



## **City of Festivals Special Event Support Program Guidelines**

### **I. City of Festivals Special Event Support Program (“Program”) Description**

The primary purpose of this Program is to provide support in the form of grants for special events from start-up to self-sufficiency in the Sacramento downtown. Distinction is made between ticketed and free admission special events. The event must fall within a fabric of events consistent with family-oriented themes, entertainment and/or activities, ties the river/region together, promotes the City of Sacramento, and/or engages in substantial economic benefit to the City of Sacramento as determined by the City Manager, or his designee(s).

Two types of support are available for award, and are defined as follows:

- A. Services provided by City of Sacramento staff and/or departments; and/or,
- B. Monetary awards where an applicant has demonstrated a need that exceeds City services support.

### **II. Special Event Support Grant Award Criteria**

- A. Economic Impact: Hotels, number of rooms; Visitor spending; Local spending; Operational Spending; Other
- B. Involvement: Volunteer Program; Sponsorship Program; Other
- C. Media Exposure Value: Television Plan; Print Plan; Other Plan
- D. Performance Rating: Participants Plan; Spectators Plan; Media Plan; City Departments Support Required
- E. Documents: Business Plan; Marketing Plan; Financial Plan; Logistics Plan
- F. Value of Event to Community: Recognition/Image; Spectators; Signature Event
- G. Planning Event and Execution History: Past Event Success; Past Event Reliability; Past Ability to Deliver Event;

H. Support Requested: Funds; In-Kind

### **III. Program Parameters**

- A. This Program is only available for events within the designated geographic boundary identified in Section VII below in order to replenish parking revenues earmarked for this Program.
- B. Funding not allocated during the application period(s) may be set aside for special opportunity funding applications.
- C. Grant awards are made in the following priority order:
  - 1. Services provided by City of Sacramento staff and/or departments that can be reimbursed through Grant funds;
  - 2. Monetary awards in rare cases where the applicant has demonstrated a need that exceeds city services support; and,
  - 3. Free admission special events will receive priority over ticketed special events.
- D. Funding support for a special event may be revoked at any time if it is determined that the event does not fit within the criteria of the Guidelines, or the event applicant falsified information provided to the funding program.
- E. Additional information may be requested at any time during the screening process. Failure to provide information at any time during the application and screening process will result in rejection of the application for the funding cycle in which it was originally submitted.
- F. The City Manager, or his designee(s), may elect to provide funding from one to three years in a descending amount. The event must show growth potential to justify continued support within event criteria parameters. Funding may be extended based upon continued growth and/or growth potential.
- G. Special event application and analysis
  - 1. Paid and unpaid media advertising will be analyzed by the City, including television, radio, print, and Internet.
  - 2. The marketing plan, which must include media and public relations components will be analyzed by the City, including pre and post

analysis among spectators, participants, media and the general public. The applicant is responsible for the submission of a complete media report to the City.

3. Financial information provided by the applicant will be reviewed by the City to determine if the event is break-even, has carryover profit, and/or provides cost recovery to the City.
4. The proposed event must have a detailed business plan attached to the application. Additional information may be requested at any time during the application process. All elements will be carefully reviewed, including cost, economic impact (hotel room nights), visitor spending, operational spending, parking impact and traffic among other elements.

#### **IV. Application Process**

- A. All applicants must submit the appropriate documents during the designated application submittal period prior to the desired event date to be considered for this Program. Applicants will be notified as to the status of their grant application after panel review is completed
- B. Announcements concerning application period(s) will be made by e-mail and the web site of the City of Sacramento.

#### **V. Post Event Review and Analysis**

- A. The event applicant, if approved to receive funding and/or support from the City of Sacramento, must provide a detailed post event report within 30 days after the event for analysis by the City of Sacramento. Analysis elements include economic and/or social impact on the community, review of hotel occupancy levels, incident logs, financial summary with specifics on actual revenue and expenditures and the number of spectators attending the event.
- B. The event applicant is required to maintain a comprehensive media log and advertising affidavit for both paid and unpaid advertising.
- C. An annual review audit will be performed to determine if the event meets the event criteria established by the City of Sacramento.

#### **VI. Program Guidelines may be amended by the City Manager, or his designee(s), to improve the program Delivery.**

## VII. Geographic Boundary for Program

