

CITY ORDINANCE NO. CO-079-2021

AN ORDINANCE OF THE LAFAYETTE CITY COUNCIL AMENDING THE FY 20/21 OPERATING BUDGET OF THE LAFAYETTE CITY-PARISH CONSOLIDATED GOVERNMENT BY INCREASING THE USE OF THE CITY GENERAL FUND PRIOR YEAR FUND BALANCE BY \$100,000 AND APPROPRIATING WITHIN THE FESTIVAL INTERNATIONAL DE LOUISIANE LINE ITEM FOR ADDITIONAL FUNDING NEEDED

BE IT ORDAINED by the Lafayette City Council, that:

SECTION 1: The FY 20/21 operating budget of the Lafayette City-Parish Consolidated Government is hereby amended by increasing the use of the City General Fund Prior Year Fund Balance by \$100,000 and appropriating within the Festival International de Louisiane line item for additional funding needed for the Festival to remain in Downtown Lafayette.

SECTION 2: This transfer of funds shall be as reflected in any pertinent documents which are attached hereto and made a part hereof and filed in the Office of the Lafayette Clerk of the Council.

SECTION 3: All ordinances or resolutions, or parts thereof, in conflict herewith are hereby repealed.

SECTION 4: This ordinance shall become effective upon signature of the Lafayette Mayor-President, the elapse of ten (10) days after receipt by the Lafayette Mayor-President without signature or veto, or upon override of a veto, whichever occurs first.

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May 11, 2021

To: Mr. Mayor President Josh Guillory, and members of Lafayette City Council

From: Scott Feehan, Executive Director, Festival International de Louisiane

Re: Common desire to protect the sanctity of Festival International de Louisiane in Downtown Lafayette

Mr. Mayor and members of Lafayette City Council:

I submit the following proposal as a follow-up to our discussions in November and December of 2020. To provide perspective, there were discussions between myself and several members of the community, downtown stakeholders, DDA/DLU, the Mayor President's office, as well as City Council members in regards to Festival International exploring new venues located outside of Downtown Lafayette. The ask by the Council was for us to come back with a request for what we, as an organization, needed from the City in order to halt the exploration of outside venues and protect the sanctity of Festival International in Downtown Lafayette.

We, as an organization, were humbled to hear that you all share our passion for Festival International and look forward to working together to protect this local treasure that means so much to our community. In this document, I will provide a summary of our overall proposal, with a more detailed breakdown of each bullet to follow.

Respectfully,

Scott Feehan

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Executive Director

Festival International de Louisiane

Proposal from Festival International to Mr. Mayor President Josh Guillory and Lafayette City Council
May 11, 2021

Proposal summary:

- **Operational budget:**
 - **2021**
 - \$100,000 - one-time cash allocation to Festival International
 - **2021 – 2022 fiscal**
 - \$173,000 – baseline budget allocation
 - **2022 – 2023 moving forward**
 - Total annual budget allocation = Baseline + Incentive allocation
 - Baseline = previous year's baseline, adjusted to by current rate of inflation
 - Incentive allocation = 2% of all reported taxable sales in Downtown EDD during month of April, current year
 - Adequate annual budget for police protection
 - At the time of this document, most recent "adequate" budget amount was roughly \$112,000 in 2019. Expectation is for this amount to increase annually.
 - "Adequate" moving forward to be defined as amount mutually agreed upon between FIL and LPD, to be discussed annually post event and proposed to Mayor and LCG.
- **Capital Improvements**
 - Note: Everything included in Capital investments section are being worked with DDA. To streamline efforts and maximize impact, we plan to continue to work through this with DDA as point for all proposals to Mayor and Council. If we hit snags or roadblocks, we will reach out independently.
 - Security lighting installed in locations identified on lighting map
 - Security bollards installed in locations identified on security map
 - Parc International to be deep cleaned and repainted (concrete, metalwork, stage, etc.)
 - Parc International stage updated and properly rigged
 - Removal of light battens in roof structure
 - Installation of permanent outdoor rigging, to spec
 - Parc Sans Souci: Vermilion parking garage built out to provide versatile booth spaces
 - Downtown investment, revitalization

Proposal from Festival International to Mr. Mayor President Josh Guillory and Lafayette City Council
May 11, 2021

Proposal details:

Operational Budget:

2021

- \$100,000 - one-time cash allocation to Festival International

As discussed in November / December meetings, our organizational goal was to break even financially for this year. We had a \$500,000 gap to cover at the time. We committed to doing all we could to cover this gap and the request from the council was for us to keep everybody posted on what was needed. As we stand today, we are fairly confident that we will come close to covering \$400,000 of this gap and are requesting \$100,000 from the city of Lafayette to close the remainder.

