

MEMORANDUM

TO: Brian C. Blad, Mayor; Members of the City Council
FROM: Rich Diehl, Deputy City Attorney
RE: Ifft Grant Request for "Welcome to Pocatello" signs
DATE: August 13, 2020

I have reviewed the documents associated with the above-referenced grant application and they meet with my approval for the Mayor's signature once so authorized by the Council. The City of Pocatello has applied for, and received, similar grants in the past.

If you have any questions, please feel free to contact me.

Ifft Foundation Fund Application

John Banks (City of Pocatello - Parks and Recreation Department)

Organization & Contact Info

Ifft Foundation Fund Application

Legal Name

"Also Known As"

Name (Any common name the organization uses or is known by other than the legal name listed above.)

Street Address

City

State

Zip Code

Primary Contact for the Organization

Job Title

Prefix

First Name

Last Name

Phone Number

Email Address

Primary Contact for the Application, if different from above

Job Title

Prefix (Ms., Mrs., Mr., Dr., etc.)

First Name

Last Name

Phone number

Email Address

Organization Tax Status

The Idaho Community Foundation makes grants to 501(c)3 nonprofit public charities and governmental entities (including special taxing districts and public schools). If you are unsure of your tax status, please contact ICF (at 208-342-3535 or grants@idahocf.org) to determine your eligibility to receive grants.

Select your organization's tax status. If your organization does not fall under any of the listed tax options please utilize the next field to provide an explanation of your nonprofit status.

Government Entity

If your organization is a 501 (c) 3 nonprofit public charity, please provide your Tax Identification Number/Employer Identification:

In which U.S. state is your organization or your national umbrella organization incorporated?

ID

Organization Overview

Organization Overview

Please state your organization's operating budget total for the current fiscal year. For most organizations this will include all activities and programs. If your organization is a school district, please use your district operating budget. If your organization is a school, please use your school operating budget. If you are unsure of what operating budget to use, please contact ICF (Elly Davis at 208-342-3535 or edavis@idcomfdn.org) for help.

\$4,090,169.00

What is your organization's mission statement? If your organization does not have a mission statement, provide a brief overview of your organization and its primary objectives.

The Parks and Recreation Department will serve all residents of Pocatello and surrounding communities by providing quality recreation and education programs, as well as safe, well maintained parks and recreational facilities; striving to enhance the quality of people's lives, provide the benefits of leisure and open space, and serve as a source of community pride.

List organizations in your area that provide similar services to those provided by your organization. (Field Maximum: 750 characters including spaces)

N/A - The City of Pocatello is the only municipal entity within the project boundaries.

List the names of your organization's Board of Directors (Field maximum:1500 characters including spaces)

N/A - No Board of Directors

Proposal Narrative

What is the total budget for project?

\$22,100.00

What amount are you requesting from the Idaho Community Foundation?

\$10,000.00

Select the primary county served by this project.

Bannock

Identify any other counties served by this project. (Field Maximum: 750 characters including spaces)

N/A

Select the Program Area you believe most closely matches your request.

Public Projects

Complete the following sentence.

If my organization is awarded a grant, the funds will be used to...

(For example: "provide after school programs to 25 at-risk youth for one school year.")

Revamp the current Welcome to Pocatello entrance signs located at the South 5th, Clark Street and Pocatello Creek Road Interchanges along I-15.

Please describe your project, including:

- 1) An explanation of need for the project**
- 2) The anticipated accomplishments/outcomes of the project**
- 3) How many members of your community will be helped by the project**
- 4) When you expect to complete this project**

In the year 2001, "Welcome to Pocatello" signs were constructed at three Pocatello interchanges along I-15 (S. 5th Avenue, Clark Street & Pocatello Creek Road). This was a joint effort between the Leadership Pocatello Alumni Association and the City of Pocatello. Each sign is approximately 8' tall by 6' wide (see picture we enclosed in a separate email to the ICF). As you will see, the sign design is in great need of updating. Enhanced landscaping is also needed around each sign. Currently, the welcome signs show the outdated City of Pocatello logo with several square sponsorship panels at the bottom that are becoming faded and look very cluttered. The current signage currently looks more like a busy advertisement than a true welcoming sign.

