

Date: August 12, 2024  
To: Mayor and City Council  
Subject: SummerFest 2024

### Background

In 2007, the Ankeny City Council adopted Resolution No. 2007-201 formally recognizing Ankeny SummerFest as a special community festival eligible for support from the City of Ankeny through in-kind services.

In 2011, the Ankeny City Council approved a SummerFest Policy, which established that the City would continue to provide an annual subsidy, within its fiscal capacity, as long as the Ankeny Area Chamber of Commerce managed the event. The policy capped the City's maximum contribution for in-kind services at \$50,000 per year, funded by the hotel/motel tax fund. Although this contribution has traditionally increased 5% each year, it was reduced to \$48,000 in FY 2025 based on actual SummerFest 2023 expenses of \$38,988.49.

### Financial and Operational Impacts

The table below represents the history of the City's SummerFest and Celebrate Ankeny commitment of in-kind services (primarily personnel costs and equipment usage):

SummerFest 2011	\$ 41,768.11	SummerFest 2018	\$ 58,657.37
SummerFest 2012	49,595.20	SummerFest 2019	59,180.95
SummerFest 2013	61,251.89	Celebrate Ankeny 2021	12,838.13
SummerFest 2014	47,392.21	SummerFest 2022	54,630.06
SummerFest 2015	46,918.98	SummerFest 2023	38,988.49
SummerFest 2016	45,615.81	SummerFest 2024	49,470.40
SummerFest 2017	58,742.52		

The table below represents the departmental costs related to SummerFest 2024:

Department	Personnel Costs Regular	Personnel Costs Overtime	Miscellaneous Costs	Total
Fire	\$ 1,171.71	\$ 1,383.69	\$ 895.20	\$ 3,450.60
IT	508.72	-	-	508.72
Park Maintenance	2,407.43	836.65	2,362.50	5,606.58
Police	3,043.36	27,077.43	-	30,120.79
Public Works	1,452.51	3,474.61	3,118.92	8,046.04
Water	224.60	405.75	381.06	1,011.41
Wastewater	-	483.18	243.08	726.26
Total	\$ 8,808.33	\$ 33,661.31	\$ 7,000.76	\$ 49,470.40

The FY 2025 budget allocated \$48,000 from the hotel/motel tax fund for SummerFest 2024. However, actual departmental expenses totaled \$49,470.40, resulting in a \$1,470.40 overage. This additional cost was primarily due to the need for additional police hours to support the extended event schedule and maintain a strong police presence, including overwatch positions, bike patrol, and traffic unit, all essential for ensuring a safe event. It is anticipated that the FY 2026 budget allocation to SummerFest 2025 will be increased to better align with the actual costs of the event.

### **Conclusion**

This report is intended to inform elected officials of the City's obligation of resources, operational impacts and costs associated with SummerFest 2024. It also demonstrates the City's commitment to SummerFest and provides valuable information to the Ankeny Area Chamber of Commerce.