

TO: Department Heads

SUBJECT: ONE-TIME GRANTS FOR COMMUNITY SPECIAL EVENTS

PURPOSE

To establish the Special Events Grant Program and provide guidelines for disbursement of discretionary funds associated with public programs, activities, services, and special events held within the City of Santa Cruz (City) by qualified Applicants/Sponsors. One-time grants are intended to provide reasonable means to partially offset costs incurred in producing permitted special events that benefit the City and the wider community.

DEFINITION OF TERMS

Applicant/Sponsor

The organized entity who completes the Special Events Permit Application, acts as the primary contact, and assumes financial and liability risk for the special event.

Fees

City fees associated with facility rentals and/or permits issued by City departments, not limited to Fire, Parks and Recreation, Police, and Public Works for special events.

Special Events

Any planned activity sponsored and hosted by an Applicant/Sponsor that requires the use of public property by fifty (50) or more people, which is not within the normal and ordinary use of the property or which, by nature of the activity, may have a greater impact on City services or resources, neighborhoods, businesses, or the community as a whole than would have occurred had the activity not taken place, including, but not limited to, parades, shows, fairs, exhibitions, block parties, races/competitions, festivals, concerts, musical events, and sporting/athletic events. The City's Parks and Recreation Department Special Events Coordinator (Administrator) shall determine whether an activity is considered a special event.

Special Events Committee

An internal City committee that provides effective discussion on determining fee reductions, waivers, and special considerations. The Special Events Committee may consist of at least one representative from the City Manager's Office, Economic Development and Housing Department, Planning and Community Development Department, Fire Department, Police Department, Parks and Recreation Department, Public Works Department, and Risk Management. The Special Events Committee shall ensure that all procedures set forth in this APO are followed.

Special Events Permit Application

Includes applications for Minor and Major Public Events, Public Gathering and Expression Events, Neighborhood Block Parties, and other applications deemed appropriate by the Administrator.

POLICY

A maximum of fifty percent (50%) of City fees, not to exceed \$2,500, can be reimbursed through a Special Events Grant Application. Per calendar year, only one (1) Applicant/Sponsor per special event may submit a Special Events Grant Application.

Grants may be applied towards, but not limited to, the following special event items:

- City permit fees,
- Rentals for City-owned equipment and facilities, and
- City department staff services.

Grants may be revoked if:

- The Applicant/Sponsor fails to comply with City requirements and deadlines as determined by the Special Events Grant Application and Special Events Permit Application;
- There are changes to the status of the special event;
- The Applicant/Sponsor does not adhere to all rules, regulations, laws, and ordinances of the City and other applicable governmental entities; and
- The Applicant/Sponsor fails to abide by the policy and procedures outlined in this policy.

Funds not awarded during a fiscal year will revert to the General Fund.

Note: Previous grant revocation may result in ineligibility of requesting grants in the future, as decided by the Special Events Committee.

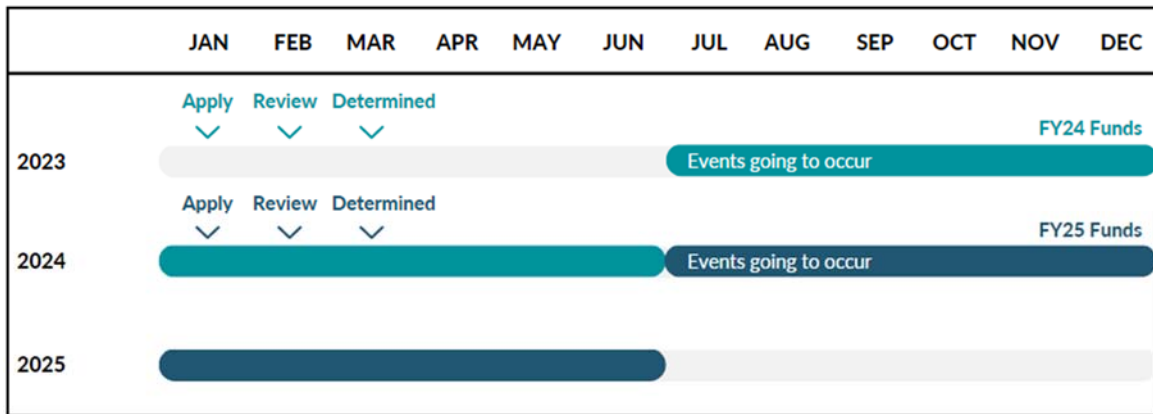
PROCEDURE

I. Eligibility Criteria

Special Events must:

