



**AGENDA
MANDAN VISITORS COMMITTEE
AUGUST 5, 2024
CITY HALL, 205 SECOND AVENUE NW
3:00 PM
WWW.CITYOFMANDAN.COM**

The public may access the Zoom meeting online at:

Join Zoom Meeting

<https://us06web.zoom.us/j/81119234481?pwd=olTTRQpE1ZjwaiTepIVEA9vZ592QBE.1>

Meeting ID: 811 1923 4481

Dial: +1 312 626 6799

Passcode: 556832

A. INTRODUCTIONS

B. CONSIDER APPROVAL OF MINUTES

1. Consider approval of the minutes from the August 2, 2023, meeting of the Mandan Visitors Committee.

C. NEW BUSINESS

1. Consider the request from the Mandan Progress Organization for funding for Holiday Display and Streetlight Pole displays.

D. OTHER BUSINESS

E. FUTURE MEETINGS

F. ADJOURN

Committee Members

James Froelich - Mayor
Tyler Gangl, Term: 2022-2024
Maria Walen, Term: 2023-2025
Vacant
Karmen Siirtola, Term: 2020-2024

Liaisons (City of Mandan)

Jim Neubauer -City Administrator
Greg Welch -Finance Director
Kari Schmidt - Communications
Specialist

**Mandan Visitors Committee
Wednesday, August 2, 2023
2:00 p.m.**

Join Zoom Meeting
<https://us06web.zoom.us/j/87177334263?pwd=TW0zbHdhNzhjT0grbzVHK2pkWE5mQT09>

**Meeting ID: 871 7733 4263
Passcode: 819174**

Minutes

Visitors Committee

Members:

Tim Helbling
Mayor

Tyler Gangl
Term: 2021-2024

Maria Walen
Term: 2023-2025

Clint Boyd
Term: 2020-2023

Karmen Siirtola
Term: 2020-2024

Liaisons:

City Administrator,
Jim Neubauer

Finance Director,
Greg Welch

Communications
Specialist
Kari Schmidt

1. Introductions
Neubauer called the meeting to order. All those in attendance are marked with a . Also in attendance was Mandan Park District Director Cole Higlin and City Planner Andrew Stromme.

2. Consider approval of January 26, 2023 Meeting Minutes
Walen moved to approve the minutes as presented. Gangl seconded. Motion passed unanimously.

3. New Business

a) Funding Assistance for Boat Ramp
Higlin presented the boat ramp request for \$267,000. The North Dakota Department of Transportation (NDDOT) has approved the project. Morton County is providing \$267,000 towards the project and so is the Mandan Park District. The State of N.D. is providing \$800,000 for the project through a grant to the Park District.

The boat ramp itself will be on the Northside of Carbodies. At this time, 45 (47-ft long) trailer parking stalls and 12 regular parking spots for vehicles are planned for the area. The parking lot cannot be an asphalt parking lot due to the conservation aspect of the area (Lady Bird

Johnson). It will be more like a "grid" using a material like pea gravel. No stormwater is needed. Total project cost is \$1.6M.

Higlin added that there was some discussion to connect the south side to the other park in the area, but that is land owned by NDDOT and under a different covenant. A pedestrian bridge is estimated to cost \$357,000 to connect the two areas.

They are looking at a kayak launching station, vault toilets, fish cleaning station, lighting, etc. but the additional amenities will all depend on how bids come in.

Once funding is secured, some public input meetings will take place. Stromme suggested some wayfinding signage in the area.

Construction is anticipated for 2025. *The Park District will upfront the cost until all approvals are received.*

Helbling was hoping that it would be something more than a boat ramp. Higlin said with the different covenants associated with the land to the north and the south, plus the shoring of the waterline is making it a little more difficult to make it more than a boat ramp at this time. The \$800,000 will take care of the boat ramp, parking lot and dock. A phase II has been discussed and would allow for more amenities like signage, benches, shelter, lighting and a kayak launch.

As of now, the parking lot will be closed in the winter as the area will not be plowed due to the materials being used to construct the parking lot.

Walen believes a boat dock will increase tourism and that the request is a fair fit for the committee.

Helbling moved to recommend approval of providing up to \$267,000 contingent upon the Park District matching the request. Walen seconded. Motion passed unanimously.

