



# SPECIAL EVENTS GRANT PROGRAM

## 2018-19 Program Application

### Part I: General Information, Event Detail & Experience

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#### Instructions:

- Register for a mandatory pre-application appointment through the [Special Event Grant Program webpage](#).
- Part I of Application must be submitted no later than 1-business day prior to your meeting appointment.
- Complete all required sections of this form. An error message will display for incomplete required fields.

#### I. GENERAL INFORMATION

1. Organization's Legal Name: \_\_\_\_\_
2. Type of Entity: \_\_\_\_\_
3. Tax ID#: \_\_\_\_\_
4. Mailing Address: \_\_\_\_\_
5. City/State/Zip: \_\_\_\_\_
6. Contact Person Name: \_\_\_\_\_
7. Title: \_\_\_\_\_
8. Mailing Address *(if different from above)*: \_\_\_\_\_
9. City/State/Zip *(if different from above)*: \_\_\_\_\_
10. Telephone No.: \_\_\_\_\_
11. Email Address: \_\_\_\_\_
12. Name of Event: \_\_\_\_\_
13. Type of Event: \_\_\_\_\_
14. Event Location/Venue in Culver City: \_\_\_\_\_
15. Event Date(s): \_\_\_\_\_
16. Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_
17. Is Event Held Annually: \_\_\_\_\_

## II. EVENT DETAIL

1. Provide a Detailed Description of the Event. Please include a discussion of impacts such as road closures, parking, traffic control, bus re-routing, amplified sound, and if any portion of the event will be on public property such as parks, streets, sidewalks:

2. Will the event have the following (please check all that apply):

Dancing

Vendors/Booths

Charging for Alcohol

Entrance Fee

Valet Parking

Serving Alcohol

Be Open to the Public

Caterers/Trucks

Live Music/Amplified Sound

Takes Place Outdoors

Tent(s)

3. Anticipated Event Attendance (indicate participants vs. spectators, if applicable):

4. Is there a fee to enter the event? If yes, what is the amount of the fee:

5. Describe what, if any portion of the event is free to the public:

6. For the purpose of allowing banners to be posted in the public right away, events must be specifically designated as a “sponsored” City Event (CCMC §17.330.040). While being awarded a Special Event Program Grant does not automatically provide status as a City-Sponsored Event, checking the below box for City Sponsorship Status will alert staff for consideration. This application will in turn be routed to evaluate if the necessary conditions apply for City Council approval.

Does your event desire designation as City-sponsored, which would allow event banners to be posted? \_\_\_\_\_

### III. DETAILED EVENT LOCATION INFORMATION

At your mandatory pre-application meeting appointment, please be prepared with a sketch of the floor plan/mapping of the premises to be used for your event. This will be used in conjunction with your detailed event description to evaluate City impacts. A copy will also be required as an attachment prior to submitting your final electronic application.

Venue floor plans may be accessed via the City’s website at <http://www.culvercity.org/city-hall/information/facility-rentals>. Maps may be generated using any up-to-date software or web source (e.g. Google Maps, etc.).

#### **IV. ORGANIZATION/EVENT EXPERIENCE**

1. Summarize applicant's prior event experience:

2. If the applicant conducts similar events elsewhere, please provide details including: where, when, and if applicable why the event left its previous location:

3. Have you previously received City support for this or any other event sponsored by your organization?

\_\_\_\_\_

4. If you answered yes above, please list the event(s), year(s) and amount(s):

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5. The request for City support must include a list of other City entities or groups from which the applicant is seeking financial support. Are you seeking financial support from other City entities?

\_\_\_\_\_

6. If you answered yes above, please list the entities or groups and the amount of financial support requested from each:

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This completes Part I of the Application. Please initial below and electronically submit no later than 2-business days prior to your mandatory pre-application meeting. Part II of the Application will be completed by City Staff during your meeting. You will then be able to complete your application for final submission.

Applicant Initials: \_\_\_\_\_ Date: \_\_\_\_\_

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**[End of Special Event Application – Part 1]**



# **SPECIAL EVENTS GRANT PROGRAM**

## **2018-19 Program Application**

### **Part II: Total Estimated City Costs**

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**EVENT NAME:** \_\_\_\_\_

<b>TYPES OF REQUESTED CITY SERVICE</b>	<b>ESTIMATED COST</b>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	
<b>TOTAL EST. CITY COSTS:</b>	

**GRANT PROGRAM APPLICATION TYPE:** \_\_\_\_\_

[End of Special Event Application – Part 2]



# SPECIAL EVENTS GRANT PROGRAM

## 2018-19 Program Application

### Part III: Marketing Plan, Event Budget & Authorizations

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#### Instructions:

- Part III of Application must be submitted electronically no later than 11:59 pm (PST) on April 27, 2018.
- Complete all required sections of this form. An error message will display for incomplete required fields.

#### **V. MARKETING/OUTREACH PLAN**

1. What is your media/marketing plan? Please describe how/where this event will be promoted:

2. What public outreach have you done about your event? (e.g. Chamber of Commerce, Downtown Business Association, neighborhood community groups, etc.). What response did you receive and what were their concerns, if any? Please include any letters of support received for this event in the *Attachments* section of the application:

## VI. EVENT BUDGET

*Instructions:* Include an itemized list of the event budget. If you already prepare event/program budgets, please feel free to submit them in their original forms as an attachment in addition to the below.

ITEM	TOTAL	DESCRIPTION
<b>INCOME</b>		
Ticket Sales		
Government Grants & Contracts		
Foundation Contributions		
Corporation Contributions		
Individual Contributions		
In-Kind Contributions		
Other Contributions		
Advertising Income		
Fundraising Events/Products		
Membership Income		
Sponsorship Income		
Other Inc. (specify): _____		
Other Inc. (specify): _____		
Other Inc. (specify): _____		
<b>Total Income:</b>		
<b>EXPENSES</b>		
Salaries & Wages		
Fringe Benefits & Payroll Taxes		
Consultant & Professional Fees		
Travel		
Equipment		
Supplies		
Training		
Printing & Copying		
Telephone & Fax		
Rent & Utilities		
In-Kind Expenses		
Total Est. Culver City Service Costs		
Other Exp. (specify): _____		
Other Exp. (specify): _____		
Other Exp. (specify): _____		
<b>Total Expenses:</b>		
<b>PRE-REQUEST EVENT BALANCE:</b> (Total Income – Total Expenses)		
<b>SPECIAL EVENT GRANT REQUEST:</b>		
<b>FINAL EVENT BALANCE:</b> (Pre-Request Event Balance + Special Event Grant Request)		



## **VII. ATTACHMENTS CHECKLIST**

All requests must contain the following attachments, unless designated otherwise. Please confirm your application includes the following:

Cover Letter Signed and Dated from Principal Executive of the Organization, including following information (Required):

- A brief history of the organization;
- Organization mission statement; and
- A list of the organization's Board of Directors or governing body; and
- A statement explaining how your event meets or exceeds any or all of the applicable Special Events Grant Program Criteria.

Detailed Event Location Information (Required)

Letter Verifying Tax Exempt 501(c)3 Status, if applicable

Public Outreach Letters of Support (Optional)

Promotional Materials from Past Events (Optional)

Additional Event/Program Budget/Financial Information (Optional)

## **VIII. ACKNOWLEDGEMENT/AUTHORIZATION**

Required: As the organization's representative, please confirm your acknowledgement/authorization by checking each of the corresponding boxes and providing your electronic signature in the field below:

I have read and accept the terms for this grant as outlined in the City of Culver City Special Event Support Program Overview, including the eligibility qualification and evaluation criteria.

I understand that successful applicants will be required to enter into an agreement with the City that includes mutually agreed upon measurable objectives and performance measures for the event.

I certify to the best of my knowledge and belief that the information contained in this application is true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

I acknowledge that submission of this application does not guarantee the event will receive City support.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# SPECIAL EVENTS GRANT PROGRAM

## 2018-19 Program Guidelines

For Event Support July 1, 2018 – June 30, 2019

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### 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 Events 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. Events seeking program support from the period July 1, 2018 – June 30, 2019 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 13, 2018, the City shall open its annual Call for Applications for the Program for special events seeking program support from July 1, 2018 – June 30, 2019.
- B. *Mandatory Pre-Application Meeting:* Mandatory pre-application meetings will be held April 2 – April 11, 2018. 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) April 27, 2018**. 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 May 14, 2018 to align with the annual budget process.

## 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.