2021-2022 fiscal

- \$173,000 – baseline budget allocation

This is essentially a request to start over, at the same level of funding that our organization received from the city in our first year (1987), adjusted for inflation to reflect the same amount of support in today's dollars. Our organization was seeded by \$72,000 from the city, \$3,000 from the parish and another \$75,000, which was raised privately. I believe we can all agree that this was a great investment for the City and a tremendous success over the years, reaping an economic benefit for a broad base of local business each year. Festival has grown to be the largest International Music and Arts Festival in the United States of America. It is also Lafayette's most uniquely identifiable and economically valuable cultural asset.

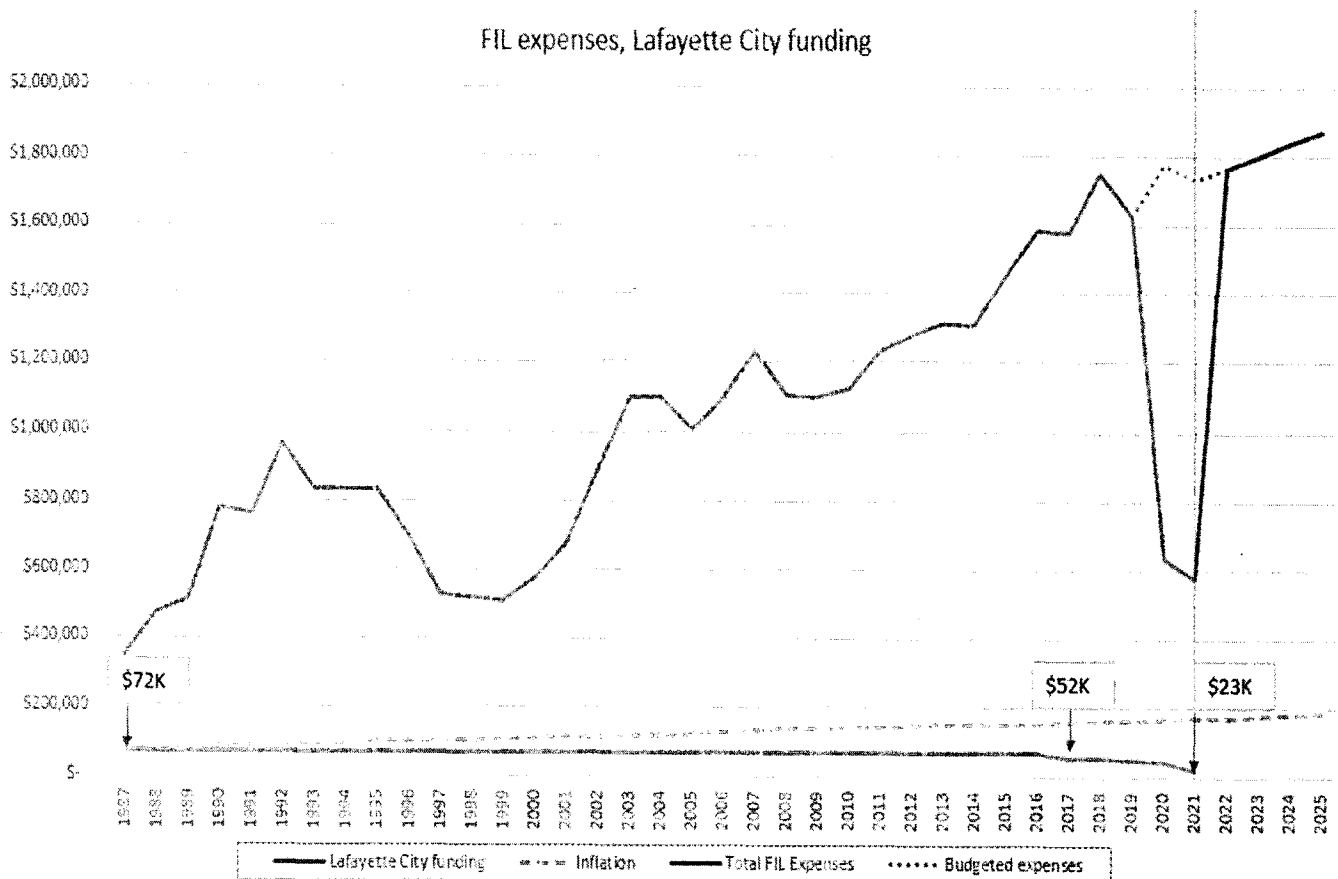
2022 – 2023, moving forward

- Total annual budget allocation = Baseline + Incentive allocation
 - Baseline = previous year's baseline, adjusted by current rate of inflation
 - Incentive allocation = 2% of all reported taxable sales in Downtown EDD during month of April, current year

