REPORT TO COUNCIL
City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

CONSENT
March 25, 2008

Honorable Mayor and
Members of the City Council

Title: City of Festivals Special Event Support Program

Location/Council District: Council District 1; Council District 3

Recommendation: Adopt a **Resolution** 1) approving the City of Festivals Special Event Support Program and Grant Program Guidelines ("Guidelines"); and 2) authorizing the City Manager, or his designee(s) to award Special Event Support Grants consistent with the Guidelines in amounts not to exceed $100,000 per grant.

Contact: Rebecca Bitter, Program Manager, 808-5047

Presenters: Not Applicable

Department: Convention, Culture & Leisure

Description/Analysis

Issue: On June 28, 2005, the City Council directed staff to prepare a funding program for large special events within the downtown core and the Old Sacramento Historic District. The Council also authorized a committee of the Directors of the Convention, Culture and Leisure, Parks and Recreation, and the Transportation Departments to conduct community outreach, draft guidelines for the City of Festivals Special Event Support Program ("Program"), and allocate funding in the interim period prior to adoption of the Guidelines (See Attachment 1, Background).

The City of Sacramento collaborated with partners and stakeholders to draft the Grant Program Guidelines ("Program and Guidelines"). The Program and Guidelines include the program description, funding criteria, application and screening panel process (See Exhibit A). This Program presents the City with an opportunity to maintain its commitment to establishing downtown Sacramento as a vibrant arts, entertainment, business and cultural destination through effective public-private collaboration for the benefit of residents, visitors and investors.

This Program will provide funding to events that provide a substantial economic benefit to the City of Sacramento and are consistent with family-oriented themes, entertainment, activities, and events that emphasize the Sacramento river-region. Typical events include Gold Rush Days, Jazz Jubilee, Pacific Rim, Bridge-to-Bridge, and the New Years Eve Sky Spectacular.

Funding for this Program will principally be used to offset costs to City departments associated with providing services for an event. Events in the downtown area often require significant involvement by the City of Sacramento, ranging from street closures, equipment rentals to public safety support. In certain rare cases where an applicant has demonstrated a need that exceeds city services support, additional monetary support may also be granted to the applicant. The Program is only available within the boundary of the Downtown Sacramento Partnership in order to replenish parking revenues earmarked for the Program (see map in Exhibit A).

A sample of the Special Event Support Program application packet is located in Attachment 2. The City will award Special Event Support Program grants consistent with the Guidelines in Exhibit A.

Policy Considerations: This action is consistent with the City's Strategic Plan to improve Sacramento's central business district and strengthen community partnerships to enhance the quality of life, and promote and support economic vitality. In accordance with City policy, City Council approval is required.

Committee/Commission Action: Not Applicable

Environmental Considerations: This report concerns activities that do constitute a "project" under the California Environmental Quality Act, CEQA Guidelines section 15378(b)(2).

Rationale for Recommendation: The popularity and success of downtown Sacramento as a venue for special events has attracted the attention of event organizers and promoters of major events and festivals that have the potential to be highly successful and further position the City of Sacramento and its riverfront as a destination attraction. Old Sacramento and the downtown area offer public open space and facilities that are attractive sites for entertainment, celebrations, cultural, and charitable events. Because they attract tourists, visitors, residents, and shoppers who patronize restaurants, hotels, retail facilities and parking, special events are an important component of the local economy. Therefore, it is in the City's best interest to support and encourage the successful management of special events in Sacramento's downtown core.

Financial Considerations: A Special Event Fund was established pursuant to Resolution 05-459 within the Parks and Recreation Department and it has received an annual appropriation of $100,000 from the Parking Facilities Development CIP for a total of $300,000 available at this time. Available funding may increase, if the number of special events within the Program

boundary grows. The City Manager currently has authorization to adjust the budget in the Special Events Fund for appropriations required relative to the availability of funds.

Emerging Small Business Development (ESBD): None, since no goods or services are being procured through this action.

Respectfully Submitted by: _____
Rebecca Bitter, Program Manager

Approved by: _____
Barbara E. Bonebrake, Director
Convention, Culture and Leisure Department

Approved by: _____
Jim Combs, Director
Parks and Recreation Department

Approved by: _____
Jerry Way, Director
Department of Transportation

Recommendation Approved:

for RAY KERRIDGE
City Manager

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Attachment 1

Background

On June 28, 2005, the City Council directed staff to prepare a funding program for large, special events within the downtown core and the Old Sacramento Historic District, to be funded with a percentage of revenues from the parking generated by these special events.

The City Council also authorized a committee of the Directors of the Convention, Culture and Leisure, Parks and Recreation, and Transportation Departments to conduct community outreach and to draft guidelines for the City of Festivals Special Event Support Program ("Program and Guidelines") (See Exhibit A) .

The City of Sacramento collaborated with partners and stakeholders to achieve the Grant Program Guidelines. Partners and stakeholders included the Sacramento Convention & Visitors Bureau, Downtown Sacramento Partnership, Historic Old Sacramento Foundation, Sacramento Sports Commission, City of West Sacramento – Parks & Recreation, County of Sacramento – Parks & Recreation, Midtown Business Association, East Sacramento Chamber of Commerce, Sacramento Metropolitan Chamber of Commerce, Sacramento Black Chamber of Commerce, Sacramento Asian Pacific Islander Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, neighborhood associations, and community based organizations.