- b) Funding Assistance for Welcome to Mandan Monument structure east end of Memorial Highway

Neubauer presented the request for up to \$270,000 for a Welcome to Mandan monument structure at the east end of Memorial Highway. In an effort to memorialize the railroad bridge, this monument would mimic the piers and crossing with hopes of using materials from the actual railroad bridge itself. The drawings shared were all conceptual, dependent on if they can actually use the materials from the rail bridge. Some pieces will need to be created new. Blue concrete or turf to mimic water would be the floor of the monument structure. The structure will be lit up at night, and would have minimal maintenance. Neubauer envisions this being a selfie spot in Mandan

The City did apply for grant through the State Historical Society from the Bis-Man Rail Bridge Fund for \$326,917.82. Up to \$250,000 is available for projects that include salvaging and utilizing bridge pieces. Neubauer thought at least two other projects also applied for funding through the one-time grant opportunity which was created to help document the history and legacy of the Bismarck-Mandan Rail Bridge.

HDR provided a rough estimate of \$500,000 for the project, but did indicate that it could be difficult to find masons that could construct with the material from the existing bridge.

Neubauer reiterated the project is mainly conceptual in nature at this time, but wanted to get it in front of the committee as it would help the grant applications. If costs were to come in over \$500,000, the City may seek funding assistance from BNSF to help see the project through.

The granite stones that could be used from the existing bridge are three feet high and about 1,200 lbs. a piece. They could be used a couple different ways for this project.

Walen felt this was great project to promote tourism to Mandan. She mentioned that the squareness of the blue “water” area seemed unnatural and would like it to look a little more natural.

Walen moved to recommend providing up to \$270,000 for the project. Gangl seconded. Motion passed unanimously.

These requests will be forwarded to the City Commission at its Aug. 15 meeting. If approved, the uncommitted fund balance for projects would stand at about \$460,000.

4. Other Business

Walen received some feedback from guests about the seating area at the new rodeo arena. Neubauer has heard that there have been similar complaints. The rodeo committee is looking at ways to mitigate.

5. Future Meetings

6. Adjourn

There being no further business the meeting adjourned.



Visitors Committee

Agenda Documentation

MEETING DATE: August 5, 2024
PREPARATION DATE: August 2, 2024
SUBMITTING DEPARTMENT: Administration
DEPARTMENT DIRECTOR: Jim Neubauer
PRESENTER: Jim Neubauer, City Administrator
SUBJECT: Mandan Progress Organization Request related to Holiday Light Display and New Lighting for Street Light Poles

STATEMENT/PURPOSE:

To consider the Mandan Progress Organization Request related to Holiday Light Display and New Lighting for Streetlight Poles

BACKGROUND/ALTERNATIVES:

1. Upgrade to Street Light Poles decorations on Main St.: 60 new pole decorations and the addition of 18 wreaths for the iron cast poles on Main St. from Collins to 4th Ave NW. The total projected cost for this part of the project is \$83,000 + \$10,000 electrical.
2. Morton Mandan Public Library Entrance: To complement the building's west entrance to the Holiday lights: a proposed Garland Wreath Arch, decorations for the main planter in the front of the main entrance, and the continuation of the LED building lighting to the south and west side. These additions make a focal entrance point to the attraction through the Library public breezeway. The total cost of the library project is estimated at \$45,000.
3. Completion of the LED lighting on the south side of Depot: Completing the LED lights to the south side of the depot to complete the perimeter illumination for \$5,700.
4. Park Ornament Pieces: A series of smaller pieces accenting the sidewalks and planting areas with a variety of festive ornaments and candy cane sidewalk luminaries. With two additional signature pieces, a whimsical Penguin display, and a North Pole sign prominently featuring "MANDAN". Totaling \$62,000.
5. Holiday Lights Signature Piece: A traditional Winter Castle which would create a signature photo piece and walkthrough similar to our Large Gift Box. \$95,000.00

Subject: Consider the request from the Mandan Progress Organization for funding for Holiday Display and Streetlight Pole displays.

ATTACHMENTS:

1. 2024 Mandan Visitors Fund Request

FISCAL IMPACT:

The Visitors Fund currently has \$1.1M in unreserved funds.

1. \$93,000
2. \$45,000
3. \$ 5,700
4. \$62,000
5. \$95,000

Tota = \$300,700

STAFF IMPACT:

minimal

LEGAL REVIEW:

RECOMMENDATION:

SUGGESTED MOTION:



*Mandan Progress Organization
Executive Director: Matt Schanandore
Office: 701-751-2983
Email: info@mandanprogress.org*

Jim Neubauer
City Administrator
205 2nd Ave NW
Mandan, ND 58554

Dear Mr. Neubauer,

I am writing to you on behalf of the Mandan Progress Organization to express our sincere gratitude for the city's continued support of the Mandan Holiday Lights on Main event. As you know, this event has rapidly grown, both in popularity and scale, enriching our community and enhancing our city's holiday season allure.

