



Legislation Text

File #: 36311, **Version:** 1

Fiscal Note

No funding for the Elver Park Fireworks is included in the Parks Division 2015 Adopted Operating budget. The Parks Division estimates that they need \$35,000 for the event. Should they achieve the fund raising goal, Kickstarter would apply a 5% fee (\$1,750 based on a goal of \$35,000). Management of the Kickstarter plan would be handled with existing resources. If the goal is not met, no funding will be received by the Parks Division from Kickstarter.

Title

Authorizing the use of Kickstarter to raise funds for the 2015 Elver Park Independence Day fireworks event.

Body

WHEREAS, Elver Park has been a traditional site on Madison's southwest side for Independence Day fireworks displays; and,

WHEREAS, in 2014 private funding for the fireworks display was lost and the City funded the costs of the display; and,

WHEREAS, the Madison Parks Foundation needs financial support in order to continue the event; and,

WHEREAS, corporate and business sponsorship has been a source of funds for Madison fireworks in the past; and,

WHEREAS, other communities have successfully used Kickstarter online fundraising campaigns to fund community efforts, including fireworks displays; and,

WHEREAS, the Madison Ethics Code, Sec 3.35(5)(a)2, Madison General Ordinances authorizes solicitation of donations from third parties provided that: a) the funds are to be used for a City project or for a conference to be held within the City, b) the solicitation has been approved by a resolution of the Common Council, c) the entity receiving the funds is not an entity which is associated with the City elected officials or employees who are soliciting the donations, and 4) a report of the amount and date of contributions and contributors for all donations for the project is filed with the City Clerk within six months of the receipt of the donation,

NOW THEREFORE BE IT RESOLVED, by the Common Council of the City of Madison that, Madison elected officials and employees are authorized to solicit funds on behalf of the Madison Parks Foundation through the solicitation of business and corporate sponsorships along with an online Kickstarter fundraising campaign for the 2015 Elver Park fireworks display, provided that: 1) all funds raised are used for the sole purpose of event expenses related to the 2015 Elver Park Fireworks Display, 2) all funds raised are deposited with the Madison Parks Foundation and 3) within 6 months after the completion of the fundraising, the appropriate reports required by the Madison ethics code are filed with the City Clerk.