New high-quality signage will give visitors (and residents) a better impression of our community as they enter from the freeway. Also, rather than trying to project multiple images and logos on each sign, the new design will have a simple and fresh feel that will incorporate the new Pocatello flag. Wording will simply say "Welcome to Pocatello"....."Gateway to the Northwest" with a small Portneuf Valley Partners logo on one of the columns (the City of Pocatello is collaborating with Portneuf Valley Partners to complete this project). Rather than completely replacing the existing signs, we will retain the large concrete columns and they will be resurfaced with rectangular stones. The face of the signs will be completely replaced.

We don't have an exact traffic count of each intersection, but given these three interchanges are major entrances to the city, vehicular count is in the several thousands each. The project will be highly visible and enjoyed by many. The majority of motorists exiting from the freeway will be able to enjoy these new signs.

The City of Pocatello and Portneuf Valley Partners (formerly Valley Pride) have worked in collaboration over the last 15-plus years to improve the look and feel of the entrances to Pocatello. New signage is one more important step. Recent joint and successful projects include the construction of several hundred yards of landscaped berms along Highway 30 on the west end of Pocatello, beautification of a traffic island/triangle at the intersection of Garrett Way/North Main/W Alameda Road, planting of approximately 40 trees along the Alameda Hill (which is located along Pocatello Creek Road between the Interchange and the Sizzler), erection of the Chief Pocatello statue near the Visitors Center on South 5th Avenue and more. Quite simply, the City of Pocatello, in collaboration with Portneuf Valley Partners are the two most reliable entities to complete projects of this magnitude at our city entrances.

At this time we are working with Blaze Sign Company and the PVP's Board of Directors to come up with the final sign design. Design work has been taking place since January. If funding is received, this project would get underway in the Spring of 2021.

Budget and Financial Information

Please provide an itemized list of expenditures related to this project. The "Total Budget" dollar value should match the "Total Budget" you reported in the Proposal Narrative section.

Revamp of three (3) current sign pillars (replace the river rock with rectangular brick-like stones): \$8,000
 Three (3) new sign faces with revamped wording & incorporation of Pocatello flag logo: \$9,000
 Landscaping beneath each sign, including rocks, bark mulch, flowers, & drip system: \$5,100
 TOTAL BUDGET \$22,200

If you are requesting funding from ICF in an amount less than the Total Budget for the project, please list other funding sources, in-kind donations, or other support, if any, for the project and indicate whether they are committed or pending.

ON Semiconductor has agreed to maintain the landscaping at the Welcome Sign at 19th & Clark
 Ruchti & Beck law offices (located on E. Clark between 18th & 19th) has agreed to allow Portneuf Valley Partners to tap into their current irrigation system.
 B&B Sprinklers has agreed to install the drip irrigation system beneath the sign at 19th & Clark
 Portneuf Valley Partners, Inc. has set aside \$2,100 in its own funding to contribute.

If you do not receive the full amount of funding required to complete the project as presented, what adjustments will you make to the project or its timeline for completion? (Field Maximum: 500 characters including spaces)

Since a partnership is in place between the City of Pocatello and Portneuf Valley Partners, PVP will be applying for an Ifft Grant concurrently in the amount of \$10,000. Continued fundraising and/or grant writing will take place until the needed funds are received. If we don't receive the Ifft grant funds, the project will be deferred to a later time.

Please briefly describe your annual fundraising efforts including, if available, the percent of revenue you receive from different sources (i.e. individuals, foundations, earned income, etc.). (Field Maximum: 1000 characters including spaces)

As mentioned above, the City of Pocatello is partnering with PVP to complete this project and that entity has traditionally been the primary fundraiser for projects such as this. Now that PVP is a 501c3 non-profit organization, it has an enhanced ability to raise funds via donations or from grant making sources.

Is the program or project for which you are applying included in your annual budget, or is it a one-time special project or expense? (Field Maximum: 1000 characters including spaces)

It is a one-time special project not included in the Parks & Recreation Department's operating budget.

Please describe any ongoing expenses for this program/project. If this is a one-time capital expense, please include annual maintenance costs. (Field Maximum: 1000 characters including spaces)

The signs themselves are fairly maintenance free and there will only be a limited amount of landscaping upkeep needed at the base of each sign. In areas where bringing water may not be feasible, a low-water or xeriscape design will be put together.