One of the fatal flaws of Festival's financial support structure that was brought to light in November of last year was that there is great financial incentive for many stakeholders involved for Festival to remain in Downtown Lafayette, but no direct financial return for Festival. When faced with the challenges that we are currently facing, there is nothing fundamentally supporting Festival to remain in its current location. In our shared effort to protect the sanctity of Festival International de Louisiane in Downtown Lafayette, we propose this as an easy win for both. This is not a new tax or ask from anybody – with the newly formed downtown EDD, we have a great mechanism to easily measure a small piece of our impact to Downtown Lafayette and split the benefits.

Proposal from Festival International to Mr. Mayor President Josh Guillory and Lafayette City Council
May 11, 2021

Refer to the chart below. This shows the annual expenses that FIL has incurred throughout the years, as well as the level of funding received from the city of Lafayette. The dotted gray line represents what the funding would have looked like had we merely adjusted for inflation. I have extended this graph to represent what the next few years of baseline funding that our proposal would look like. Since the additional incentive allocation is unknown, I have left this off of the chart.



- Adequate annual budget for police protection

Patron safety is our most important priority and we simply cannot produce our event in Downtown Lafayette without the full support of our local police department(s). This year, the budget for police protection for Festival was cut in half. We did have discussions about this with Mr. Guillory and several members of the City Council and were told that this issue would be resolved if needed. We simply want to make sure that everybody understands the importance of this line item. "Adequate annual budget" moving forward to be defined as amount mutually agreed upon between FIL and LPD, to be discussed annually post event and proposed to Mayor and LCG.

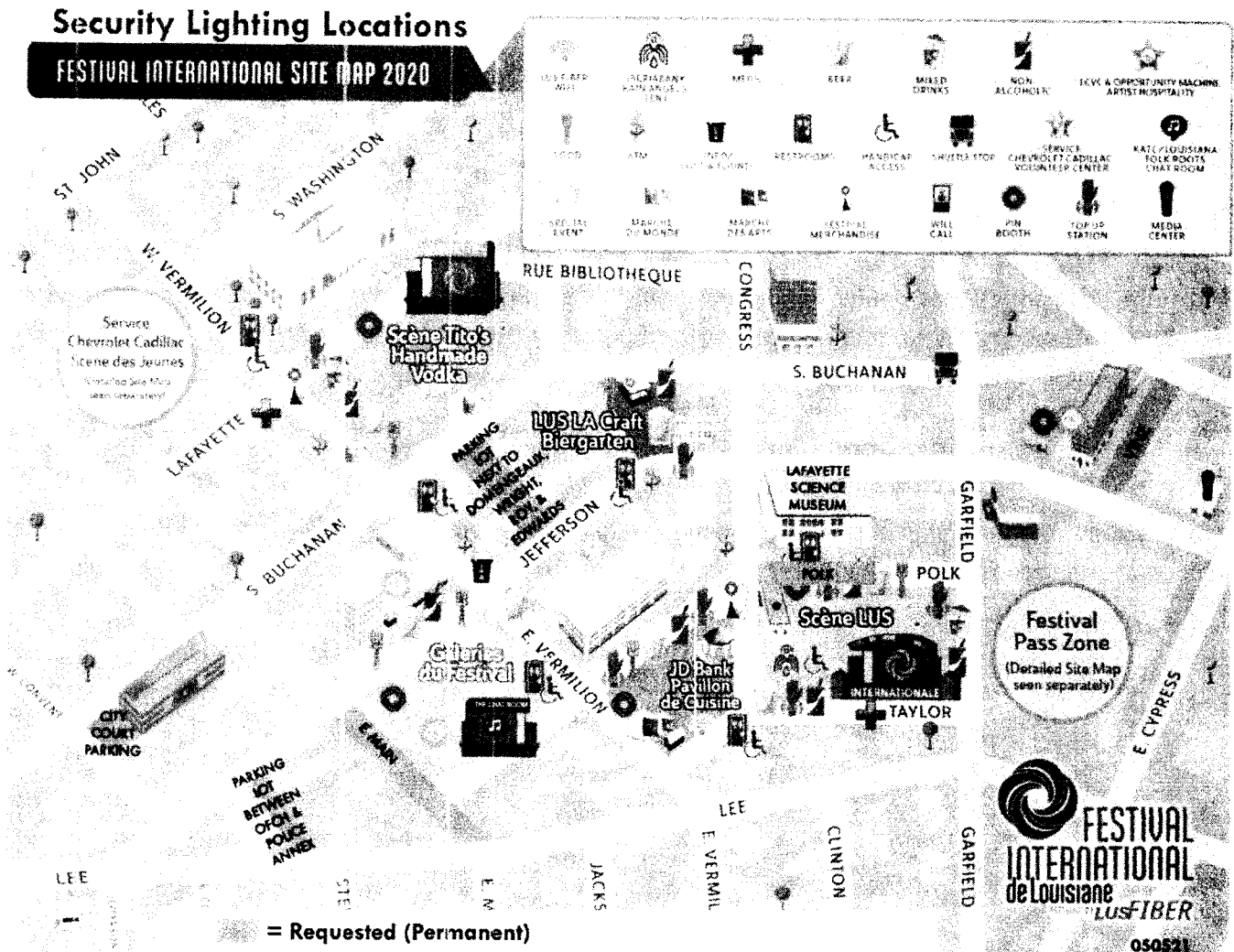
Proposal from Festival International to Mr. Mayor President Josh Guillory and Lafayette City Council
May 11, 2021