Following the success of the initial project in 2022, we are excited to propose Phase 2 of the Holiday Lights on Main. This phase aims to not only continue the tradition, but also enhance it significantly to attract even more visitors to Mandan.

Project Overview - Phase 2:

- **Upgrade to Street Light Poles decorations on Main St.:** 60 new pole decorations and the addition of 18 wreaths for the iron cast poles on Main St. from Collins to 4th Ave NW. The total projected cost for this part of the project is \$83,000 + \$10,000 electrical.
- **Morton Mandan Public Library Entrance:** To complement the building's west entrance to the Holiday lights: a proposed Garland Wreath Arch, decorations for the main planter in the front of the main entrance, and the continuation of the LED building lighting to the south and west side. These additions make a focal entrance point to the attraction through the Library public breezeway. The total cost for the library project is estimated at \$45,000.
- **Completion of the LED lighting on the south side of Depot:** Completing the LED lights to the south side of the depot to complete the perimeter illumination for \$5,700.
- **Park Ornament Pieces:** A series of smaller pieces accenting the sidewalks and planting areas with a variety of festive ornaments and candy cane sidewalk luminaries. With two additional signature pieces, a whimsical Penguin display, and a North Pole sign prominently featuring "MANDAN". Totaling \$62,000.

Signature Option- add-on

- **Holiday Lights Signature Piece:** A traditional Winter Castle which would create a signature photo piece and walkthrough similar to our Large Gift Box. \$95,000.00

MPO Commitment and Support:

The Mandan Progress Organization is committed to ensuring the longevity and success of this project. We will cover all insurance and maintenance for the new installations and continue our partnership with the City for the installation and annual setup of the light displays. Building strong relationships with our sponsors and the community, we are dedicated to innovating the event offerings and effectively marketing the attraction to sustain and build upon the current success.



*Mandan Progress Organization
Executive Director: Matt Schanandore
Office: 701-751-2983
Email: info@mandanprogress.org*

Total Request:

To accomplish phase 2 of the Mandan Holiday Lights Project, we are seeking funding of **\$206,000** from the Mandan Visitor Fund. If the committee chooses, with the signature display add-on, our request is **\$298,000**. This funding will cover all material costs, installation, upgrades, shipping, and tax ensuring that these new features are ready for the upcoming holiday season.

Community and Economic Impact:

The Mandan Holiday Lights on Main event, created with a robust \$500,000 investment from the Visitor Fund, has rapidly established itself as a pivotal community and tourist attraction, drawing substantial financial support and community buy-in in its first two years.

In its inaugural year, the event attracted 23,000 visitors. The Mandan Progress Organization, on top of the \$500,000 from the city, used its own funding sources to make an additional \$36,000 investment in infrastructure. The MPO incurred operational expenses of \$51,327, but was able to generate \$120,838 in additional income through sponsorships for the attraction. This financial gain was bolstered significantly by in-kind contributions valued at \$57,775, highlighting strong community and business endorsement.

The second year of the event saw a remarkable increase in both attendance and financial support, with visitor numbers nearly doubling to 48,483. Year two saw a slight growth in sponsorships totaling \$128,706. In-kind contributions increased to \$63,875. The MPO also invested an additional \$51,821 in new infrastructure for the attraction while also covering \$59,872 in operational expenses. The event showcased improved financial efficiency, enhancing its sustainability, and reinforcing community engagement.

The Mandan Holiday Lights on Main is poised for continued success with a promising financial outlook. As of April 2024, the event has accumulated over \$243,686 from community contributions and \$121,650 in in-kind support. With a robust series of multi-year commitments by sponsorship, community funding is expected to contribute an additional \$412,000 by 2026. This projected total support of \$777,336 by 2026 reflects not only the event's capacity to generate significant funding for the attraction and the Mandan Progress Organization, but also its potential to leverage the city's initial investment into substantial economic returns, ensuring the event's sustainability and continued growth as a beloved holiday tradition in Mandan.