Attachment 2

City of Sacramento
CITY OF FESTIVALS SPECIAL EVENT SUPPORT PROGRAM

ADDRESS HERE
Sacramento, CA 95814
916-808-XXXX

REQUEST FOR SUPPORT APPLICATION

(PRINT CLEARLY)

PLEASE SUBMIT THE FOLLOWING WITH THIS APPLICATION

1. **A full and complete Business Plan**
2. **A full and complete Logistics Plan**
3. **A full and complete Event Budget**
4. **A full and complete Marketing Plan**
5. **Copy of 501(c)(3), 501(c)(6) or other not-for-profit tax status, if applicable**

The undersigned hereinafter referred to as the APPLICANT, hereby makes application to request funding support to the CITY OF FESTIVALS PROGRAM as noted below on the date(s) here specified for the purpose(s) indicated. All applications are subject to approval by the presiding panel of the CITY OF FESTIVALS PROGRAM.
Funding is defined as either:

A) A portion or all of the costs of 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, as determined by the screening panel of the CITY OF FESTIVALS PROGRAM.

TODAY'S DATE: _____

COMPANY/ORGANIZATION: _____

CONTACT NAME: _____

ADDRESS: _____

TELEPHONE NUMBER: _____ FAX NUMBER: _____

EMAIL ADDRESS: _____

COMPANY/ ORGANIZATION STATUS:

FORM OF BUSINESS ENTITY: ☐ NON-PROFIT (**Copy of 501(c)(3), 501(c)(6) or other not-for-profit tax status is required)**

Nonprofit Federal ID# _____

☐ COMPANY ☐ PARTNERSHIP ☐ SOLE PROPRIETORSHIP ☐ ASSOCIATION

STATE REGISTERED: _____ COUNTY REGISTERED: _____

DATE COMPANY ESTABLISHED: _____

NAME OF AUTHORIZED REPRESENTATIVE TO SIGN CONTRACT: _____

TITLE: _____

****

FOR USE BY CITY OF FESTIVALS PROGRAM			
Document	*Received*	*Notes*	*Date*
Business Plan			
Logistics Plan			
Non-Profit Tax Status, if applicable			

CITY OF FESTIVALS SPECIAL EVENT SUPPORT PROGRAM

EVENT INFORMATION

(PRINT CLEARLY)

Summary/ Purpose of Event:

_____

_____

_____

Event Title:

_____

Requested Date(s) of Event

_____

Days of Week:

_____

Event Hours:_____

Set-Up Time/Days:_____

Please list all performers and entertainment acts: (performers/entertainment acts may not be changed without prior approval of the City of Festivals Program.

_____

_____

_____

_____

Estimated Attendance: _____

Tickets to be sold *(Circle One)* : YES NO

If yes, price per ticket: _____

Type of Funding Requested *(check all that apply)*: □ City Services □ Monetary Funding

If monetary, please indicate the monetary amount requested $_____

Please explain the purpose of these funds:

_____

_____

Total Event Budget $_____

CITY OF FESTIVALS
REFERENCES
(PRINT CLEARLY)

BANK INFORMATION (LIST 2)

NAME	DOING BUSINESS AS (DBA)	ADDRESS AND PHONE	CONTACT NAME	YEARS AS CLIENT

BUSINESS REFERENCES (LIST 3)

NAME	ADDRESS AND PHONE	CONTACT NAME	PURPOSE OF ASSOCIATION

MEDIA REFERENCES (LIST 3)

NAME	ADDRESS AND PHONE	CONTACT NAME	ANNUAL $ AMOUNT OF BUSINESS

Please provide a list of facilities, outdoor arenas, and/or streets previously used in the City of Sacramento and outside the City of Sacramento.

FACILITY NAME	CONTACT NAME AND PHONE NUMBER	EVENT NAME	DATE/ ATTENDANCE

Applicant hereby represents that he/she has made full and complete disclosure of all information, and that all of the above information and statements are true and correct. Applicant also hereby authorizes a representative of the City of Festivals Program to contact names references and obtain information as related to this application. *Please allow 30 working days for processing of application.*

Applicant Name (print): _____ Applicant Signature: _____

Title: _____ Date: _____

This application form is subject to change by the City of Sacramento at any time without notice.

