



SPECIAL EVENTS GRANT PROGRAM

2017-18 Program Guidelines

For Events Occurring September 1, 2017 – August 31, 2018

1. Program Purpose

In effort to continue to encourage special events in the City, a Special Events Program has been established to support qualified events occur through an annual application, review and funding process. The purpose of the Special Events Grant Program (herein referred to as the “Program”) is to provide funding support for qualified special events and to assist with the City fees associated with executing a special event in Culver City. The Program is conducted once each fiscal year to align with the annual budget process. The Program is not intended to fund the entirety of a special event and Grant Awards shall not be awarded for the purpose of covering all of a special event’s associated City fees.

2. Program Overview

The Program shall involve a call for applications, a review of all completed applications received by the submission deadline, the assignment of recommended funding levels for each event, and then the formal review of the recommendations for approval or amendment by the full City Council. The City Special Event Support Program provides financial support to two categories of events:

- **Community and Charitable:** Events that serve or benefit locally based organizations and causes and/or provide recreational, cultural, and/or social benefits to Culver City residents. Culver City-based organizations and events that serve the Culver City community specifically, receive priority in funding.

Community/Charitable Event Grant Awards will be offered in the form of fee credits to cover fees associated with executing a special event in Culver City, including, but not limited to permits, equipment use, facility rental and/or administrative and staff associated costs.

Grant Awards will be available at fixed, not-to-exceed levels that correspond to the amount of City fees the applicant is expected to pay. Successful applicants will be awarded grants in the form of credits toward their City fees. If a Grant Recipient incurs costs (fees) higher than the Grant Award, they shall be responsible to pay the City those costs and fees not covered by the Grant Award. If the Grant Recipient's actual costs are lower than the projected costs set forth in the Grant application, the City shall retain the difference. All Grant Agreements shall include right to audit language.

- **Signature Events:** Large-scale events, that promote Culver City regionally, attract visitors, provide measurable, economic benefits to the City, and enhance the quality of life within Culver City with recreational, cultural, social and/or educational activities of interest to the community.

Signature Event Grant Awards will be offered in the form of either cash support or fee waivers. Preference will be given to special events where the City's financial support represents no more than 25% of the overall event budget. All Signature Event Grant Recipients will be required to enter into a Grant Agreement, which should include right to audit language and measurable objectives and performance measures for evaluating the event's marketing and economic impact.

Grant Awards will be available at fixed, not-to-exceed levels based upon an evaluation of the special event budget, the estimate of City fees, and the estimated economic benefits to the City. Preference will be given to special events where the City's financial support represents no more than 25% of the overall special event budget. The City may enter into multi-year agreements with Grant Recipients. All Grant Agreements, whether for one year or multiple years, shall include right to audit language and measurable objectives and performance measures for evaluating the event's marketing and economic impact.

3. Eligibility Requirements

- A. In order to phase in the first year of the Program, events scheduled to take place September 1, 2017 – August 31, 2018 shall be eligible to apply. Exact date(s), time(s) and location(s) within Culver City must be determined and included in application.
- B. The applicant must have no outstanding debt owed to the City of Culver City.
- C. The event is open and accessible to the community/general public. (Note: Events are not required to be free of charge.)

4. Ineligible Requests

- A. Events that serve a political purpose or are sponsored by political organizations.
- B. Event organizers and organizations that have not fulfilled previous City sponsorship or special event obligations (including post-event financial or performance measurement information), have been in breach of the terms of a prior Grant Agreement, or have an outstanding debt to the City of Culver City.
- C. Individuals.
- D. Invitation-only events; those events not open to the general public.

5. Application Process

- A. *Call for Applications:* On March 24, 2017, the City shall issue an annual Call for Applications for the Program for special events occurring September 1, 2017 – August 31, 2018. The electronic application will be open for completion of Part I, to be submitted a minimum of 2-business days prior to the mandatory pre-application meeting appointment. The electronic application can be accessed via the [Special Events Grant Program Webpage](#).
- B. *Mandatory Pre-Application Meeting:* Mandatory pre-application meetings will be held April 18 – May 4, 2017. Attendance of all applicants is mandatory. The purpose of this meeting will be to meet with City staff to assess City costs required to host the event in the City. This information will become especially significant in the event's budget development as well as used as the basis for the Grant Award request. During the meeting Part II of the application will be completed by City staff. Applicants may register for pre-application meeting appointments through the [Special Events Grant – Meeting Appointment Webpage](#).
- C. *Final Application Submission:* To qualify for consideration to receive City special event support, all applications must be submitted electronically by **11:59 PM (PST) May 12, 2017**. All applications must include an event budget, cover letter and detailed location information for the event for subcommittee evaluation.
- D. *Award Recommendation:* All requests for funds are considered and reviewed by a City Council subcommittee, which makes recommendations to the full City Council. Final grant awards are anticipated to be considered by the City Council on June 12, 2017 to align with the adoption of the annual budget.

6. Evaluation

- A. Community/Charitable Events applications will be reviewed and evaluated based on the following criteria:
 - a. The event serves, involves, and/or promotes Culver City, its residents, schools, and/or businesses.
 - b. The event directly or indirectly benefits the Culver City community; offering educational, cultural and/or arts experiences; and/or providing secular, recreational or social activities.
- B. Signature Events applications will be reviewed and evaluated based on the following criteria:
 - a. The special event delivers substantive and measurable economic benefits to the City.
 - b. The special event organizers utilize strategic marketing practices in planning and implementing the event.

- c. The special event enhances the quality of life within Culver City with recreational, cultural, social and/or educational activities of interest to the community.
- d. The special event attracts visitors to Culver City.
- e. The special event promotes Culver City as a highly desirable place to live, visit, work and recreate.
- f. The special event directly or indirectly benefits or promotes Culver City businesses or entities.

7. Other Requirements

- a. *Special Event Permitting:* All Grant Recipients will be expected to follow the City's separate, Special Event Permit Process and submit all necessary forms, business licensing, insurance and fees as required. Applications that do not meet the applicable Special Event Permit requirements and are not submitted within the specified deadlines risk forfeiting their Grant Award.
- b. *Banners:* For the purpose of allowing banners to be posted in the public right away, a special event must be specifically designated a City-Sponsored Event (as defined in this Policy and CCMC §17.330.040). Special events receiving Grant Awards do not automatically receive status as a City-Sponsored Event. Applicants seeking City Sponsorship designation, should note such request on their application where indicated. The application will be evaluated to determine whether the criteria for City-sponsorship can be satisfied. If eligible for City-sponsorship, the City Council will consider designating the event a City-Sponsored Event at the time of award of the grant.
- c. *Performance Measures:* The Grant Agreement will include mutually agreed upon performance measures for the special event. Event organizers will be required to demonstrate how the special event met, or did not meet, the agreed upon performance measures in a required, post-event report.
- d. *Post-Event Financials:* Signature Event Grant Recipients must agree to provide post-event financial statements and allow the City to conduct its own review or audit of them, if requested.
- e. *Additional City Policies:* All Grant Recipients shall be responsible for complying with all city policies, including, but not limited to ADA compliance, polystyrene-free products, waste recycling/removal, etc.