- Take place within City limits;
- Not be for religious or political purposes, nor promote activities that City Council policies have deemed unsupported or banned;
- Have a history of being held at least one prior time or are brand new; and

- Submit a Special Events Grant Application on or before January 31st of each calendar year, to be funded for special events occurring that same July 1st through June 30th of the following year.¹



Note: Prior to each fiscal year (July 1st through June 30th), the City will publish the total budget available for one-time grants and the percentage split between previously held and brand new special events.

For the first funding cycle in Fiscal Year 2024, the \$25,000 total budget shall be split between previously held and brand new special events 75%/25%, respectively.

Applicants/Sponsors must:

- Provide a completed Special Events Grant Application and a copy of a completed Special Events Permit Application with associated supplemental information;
- Not have outstanding debt owed to the City and, if applicable, be in good standing with the Administrator in terms of fulfilling past event requirements;
- Be based inside City limits or show demonstrated benefits are primarily for the residents of the City;
- Meet all Special Events Grant Application and Special Events Permit Application process deadlines for consideration;
- Declare all other funding sources that they are seeking or have been granted; and
- Submit a Post-Event Report to the City within thirty (30) days following the event.

Ineligible Applicants/Sponsors are:

- Projects or organizations that have not satisfactorily fulfilled their obligations following previous fee reductions, waivers, or other special event requirements;

¹ The exception will be the first year of the program (FY 2024). The application cycle for that year will be in the late summer–early fall.

- Organizing a private function or on private property;
- Organizing a for-profit commercial venture;
- Organizing primarily a fundraiser or charity; and
- Financially dependent on receiving City funds.

II. Application Process

- The Special Events Grant Application will be available once per calendar year. To be considered for a one-time grant, the Special Events Grant Application must be complete and submitted by the advertised deadline.
- The Special Events Committee will decide within forty-five (45) days after the closing date.

Note: Completing the Special Events Grant Application does not guarantee a one-time grant and is contingent upon the annual approved budget, operating impacts, and available funds. Should funds be available after all grants are issued, Off-Cycle Requests (applications submitted after the advertised date) will be considered on a case-by-case basis by the Special Events Committee.

All Special Events Grant Applications must include the following items and in the following order to be considered complete:

- Special Events Grant Application;
- Actual budget (detailing items, item descriptions, quantity, and estimated cost);
- Current W-9 with signature either attached or on file with the City;
- Flyer or poster, if applicable; and
- Special Events Permit Application along with the following supplemental information:
 - Site Plan/Map
 - Safety and Security Plan

After the advertised deadline, Special Events Grant Applications will be forwarded to the Special Events Committee to evaluate eligibility, estimate fees, and determine the one-time grant amount for each Special Events Grant Application received.

In evaluating the priority of the Special Events Grant Application, preference will be given to Applicants/Sponsors that:

- Are applying for the first time and have not received support from the City in the past;
- Raise the profile of Santa Cruz through prominent acknowledgment of its support and assistance in event marketing materials and at the event itself;
- Embody the City's Health in All Policies pillars: equity, public health, and sustainability;

- Have a high number of expected attendees;
- Address City Council priorities and adopted General Plan policies;
- Benefit the residents of Santa Cruz;
- Contain an educational component;
- Create revenue-generating opportunities for local businesses;
- Involve more than one (1) Santa Cruz community group (in event organization and/or participation); and
- Commit to tracking event attendance.

Once the review of Special Events Grant Applications is completed, the Special Events Committee will notify Applicants/Sponsors of their award status per the Application Process.

Note: Disbursement will be made on a reimbursement basis after receipts are submitted to City staff after the special event has taken place. City staff will then authorize the Finance Department to make disbursement to the Applicants/Sponsors.

III. Off-Cycle Requests

Notwithstanding the provisions of this APO's requirements, the Special Events Committee retains discretion to consider additional special event Applicant/Sponsor requests presented outside of the Call for Applications period set forth in this policy, if funds are available. All Off-Cycle Requests for fee reductions and waivers shall be forwarded to the Special Events Committee for evaluation utilizing the eligibility and evaluation criteria set forth in this APO.