 2005 | 20 | 25 |
| Bay Area Freeze Your Fanny | Bay City | 5K run | 2005 | 13 | 18 |
| Super Bowl 5K | Okemos | 5K run/walk | 2005 | 14 | 17 |
| Bay Area Runners Club Spirit of Winter | Bay City | 5K run | 2005 | 15 | 25 |
| Motor City Striders Berkley 10K Run | Berkley | 5K run/walk | 2005 | 14 | 17 |
| Ferndale 10K Run Motor City Striders | Ferndale | 10K run | 2004 | 15 | 20 |
| Oak Apple Run | Royal Oak | 10K run | 2004 | 15 | 20 |
| Farmington Fall Classic | Farmington Hills | 5K run/walk | 2004 | 18 | 25 |
| Lifetime Fitness Reindeer Run | Troy | 5k run | 2004 | 15 | 20 |
| | | | 2004 | 17 | 20 |
| AVERAGE | | | | \$16.95 | \$21.45 |
| TROY DAZE (CURRENT) | | | | \$15 | \$17 |
| DIFFERENCE | | | | \$1.95 | \$4.45 |
| PROPOSED RATE FOR '05 | | | | \$16 | \$20 |
| <i>Proposed change:</i> | | | | <i>\$1 increase</i> | <i>\$4 increase</i> |

Date: February 14, 2005

To: Carol Anderson, Director of Parks and Recreation

From: Bob Berk, Chairman-Troy Daze Advisory Committee
Jim Cyrulewski, General Chairman-Festival Committee



Subject: **Requests for 2005 Magic of Fall / Troy Daze Festival**

The Troy Daze Advisory Committee makes the following requests for the 2005 Magic of Fall / Troy Daze Festival.

1. Permission for use of Boulan Park for Thursday, September 15; Friday, September 16; Saturday, September 17; and Sunday, September 18, 2005. Hours in the park would be as follows:

| | | | |
|----------|-----------|----|------------|
| Thursday | 3:00 P.M. | to | 9:00 P.M. |
| Friday | 4:00 P.M. | to | 11:00 P.M. |
| Saturday | 9:00 A.M. | to | 11:00 P.M. |
| Sunday | 9:00 A.M. | to | 9:00 P.M. |

Please note that as has been the tradition for Saturday and Sunday, the 9:00 A.M. time is for the Pancake Breakfast. The booths will open at 11:00 A.M. on both Saturday and Sunday.

Monday, Tuesday, Wednesday, Thursday (prior to 3:00 P.M.) and Friday (prior to 4:00 P.M.), September 12, 13, 14, 15 and 16 respectively, will be needed for set-up.

2. Permission to conduct a Parade on Sunday, September 18 starting at 1:30 P.M. The route to be agreed upon with the Troy Police Department.
3. Request City assistance and waiver of the sign ordinance to place four foot by four foot signs on City and County property per Attachment 1, installation of Festival banners on light poles on Big Beaver, installation of large Troy Daze banner in front of City Hall and placement of lawn signs in front of City Buildings listed in Attachment 2. Banners are requested to be in place by August 16. Signs are requested to be in-place by August 30. The committee would appreciate the process used regarding banners and sign installation is the same as the 2004 festival with the City Parks and Recreation Department coordinating installation.
4. Permission for use of loud speakers, portable lighting for grass parking areas and amplifiers at Boulan Park during the hours of the Festival.
5. Approval for control of all types of concessions at Boulan Park during the Festival. All Concessionaires will be given copies of pertinent city ordinances. Food Concessionaires will be required to obtain an Oakland County Health Department permit, provide the committee with proof of insurance naming the City of Troy as co-insured and pass an Oakland County Health Department inspection.
6. Permission to seek Corporate Sponsors. For Corporate Sponsors given exclusive rights to sell/provide specific consumer products/services (including but not limited to pop, meat, phone, etc.), the Committee requests approval for control of all Festival participants either selling or giving away said products at all Magic of Fall/Troy Daze Festival functions.

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7. Permission to have a maximum of five cold-air tethered balloons displayed by qualified Corporate Sponsors. A qualified Corporate Sponsor would be limited to one balloon. Balloons would only be used for advertising.
8. Permission to sell sign space in the Auto Show area. Businesses would have to supply own banners.
9. Permission to hold a 10K and 5K Race on Saturday September 17 at 8:00 A.M. The routes for the races to be agreed upon with the Troy Police Department.
10. Permission to charge a mandatory seven dollars (\$5.00) per car for parking during the Festival. This charge will be collected only once per car during the Festival. The charge will be collected from the general public wishing to park in designated areas in Boulan Park, at Boulan Middle School and at Bemis Elementary School.
11. Permission to have Northfield Parkway traffic light at Wattles and Crooks Road traffic light at McManus turned on during the Festival.
12. Permission to have fireworks on Sunday, September 18, at 8:30 P.M. All details of holding a fireworks show to be agreed upon with the City Manager's Office and the Police, Fire, DPW and Parks and Rec. Departments. In addition City Council approval would be obtained.
13. Permission to have temporary No Parking signs on McManus, the cul-de-sacs near Northfield Parkway and grass area between Boulan Middle School and Boulan Park.

If you have any question, please call Jim Cyrulewski at 248-374-7130 or Bob Berk at 313-322-9813.

Attachment

cc: Troy Daze Advisory Committee Members and City Liaisons

Sign Locations

City Right of Way and Property

1. At Firefighters Park, facing the people exiting the park.
2. On the North fence of Sylvan Glen Golf Course at the corner of Square Lake and Rochester Road.
3. On Eastbound Wattles just before the entrance to Northfield Parkway.
4. On Westbound Wattles just before the entrance to Northfield Parkway.
5. At Boulan Park, facing the people exiting the park.
6. At Jaycee Park, facing the people exiting the park.
7. At Raintree Park, facing the people exiting the park.
8. At Flynn Park, facing the people exiting the park.

County Right of Way Sites

9. On Northbound Crooks just before Boulan Park entrance
10. On Southbound Crooks just before Boulan Park entrance.

Lawn Sign Locations

City Property

- Troy Community Center (at all three entranceways)
- Library
- Aquatic Center
- Lloyd Stage Nature Center
- Fire Stations (six locations)
- Police and Fire Training Center
- Historical Museum
- Department of Public Works