Capital Investments

Note: Everything included in Capital investments section are being worked with DDA. To streamline efforts and maximize impact, we plan to continue to work through this with DDA as point for all proposals to Mayor and Council. If we hit snags or roadblocks, we will reach out independently.

- Security lighting installed in locations identified on lighting map

Below is a graphic that shows (in green) the locations in Downtown that need lighting. This map was worked on by FIL and LPD, and reviewed by DDA. These locations are not only a security risk for patrons during our annual event, but also for downtown residents and visitors throughout the year.

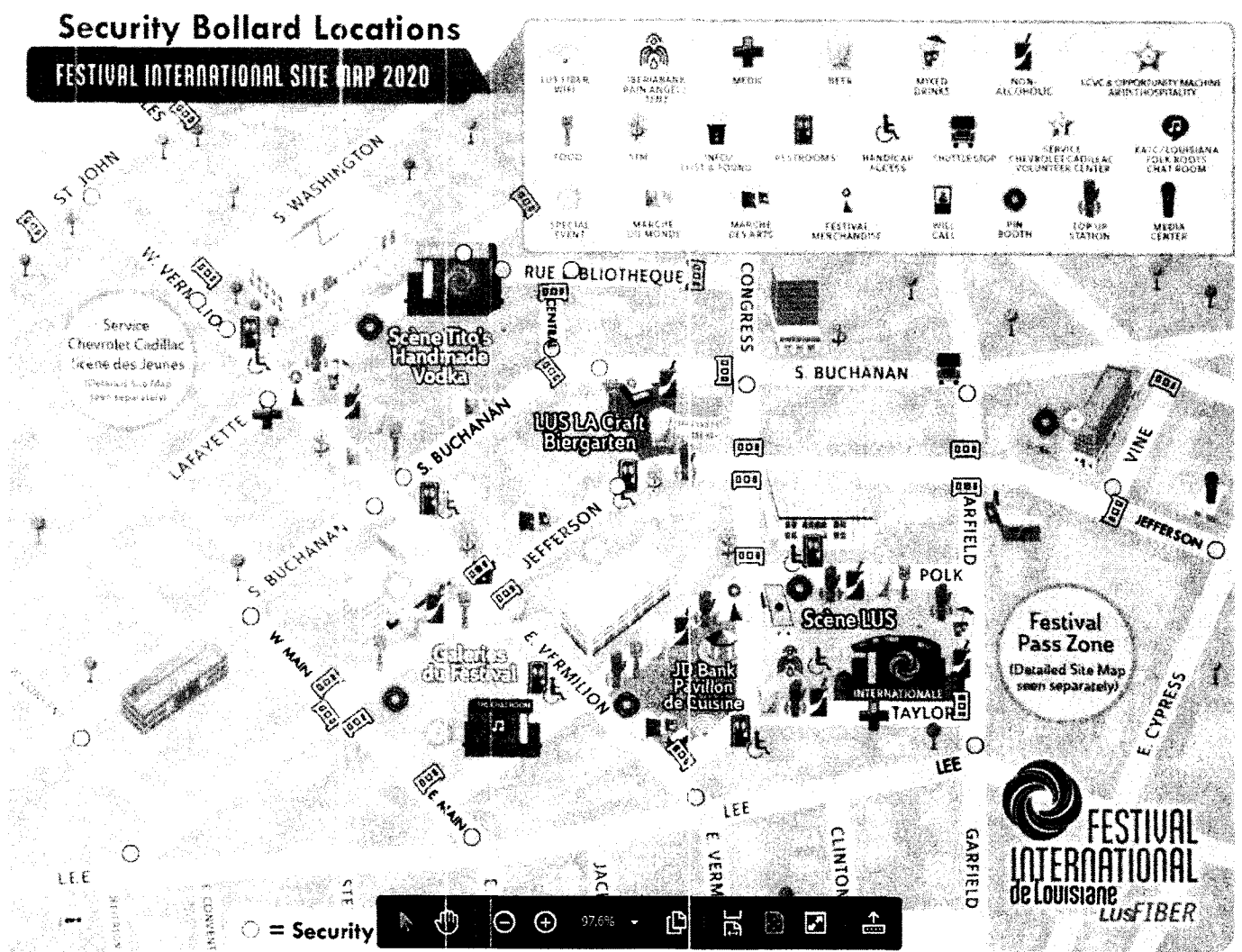


Proposal from Festival International to Mr. Mayor President Josh Guillory and Lafayette City Council
May 11, 2021

Capital Investments, cont'd

- Security bollards installed in locations identified on security map

Below is a graphic that shows all intersections that we are requesting to have removable security bollards installed. These are posts that can easily be installed and removed as temporary barriers to traffic. We have had several discussions over the past several years with LPD about the desire to have these in place for our annual event to keep patrons safe. It is critical to understand that the installment of security bollards is very important when considering Downtown Lafayette as a permanent home for Festival.



Capital Investments, cont'd

- Parc International requested to be deep cleaned and repainted (concrete, metalwork, stage, etc.)

Parc International has been a wonderful home for our main stage now for over 20 years. This park is not only the main stage for our festival but also the main outdoor performance venue for our city. With a little TLC, the revitalized area would project Lafayette pride and be a welcoming venue for patrons of multiple year round events. We are requesting a full deep clean of the entire area, as well as repainting the swirl in the middle of the viewing area, all metalwork, stage area, and flags on top of the stage. We would also request to be part of the discussion in determining which flags are represented.

- Parc International stage updated and properly rigged
 - Removal of light battens in roof structure
 - Installation of permanent outdoor rigging, to spec