Attached: Business Plan
Logistics Plan
Marketing Plan
Business Plan Checklist (completed)

CITY OF FESTIVALS SPECIAL EVENT SUPPORT PROGRAM
Business Plan Checklist

FINANCIAL

- Revenue Sources and Amounts for Entire Event ☐
- Expense Budget ☐
- Sponsorship Program ☐
- Economic Impact to Community ☐
  - Hotel Room Nights (how will you measure)
  - Visitor Spending ☐
- Tickets/Non-Ticketed Pricing ☐

MARKETING

- Attendance ☐
- Media Plan ☐
- PR Plan ☐
- Marketing Plan ☐

LOGISTICAL

- Location of Event and Event Layout Diagram ☐
- Map of Event Boundaries ☐
- Volunteer Program ☐
- Parking Needs ☐
- Proposed Location ☐
- Partner Organizations ☐

SCREENING PANEL RANKING SHEET

Category		*Applicant #1*	*Applicant #2*	*Applicant #3*	*Notes*
Economic Impact	Hotels - # of rooms				
	Visitor Spending				
	Local Spending				
	Operational Spending				
	Other				
Involvement	Volunteer Program				
	Sponsorship Program				
	Other				
Media Exposure Value	Television Plan				
	Print Plan				
	Other Plan				
Performance Rating	Participants Plan				
	Spectators Plan				
	Media Plan				
	City Departments Support Required				
Documents	Business Plan				
	Marketing Plan				
	Financial Plan				
	Logistics Plan				
Value of Event To Community	Recognition/Image				
	Spectators				
	Signature Event				
Planning Event and Execution History	Past Event Success				
	Past Event Reliability				
	Past Ability To Deliver Event				
Support Requested	Funds				
	In-Kind				
Totals					
Overall Rating					

Rating: 5 - Excellent 4 - Good 3- Fair 2 - Weak 1 - Poor

Attachment 3

RESOLUTION NO. 2008-

Adopted by the Sacramento City Council

City of Festivals Special Event Support Program

BACKGROUND

A. The City of Festivals Special Event Support Program will provide funding to events that provide a substantial economic benefit to the City of Sacramento and are consistent with family-oriented themes, entertainment, and activities, and events that emphasize the Sacramento river-region in order to encourage the selection of downtown Sacramento as the location for such activities.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. The City Council approves the City of Festivals Special Event Support Program ("Program") and Grant Program Guidelines ("Guidelines").

Section 2. The City Manager or his designee(s) are authorized to award Special Event Support Grants consistent with the Guidelines in amounts not to exceed $100,000 per grant. Program Guidelines may be amended by the City Manager to improve Program delivery.

Table of Contents:

Exhibit A City of Festivals Special Event Support Program Guidelines

Exhibit A

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

Exhibit A

III. Program Parameters

A. This Program is only available within the boundary of the Downtown Sacramento Partnership (see Section VII) 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.

Exhibit A

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 at least 6 months prior to the desired event date to be considered for this Program. Applicants will be notified within 30 calendar days of receipt of the application as to the status of their grant application.

B. Announcements concerning application period(s) will be made by direct mail, newspaper announcements, e-mail and the web site of the City of Sacramento.

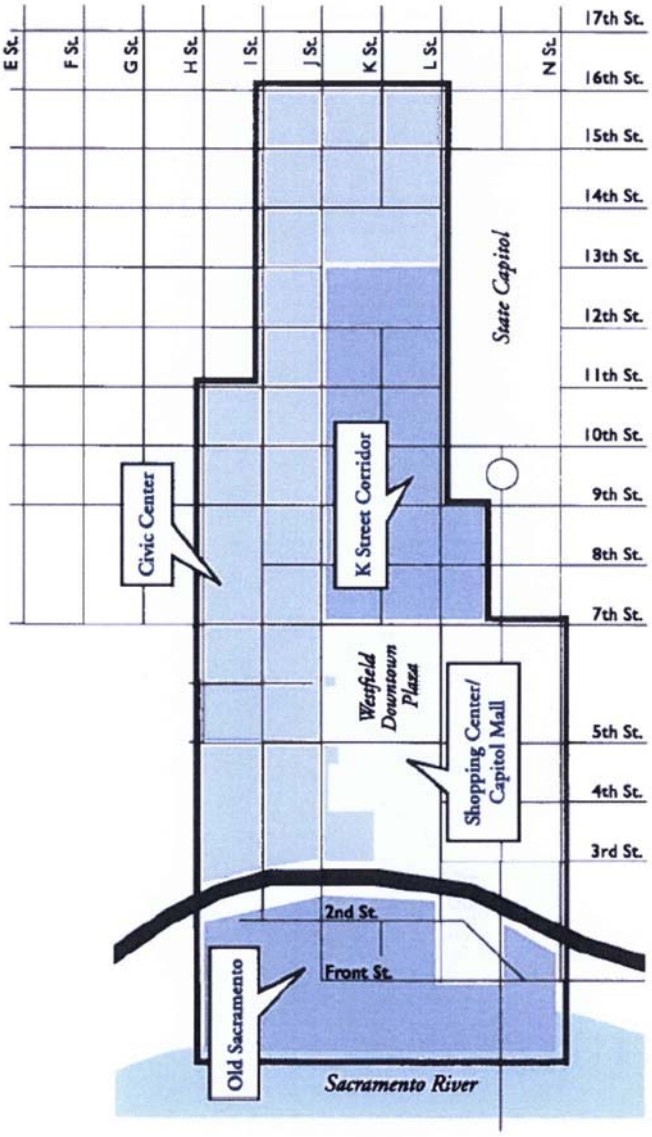
V. Post Event Review and Analysis

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.

Exhibit A

VII. Support Program Grant Boundary