



Date of Council Meeting: February 10, 2015

**TOWN OF LEESBURG  
TOWN COUNCIL MEETING**

**Subject:** Appropriation of net proceeds from 2014 Jingle Jam Concert Series to the Parks and Recreation Budget.

**Staff Contact:** Kate Trask, Deputy Director of Parks and Recreation  
Cheryl Behrens, Events Coordinator

**Council Action Requested:** A decision by Council is needed to adopt the attached resolution for a supplemental appropriation to the Parks and Recreation-Special Events Budget.

**Staff Recommendation:** We recommend that the Council adopt the attached resolution for a supplemental appropriation to the Parks and Recreation Special Events Budget.

**Commission Recommendation:** Commission recommendation not needed for this item.

**Fiscal Impact:** There is no net fiscal impact for this item.

**Executive Summary:** The 2014 Jingle Jam Concerts earned a net profit of \$9,735 which is to be donated to the Juvenile Diabetes Research Foundation (JDRF). In order to disperse the funds, a supplemental budget appropriation is required to transfer the proceeds from the general fund into the special events operations budget. Parks and Recreation will then provide the donation check to JDRF.

**Background:** The Jingle Jam Concerts were created in partnership with Stilson Green in 2009 as an addition to the *Holidays in Leesburg* activities. The event consisted of three concerts at the Tally Ho Theater, two of which were sold-out, with a combined attendance of over 800 guests on December 13, 2014. Stilson Green handles the production of the show including booking the local musical talent, marketing, and show-time logistics. The Town of Leesburg manages ticket sales, supplemental marketing and pre/post event logistics. The net proceeds from each annual concert have been donated to local non-profits. JDRF is the 2014 recipient of these funds.

**Attachments:** (1) Resolution: Approving a supplemental appropriation of \$9,735 resulting from the net proceeds of the 2014 Jingle Jam Concerts.

PRESENTED: 02/10/2015

RESOLUTION NO. \_\_\_\_\_

ADOPTED: \_\_\_\_\_

A RESOLUTION: APPROVING A SUPPLEMENTAL APPROPRIATION OF \$9,735  
RESULTING FROM THE 2014 NET PROCEEDS OF THE JINGLE  
JAM CONCERTS

WHEREAS, the Town of Leesburg Department of Parks and Recreation partners with  
Stilson Green for the annual Jingle Jam Concerts; and

WHEREAS, the Juvenile Diabetes Research Foundation is the designated recipient of the  
2014 Jingle Jam net proceeds, which total \$9,735.

THEREFORE RESOLVED, by the Council of the Town of Leesburg in Virginia as  
follows:

SECTION I. The FY 2015 Budget is hereby amended and an appropriation is made in the  
amount of \$9,735 for the fiscal year beginning July 1, 2014 and ending June 30, 2015.

SECTION II. The Department of Parks and Recreation budget is amended in the amount  
of \$9,735.

PASSED this \_\_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Kristen C. Umstattd, Mayor  
Town of Leesburg

ATTEST:

\_\_\_\_\_  
Clerk of Council

A RESOLUTION: