



## SPECIAL EVENTS SUPPORT PROGRAM GUIDELINES

The City of Monterey recognizes the social and economic benefits that may result from special events. They can provide cultural enrichment, promote economic vitality, and enhance community identity. Special events may also provide funding opportunities for service organizations. Cooperation between the City, event organizers and sponsors, and the community, is vital to successful events.

### **Purpose:**

A Special Event Support Program (SESP), funded annually through the City's budget process, with clearly defined goals, criteria, and metrics, will result in a granting process that provides equal opportunity for all interested event organizers, and a reporting process that demonstrates transparency and accountability for public funds.

### **Overview:**

Funding is subject to budget constraints. Based on the limited amount of funding available, applications will be reviewed in consideration of all application submissions, and the submission of a complete application does not guarantee funding. The City reserves the right to accept or reject any or all applications received. Successful applicants will receive grant funds at a set amount based on an evaluation of the event budget, the estimate of City fees, and the estimated economic benefit the event will bring to the City. Most successful applicants will receive an amount of grant funding that correlates to the amount of City fees the applicant is expected to pay. The City's SESP provides financial support to two categories of special events held in the City:

- **Charitable:** Events held by non-profit organizations qualified under 501(c)(3) or (c)(6) of the Internal Revenue Code, including but not limited to a qualified educational institutions, that serve the City of Monterey community.
- **Community:** Applicant does not need to maintain non-profit status for consideration of grant funding for this category of events that are free, open to the public, call attention to, promote and/or provide recreational, cultural, and/or social benefits to Monterey residents.

**I. ELIGIBILITY CRITERIA:**

**To be eligible to receive City of Monterey support, applicants must:**

- A. Submit an application by the deadline stated, in the format required, and are 100% complete. Applications that are late, incomplete, or do not fully comply with the instructions will be disqualified and will not be considered.
- B. Applicants that received grant funding in any prior years funding cycle must have complied with all reporting requirements to be considered for any future grants.
- C. Include a copy of the complete event budget with an explanation of projected income and expenses.
- D. Include proposed promotion/marketing plan and performance measures.
- E. Include non-profit tax ID number if event is organized by a non-profit.
- F. Demonstrate that the special event must take place within the City of Monterey.
- G. Demonstrate that the event is scheduled to take place between the Fiscal Year granting period (July 1 through June 30) and the date(s), time(s) and location within the City have been determined.
- H. The event is not financially dependent upon receiving City of Monterey support.
- I. The applicant has no outstanding debt due to the City of Monterey at the time of the application period.
- J. The event is accessible to the community/public, but need not be free of charge.
- K. Participation in the organization requesting funding not be predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.
- L. Agree to sign a grant agreement if funding is awarded. All grant agreements will include measurable objectives and performance measures for evaluating the event's marketing and economic impact, and the City's right to audit records that evidence such performance measures. The grant agreement requires event organizers to submit a post-event report within 60 days of their event indicating how the event met, or did not meet, the agreed upon performance measures. All grant agreements will include measurable objectives and performance measures for evaluating the event's marketing and economic impact, and the City's right to audit records that evidence such performance measures.

**II. INELIGIBILITY:**

**The City of Monterey will not provide support to:**

- A. Individuals.
- B. Events that benefit for-profit enterprises.
- C. Events that serve a political purpose or are sponsored by political organizations.

- D. Events that serve a religious purpose or are sponsored by religious organizations.
- E. Event organizers and organizations that have not fulfilled previous City sponsorship or special event obligations or have an outstanding debt to the City of Monterey at the time of the application period.
- F. Invitation-only events that are not open to the general public.

### III. **EVALUATION CRITERIA:**

#### **Eligible applications will be reviewed and evaluated based on the following criteria:**

- A. The event directly or indirectly benefits the City of Monterey community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
- B. The event benefits a City of Monterey or Monterey county-based non-profit organization or City of Monterey community or neighborhood association/organization.
- C. The event serves, involves, calls attention to and promotes the City of Monterey, its residents, youth, non-profits, schools and/or organizations.
- D. The event enhances the quality of life within the City of Monterey with cultural, social, recreational or educational activities of interest to the community.
- E. The event attracts visitors to the City of Monterey.
- F. The quality of the promotion/marketing plan, budget and performance measures.
- G. The event calls attention to and promotes the City of Monterey as a highly desirable place to live, visit, work, play and do business.

### IV. **OTHER REQUIREMENTS:**

Successful applicants will be expected to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required. Applications that do not meet the requirements and are not submitted within the specified deadlines risk forfeiting their City Special Event support.

Should the event not be held, all grant money received from the SESP must be returned immediately.

### V. **FUNDING:**

***The City expects to receive more applications and/or requests for grant support amounts in excess of what it can provide. There is no guarantee that the City will be able to provide all, part, or any of the financial support requested by each applicant. Thus, applicants should not make commitments based on the expectation of receiving City support. Recurring events do not automatically receive funding each year; event organizers of recurring events must apply each year to be considered.***

**NO LATE APPLICATIONS WILL BE ACCEPTED**