

SPECIAL EVENTS/PROJECTS FUNDING ASSISTANCE POLICY AND PROCEDURES

I. General Purpose of Policy; Definitions

- A. *Background of Policy.* The City frequently receives requests from individuals and groups for funding and other assistance in connection with a Special Event they plan to hold in the City or with a Special Project they plan to build or complete in the City. The City recognizes that certain Special Events and Special Projects provide general benefits to the residents of the City as a whole and desires to assist in the funding and promotion of such Special Events and Special Projects when the City, in its sole discretion, deems it appropriate and feasible for the purposes of encouraging the ethnic, cultural, historic, health, recreational, or environmental aspects of the City in ways that are not already provided in or by the City.
- B. *Purpose of Policy.* The purpose of this policy is to outline the procedures by which an Organization can request assistance from the City for its Special Event or Special Project and the guidelines the City will use in determining (1) whether such Special Event or Special Project is eligible for assistance and (2) the type and amount of assistance, if any, that the City will provide. Regardless of eligibility, however, nothing in this policy entitles an Organization to assistance from the City. All decisions of whether, and the amount of, assistance will be provided shall be made by the City in its sole discretion.
- C. *Definitions.* Certain terms used in this policy have the following definitions:
1. "Organization" means (a) a nonprofit organization that qualifies for tax-exempt status under Section 501 of the Internal Revenue Code, (b) a group consisting of employees of a business or businesses located in the City, or (c) a group consisting of individuals the majority of whom are residents of the City that has been formed for the purpose of planning and conducting a Special Event or performing a Special Project.
 - a. The term "Organization" does not include citizen groups formed for the purpose of supporting or partnering with existing City services, such as the Friends of the Library, Friends of the Perry Museum, or other similar groups.
 - b. The term "Organization" also does not include a Community Service Organization that is under contract with the City pursuant to the City's Community Service Funding Policy and Procedures or included in the City's budget and contracted with on a multi-year basis.

2. “Special Event” means an activity developed by an Organization around a specific theme that draws participants who reside inside and/or outside the City and that provides a general benefit for the residents of the City as a whole. A Special Event is categorized as either (a) a Cultural Special Event that encompasses creative expressions through theater, music, dance, art, and similar artistic endeavors that showcase or celebrate the City's ethnic diversity or (b) an Educational Special Event that provides informational programs relating to ethnic, cultural, historic, health, recreational, environmental, or similar interests.
3. “Special Project” means an undertaking by an Organization that results in a tangible item built or located on City property or an on-going improvement to City property that provides a general benefit to the residents of the City as a whole.
4. The “Grant Recommendation Committee” means the three-member ad hoc committee, consisting of three City Councilmembers appointed by the Mayor for the purpose of reviewing the applications received for Special Event or Special Projects grants and making recommendations to the City Council with respect to such applications.

II. Determination of Assistance for Special Events

- A. *Filing of Special Event Grant Application.* Organizations seeking assistance from the City with respect to a Special Event must complete a Special Event Grant Application (see Addendum A) and submit it to the City Secretary by the applicable deadline. Grant applications should include a detailed description of the Special Event, the total budget for the Special Event, the estimated resident and non-resident attendance at the Special Event, and such other information as the City may request.
- B. *Deadline for Filing Special Event Grant Applications.* Special Event Grant Applications will be reviewed and considered by the City only as part of the City’s annual budget process for the next succeeding fiscal year. As a result, grant applications for a Special Event to be held during the subsequent fiscal year must be submitted no later than May 31 of the preceding fiscal year. Applications received after the deadline, that fail to respond to all of the requested information, or that provide inadequate responses to the requested information shall be returned to the applicant and are not eligible for consideration for a grant.
- C. *Determination of Special Event Grant.* The Grant Recommendation Committee will review the grant applications received for Special Events scheduled to be held during the next fiscal year and make a recommendation to City Council with respect to which Special Events, if any, should receive a grant and the amount of the recommended grant for each Special Event. Such recommendations shall be presented to the City Council as part of its budget considerations for the following fiscal year.