It's crucial to understand that the funds received from the initial investment and subsequent contributions from the Visitor's Fund have benefits that extend well beyond their immediate monetary value. These investments enable the Mandan Progress Organization (MPO) to secure the necessary sponsorship support to cover annual operational expenses. This encompasses staffing, overhead, and other operational costs. Additionally, they provide the MPO with extra resources for staff expansion and marketing efforts, which are essential for the execution of various events, programs, and activities orchestrated by the organization.

Thank you for considering this proposal. We look forward to your positive response and to continuing our fruitful collaboration for the betterment of Mandan.

Mandan Progress Organization

Profit & Loss

January through December 2023

	Jan - Dec 23	Jan - Dec 22
Ordinary Income/Expense		
Income		
4000 - Government Contributions		
4002 - City of Mandan		
4002.1 - Events Grant	2,500.00	0.00
4002.2 - Support	0.00	500,000.00
Total 4002 - City of Mandan	2,500.00	500,000.00
Total 4000 - Government Contributions	2,500.00	500,000.00
4010 - Community Contributions/Support		
4017 - Other Income	0.00	5.00
4010 - Community Contributions/Support - Other	668.29	360.00
Total 4010 - Community Contributions/Support	668.29	365.00
4040 - Sale of Goods & Services		
4260 - Event Merchandise Sales	0.00	250.00
Total 4040 - Sale of Goods & Services	0.00	250.00
4045 - Signature Events		
4105 - Admissions	0.00	575.00
4230 - Sponsorships	123,049.71	118,148.19
4265 - Other Event Income	2,488.23	1,500.00
Total 4045 - Signature Events	125,537.94	120,223.19
Total Income	128,706.23	620,838.19
Gross Profit	128,706.23	620,838.19
Expense		
5011 - Advertising and Promo		
5307 - Internet Advertising	243.40	178.00
5308 - Marketing/ Publicity	6,000.00	10,629.00
5309 - Posters/ Brochures	0.00	95.45
Total 5011 - Advertising and Promo	6,243.40	10,902.45
5012 - Bank Fees	120.24	105.37
5014 - Dues & Subscription	0.00	1,345.64
5022 - Meetings/Meals	69.50	29.99
5300 - Permits & Licenses	25.00	0.00
5042 - Postage	59.71	0.00
5044 - Printing	1,108.67	0.00
5050 - Rent	0.00	1,349.24
5046 - City Decorations	5,283.18	10,693.52
5460 - Travel	310.34	0.00
5056 - Office Equipment	0.00	93.30
5060 - Utilities		
5066 - Marquee	0.00	129.00
Total 5060 - Utilities	0.00	129.00
5058 - General Supplies	7,240.98	284.33
5035 - Member Relations	240.00	46.70
5400 - Contract Services		
5403 - Contractor	0.00	2,631.97
5405 - Photography	650.00	0.00
5415 - Equipment Purchases	7,676.29	19,353.91
5416 - Rental Equipment	11,527.84	4,572.68
5400 - Contract Services - Other	13,617.00	0.00
Total 5400 - Contract Services	33,471.13	26,558.56
5340 - Community Contributions		
5342 - Charity of Tree/Lights Donation	5,700.00	305.00
Total 5340 - Community Contributions	5,700.00	305.00
Total Expense	59,872.15	51,843.10
Net Ordinary Income	68,834.08	568,995.09
Net Income	68,834.08	568,995.09



Mandan Progress Organization
Executive Director: Matt Schanadore
Office: 701-751-2983
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2024 Mandan Holiday Lights Proposal.

Holiday Lights - Phase 2 Request of the Mandan's Visitor Fund

Street Light Poles (Main St.) qty 60 + 18 wreaths for lamp posts from Collins to 4th Ave NW
Total \$68,641.00 + Wreath mounts (approx. \$2,700) + tax (approx. \$4,000) + shipping (approx. \$7,100)
Total Street Lights Project \$83,000.00 + (Approx \$10,000 electrical upgrades for 7 Iron cast poles south side of Main with added 110v plugs)

See attachment for breakdown of Street Decorations Styles

Morton Mandan Library Entrance

\$17,861 – Building lights completion on south & west side of building. Goals to highlight the full perimeter of the building.

\$27,000 – Garland Wreath Arch over stairs on west entrance, + a variety of 32" giftbox & ornament displays in large planting area by entrance.

Total Library Project \$45,000

Depot Building Light Completion

\$5,700 – Building lights completion on south side of building. Goals to highlight the full perimeter of the building.

