

ORDINANCE NO.

FILE OF CITY COUNCIL

BILL NO. 14 - 2021

INTRODUCED BY

FEBRUARY 17, 2021

AN ORDINANCE

Amending the 2021 General Fund budget by transferring from the unappropriated balance to the Temporary Wage and Equipment Accounts in the Lights In The Parkway Program within the Department of Community and Economic Development One Hundred Fifty Thousand (\$150,000) Dollars from the revenue received from the 2020 Season of Lights In The Parkway.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ALLENTOWN:

SECTION ONE: That City Council authorizes a supplemental appropriation from the unappropriated balance of the General Fund in the amount of One Hundred Fifty Thousand Dollars (\$150,000) Dollars as follows:

**Department of Community and Economic Development
Lights In The Parkway**

000-09-0901-0005-04	Temporary Wages	\$ 50,000
000-09-0901-0005-72	Equipment	<u>100,000</u>
	Total	<u>\$150,000</u>

SECTION TWO: That this Ordinance will take effect ten (10) days after final passage.

SECTION THREE: That all Ordinances inconsistent with the above provisions are repealed to the extent of their inconsistency.

- **What Department or bureau is Bill originating from? Where did the initiative for the bill originate?**

Community and Economic Development/Lights in the Parkway

- **Summary and Facts of the Bill**

CED is requesting to utilize \$150,000 of unappropriated funds to reinvest back into Lights in the Parkway.

- **Purpose – Please include the following in your explanation:**
 - **What does the Bill do – what are the specific goals/tasks the bill seek to accomplish**
 - **What are the Benefits of doing this/Down-side of doing this**
 - **How does this Bill related to the City's Vision/Mission/Priorities**

This year Lights in the Parway will celebrate its 25 year anniversay, the longest lasting city sponsored event (quite a milestone). Many of the displays are rusted, falling apart and need to be replaced. Lights in the Parkway continues to attract visitors from surrounding states, various parts of Pennsylvania and residents of Allentown. This is a viable event for the City of Allentown and the volume of vehicles that attend this event continues to increase year after year.

Also, over the past few years, volunteering is deminishing and they do not always show up as scheduled, therefore Lights in the Parkway is requesting to add funds for seasonal temporary wages from October through the second week in January.

- **Financial Impact – Please include the following in your explanation:**
 - **Cost (Initial and ongoing)**
 - **Benefits (initial and ongoing)**

At this time, the City of Allentown is being offered a 30% discount on new displays from Releighs Outdoor Décor. Purchasing new displays at this time of the year is a huge financial saving. Adding new displays to Lights in the Parkway revitalizes the event and gives the visitors something new each year. In 2020, over 19,000 cars passed through Lights in the Parkway.

- **Funding Sources – Please include the following in your explanation:**
 - **If transferring funds, please make sure bill gives specific accounts; if appropriating funds from a grant list the agency awarding the grant.**

CED is requesting to utilize unappropriated funds from the 2020 Lights in the Parkway event. 2020 Ticket Gross Sales = \$321,311.15. 2020 total profit after expenses were paid \$287,878.28.

Unappropriated Funds to:
 000-09-0901-0005-72 - \$100,000
 000-09-0901-0005-04 - \$50,000

- **Priority status/Deadlines, if any**

The 30% discount is offered until February 28th.

- **Why should Council unanimously support this bill?**

The need for new displays is inevitable as many may not be able to continue to be repaired. Also, adding something new every year keeps the event refreshed and exciting for all who attend.

Seasonal temporary staff is needed for public safety and to assist in managing various traffic patterns and traffic flow.