Every year, we have to spend thousands of dollars to properly rig the stage to produce our festival. The light battens that were originally installed were not done so in an effective manner, thus rendering them unusable. They are mounted on chains, which are not stable enough to mount lighting. They also swing in the wind, which is slowly damaging the structure. At some point, this will become a safety hazard and will have to be removed. If done now, we can avoid any further damage and expense in repairing the entire structure.

In addition, we request for the stage to be properly rigged with outdoor-rated pick points, trussing, and hoists. This is not only a large expense that we incur every year but also a deterrent to other large touring acts. When touring managers book venues, they look for venues that are properly rigged before booking their shows. With a small investment to install the proper rigging, we would open the park up to being used more often by many local and non-local performing groups.

We had sent this project out for bid a couple of years ago and were working with CREATE to facilitate. The initial bid to have it done properly was roughly \$60,000. We have the bid and all specs readily available upon request.

- Parc Sans Souci: Vermilion parking garage built out to provide versatile booth spaces

Modify the Vermilion parking garage in a way that would enable us and all other events to put vendor booths inside. This would not only open up a lot of congestion and make that area safer for our patrons, but would make it easier and safer for all other events to operate in this space all year long. Requirements would include foldable banner frames, new outlets, ventilation fans and sound treatment.

Proposal from Festival International to Mr. Mayor President Josh Guillory and Lafayette City Council
May 11, 2021

Capital Investments, cont'd

- Downtown investment, revitalization

Our venue is not any single park – it is all of Downtown Lafayette. On any given year, we have tracked people coming in from as many as 48 states and 26 countries. When they go back home and share their stories about our city, it is about their experience in the heart of Downtown. We believe that by continuing to invest in Downtown beautification projects we not only will elevate patrons' experience and level of safety during our event, but we will also continue to drive commerce and vitality into our downtown throughout the year, every year for years to come.