Total Depot Project \$5,700

LIGHT DISPLAY PARK PIECES

SPONSOR PIECE

\$19,000 + Tax and Shipping

Penguin Whimsical Piece Sponsored Piece



2024 Mandan Holiday Lights Proposal.

LIGHT DISPLAY PARK PIECES CONTINUED

SPONSOR PIECE

\$14,500 + Tax and Shipping

15' North Pole Sign with – MANDAN



Assortment Ornaments – Similar to small gift boxes

2- 30"

2- 36"

3 – 42"

Total \$11,000 + tax & Shipping



2024 Mandan Holiday Lights Proposal.

LIGHT DISPLAY PARK PIECES CONTINUED

3D illuminated Candy Cane – Sidewalk luminaries.

4' high – Qty 30 - \$9,000 + Tax and Shipping

Total hard cost - \$53,500 + Tax (approx. \$3,000) + Shipping
(approx. \$5,350) Approx Total \$62,000



Total request to the City of Mandan Visitors Fund \$206,000

MPO's commitment will be insurance and maintenance of all pieces. City will continue to install the Street Light Poles each year. MPO will hang wreaths.

Signature Display Piece Add-on





3D Winter Castle (Walkthrough Piece).
\$79,890 + Tax (approx. \$4,400) + Shipping
(Approx.\$8,000) Total \$93,000



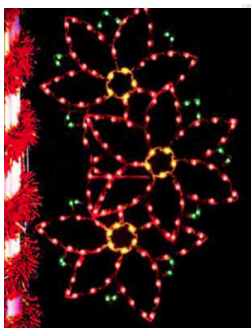




Including add-on request to the City of Mandan Visitors Fund \$298,000



Pole Mounts Quote 2024 City of Mandan

	Description	Cost
	<p>8) 6' Presidential Snowflake with C7 removable bulbs. LED price provided.</p> <p>Item: P-700</p> <p>Weight: 29lbs</p>	<p>\$6,840</p>
	<p>8) 6' Spiral Snowflake with C7 removable bulbs. LED price provided.</p> <p>Item: PWW-534</p> <p>Weight: 28lbs</p>	<p>\$7,456</p>
	<p>8) 6' Winterfest Snowflake with C7 removable bulbs. LED price provided.</p> <p>Item: PWW-529</p> <p>Weight: 28lbs</p>	<p>\$6856</p>
	<p>8) 5'x8' Silhouette Fantasy Tree with C7 removable bulbs. LED price provided.</p> <p>Item: P-120S</p> <p>Weight: Weight: 30lbs</p>	<p>\$5,520</p>

	<p>5) 4'x6' Bells with Bow with C7 removable bulbs. LED price provided.</p> <p>Item: PMCT-76</p> <p>Weight: 27lbs</p> <p>One red, one green and bow in warm white.</p>	<p>\$4,135</p>
	<p>4) 5'x8' Leaping Buck with C7 removable bulbs. LED price provided.</p> <p>Item: P-1626</p> <p>Weight: 29lbs</p>	<p>\$3,060</p>
	<p>5) 4'x7' Triple Poinsettia with C7 removable bulbs. LED price provided.</p> <p>Item: PMCT-72</p> <p>Weight: 34lbs</p>	<p>\$6,765</p>
	<p>5) 5'x8' Candy Canes with C7 removable bulbs. LED price provided.</p> <p>Item: P-478</p> <p>Weight: 26lbs</p>	<p>\$4,965</p>

	<p>5) 4'x7' Hat Tipping Snowman with C7 removable bulbs. LED price provided.</p> <p>Item: PWW-512</p> <p>Weight: 24lbs</p>	<p>\$6,390</p>
	<p>4) 4'x7' Christmas Ornament with C7 removable bulbs. LED price provided.</p> <p>Item: PMCT-128</p> <p>Weight: 30lbs</p> <p>No garland, bow lights red</p>	<p>\$5,520</p>
	<p>1) 5.5'x6' Old Man Winter with C7 removable bulbs. LED price provided.</p> <p>Item: PWW-551</p> <p>Weight: 25lbs</p>	<p>\$1,234</p>
	<p>18) Post over wreaths with LED C7 bulbs and bows.</p>	<p>\$9,900</p>
<p>Total</p>		<p>\$68,641</p>

Notes:

- All brackets are the same
- Bulb colors can be customized upon request; all white can be warm white, and you can add additional colors to the snowflakes if desired

- Pricing is valid through 4/26/2024
- Price is for product only

Assumptions:

- Shipping will be billed at actual and included in your last invoice total

