The City of Overland Park KANSAS

FINANCE, BUDGET & ADMINISTRATION

MEMORANDUM

September 5, 2002

TO: Chairman Thomas C. (Tim) Owens and Members of the Finance, Administration and Economic Development Committee

RE: Comments on Agenda items for September 9, 2002, Special FAED Committee meeting

ACTION ITEMS

OVERLAND PARK CONVENTION CENTER – GRAND OPENING PLAN AND BUDGET

Policy Issue: Approve the Overland Park Convention Center Grand Opening Plan and Budget in the amount of $99,846.

Staff Recommendation: Approve the plan as described below and the attached budget.

Background: On December 18, 2001, the Finance, Administration & Economic Development (FAED) Committee approved the Event Management Agreement for the Overland Park Convention Center Grand Opening. This agreement is between the City of Overland Park and ASE Group, Inc./Access Kansas City. Staff stated that since a budget had not been set yet, the planning committee will be meeting and would bring back information and feedback to the FAED Committee regarding a budget for the grand opening.

The City agreed to pay ASE a fixed management fee in the amount of 15% of the $200,000 budget that was noted in the signed agreement. The intent was therefore to pay ASE $30,000 based on the budget figure at that time. Based on direction from the City, the budget was decreased and the final budget is in the amount of $99,846, including the original management fee of $30,000. Please note that the attached budget shows a column with sponsors and without sponsors. The final budget includes sponsorships at an estimated value of $20,150.

The event will include a Community Day that will be a general open house to the public on Sunday, November 17, 2002 from 1:00-3:00. The ribbon cutting is scheduled for 3:30 with light refreshments following. The event will include a sponsor showcase, mock wedding style in Meeting Room 1, various meeting room set-ups, Picnic in the Park in the Exhibit Hall (South), Iron Chef competition in Ballroom A, and a variety of themed tables in Ballroom B. Additionally, tours are planned of the court yard area, Exhibit Hall (North), and Ballroom C. Some interactive family activities are planned throughout the Convention Center. Technology and art in the Convention Center will be highlighted as well.

The Grand Opening Committee agreed to hold a separate event for event planners to be targeted sometime in February.

Budgetary Impact: Funding for the Convention Center Grand Opening Event is available in the Transient Guest Tax Capital Fund.

Attachments: Grand Opening Budget submitted by ASE.

CONTACT INFORMATION: If you have any questions, you may contact Penny Postoak, Assistant City Manager, at 895-6111 or Bonnie Siegel, President, ASE Group, Inc at 339-9333.
m John Rod, Administrator, Long Range Planning.