We plan on continuing our discussions with DDA in order to ensure that our interests are aligned and that we can work together to continue to make Downtown Lafayette a wonderful place for people to come and enjoy our city.

CITY COUNCIL MEETING
AGENDA ITEM SUBMITTAL FORM

- 1) **JUSTIFICATION FOR REQUEST:** An ordinance of the Lafayette City Council amending the FY 20/21 operating budget of the Lafayette City-Parish Consolidated Government by increasing the use of the City General Fund Prior Year Fund Balance by \$100,000 and appropriating within the Festival International de Louisiane line item for additional funding needed.
- 2) **ACTION REQUESTED:** Adoption of ordinance
- 3) **REQUESTED ACTION OF LAFAYETTE CITY-PARISH COUNCIL:**
A) INTRODUCTION: 06-15-2021
B) FINAL ADOPTION: 07-06-2021
- 4) **DOCUMENTATION INCLUDED WITH THIS REQUEST:**
A) Ordinance
B) Submittal Form
C) Proposal (8 pages)
D) Budget Revision
- 5) **FISCAL IMPACT:**
 X Fiscal Impact (Explain)

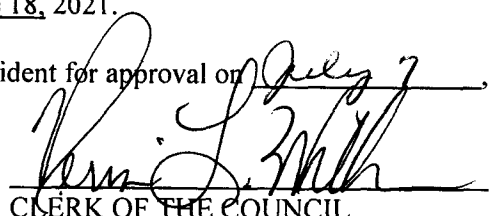
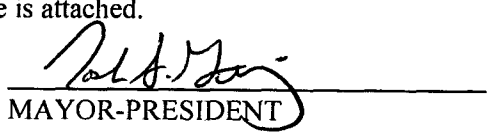
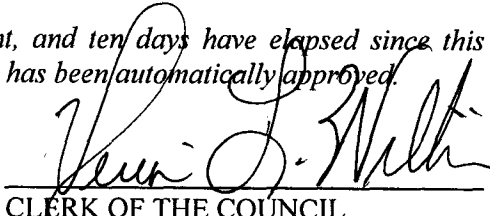
 No Fiscal Impact

AUTHORED BY:

/s/ Pat Lewis
PAT LEWIS, DISTRICT 1
LAFAYETTE CITY COUNCIL

/s/ Glenn Lazard
GLENN LAZARD, DISTRICT 5
LAFAYETTE CITY COUNCIL

DISPOSITION OF ORDINANCE NO. CO-079-2021

1. This ordinance was introduced: June 15, 2021
YEAS: Lewis, Naquin,
Cook, Lazard
NAYS: None
ABSENT: Hebert
ABSTAIN: None
- Final disposition by Council:
July 6, 2021
YEAS: Lewis, Naquin,
Hebert, Cook, Lazard
NAYS: None
ABSENT: None
ABSTAIN: None
2. Notice of Public Hearing: This ordinance was published by Title and Notice of Public Hearing was published in the Advertiser on June 18, 2021.
3. This ordinance was presented to the Mayor-President for approval on July 7, 2021, at 11:20 o'clock a.m.

CLERK OF THE COUNCIL
4. Disposition by Mayor-President:
I hereby:
A. Approve this ordinance, the 9 day of July, 2021, at 10:30 o'clock a.m.
B. Veto this ordinance, the _____ day of _____, 2021, at _____ o'clock _____m., veto message is attached.
C. Line item veto certain items this _____ day of _____, 2021, at _____ o'clock _____m., veto message is attached.

MAYOR-PRESIDENT
5. Returned to Council Office ~~with~~ without veto message on July 12, 2021, at 2:30 o'clock p.m.
6. Reconsideration by Council (if vetoed):
On _____, 2021, the Council did/refused to adopt this ordinance after the Mayor-President's veto.
7. Returned to the Council Office without signature of Mayor-President (*unsigned*) on _____, 2021, at _____ o'clock _____m.
If not signed or vetoed by the Mayor-President, and ten days have elapsed since this ordinance was presented to him for action, same has been automatically approved.

CLERK OF THE COUNCIL
8. Full publication of this ordinance was made in the Advertiser on July 9, 2021.