1. The Grant Recommendation Committee should analyze the Special Event Grant Applications and base any grant recommendation on the following factors:
 - a. The quality of the event as demonstrated by the event description and history of previous events, including the extent to which the event’s theme and activities reinforce the predominant social values in the community and provide the type of desired programs that reflect the City’s diverse interests;
 - b. The extent and feasibility of the administrative oversight of the Special Event provided by the Organization;
 - c. The potential of the Special Event to attract visitors to the City and the economic impact the Special Event will have for the City’s hotels, restaurants, and retail community;
 - d. The overall benefits of the Special Event to the residents of the City as a whole; and
 - e. The total attendance at the Special Event in the previous and prior years. First-time Special Events or Special Events that cannot provide a verifiable attendance record in the previous year are not eligible for a grant under this policy.
2. The total amount of the grant to be awarded to an approved Special Event shall be based on the verifiable attendance at the Special Event in the previous year as follows:

Attendance in the Prior Year	Maximum Amount of Grant
Under 1,000	\$1,000
1,000 to 2,499	\$2,500
2,500 to 4,999	\$5,000
5,000 to 9,999	\$7,500
10,000 to 19,999	\$10,000
20,000 to 39,999	\$15,000
40,000+	\$25,000

- a. “Verifiable attendance” means that the Special Event’s attendance numbers in the previous year are based upon either (1) actual ticket sales at the event or (2) an actual head count provided by a reliable source independent from the applicant. The Grant Recommendation Committee may evaluate the reliability of the attendance numbers provided by the applicant from either source and make reasonable adjustments to such attendance numbers as the Grant Recommendation Committee deems appropriate.

- b. The maximum grant award for any Special Event shall not exceed \$25,000 in a single fiscal year.
3. The approval of a Special Event grant does not obligate the City to provide marketing support for the Special Event. Any marketing support for an approved Special Event will be provided, if at all, consistent with the City's Guidelines for Public Access to City Information Sources.
4. The City Council shall have the final determination regarding whether to provide a grant for any Special Event and the amount of any such grant. Such determination may be based upon the criteria listed in this policy, the recommendations of the Grant Recommendation Committee, the availability of sufficient funds in the City budget, the prioritization of the use of City funds, or such other reasons as the City Council may, in its sole discretion, deem appropriate to ensure the expenditure serves the general benefit of the residents of the City. The City Council is not obligated to provide a Special Event grant to any Organization or for any Special Event to which it provided a grant in any previous year.

D. Payment and Use of Special Event Grant Funds.

1. Organizations receiving a Special Event Grant may use the funds to pay for any permit fees charged by the City for holding the Special Event, costs related to required public safety resources for the Special Event, or other actual expenditures incurred by the Organization for holding the Special Event.
2. The City will pay an approved Special Event grant to the Organization within thirty days after the end of the Special Event.

III. Determination of Assistance for Special Projects

- A. *Filing of Special Projects Grant Application.* Organizations seeking assistance from the City with respect to a Special Project must complete a Special Project Grant Application (see Addendum A) and submit it to the City Secretary by the applicable deadline. Grant applications should include a detailed description of the Special Project, the total budget for the Special Project, an estimate of the ongoing costs for upkeep and maintenance of the project after its completion, and such other information as the City may request.
- B. *Deadline for Filing Special Project Grant Applications.* Special Project Grant Applications will be reviewed and considered by the City only as part of the City's annual budget process for the next succeeding fiscal year. As a result, grant applications for a Special Project to be performed during the subsequent fiscal year must be submitted no later than May 31 of the preceding fiscal year. Applications received after the deadline, that

fail to respond to all of the requested information, or that provide inadequate responses to the requested information shall be returned to the applicant and are not eligible for consideration for a grant.

- C. *Determination of Special Project Grant.* The Grant Recommendation Committee will review the grant applications received for Special Projects to be performed during the next fiscal year and make a recommendation to City Council with respect to which Special Projects, if any, should receive a grant and the amount of recommended grant for each Special Project. Such recommendations shall be presented to City Council as part of its budget considerations for the following fiscal year.
1. The Grant Recommendation Committee should analyze the Special Project Grant Applications and base any grant recommendation on the following factors:
 - a. The overall benefits of the Special Project to the residents of the City as a whole;
 - b. The extent and feasibility of the administrative oversight of the Special Project provided by the Organization; and
 - c. The cost to the City of ongoing maintenance and upkeep of the project after its completion.
 2. The maximum grant shall not exceed 25% of the actual eligible expenses for the Special Project or \$10,000, whichever is less. Eligible expenses do not include costs related to alcohol (for sale or consumption); taxes; gifts; existing deficits, loans, interest on loans, fines, penalties or costs of litigation; projects or events that are extensions of training (i.e., academic programs, conferences, classes and workshops); costs related to performances or programs already funded or reimbursed by another entity; scholarships or cash prizes; any funding for activities taking place outside of the city limits City; faith-based organizations using funds for events or activities which have a primary purpose that is religious, or programming that exists as part of religious sermons or services; purchase of equipment (except rental costs directly affiliated with the Special Project); capital building expenses; or meals, refreshments, and/or catering expenses.
 3. The City Council has the final determination regarding whether to provide a grant for any Special Project. Such determination may be based upon the criteria listed in this policy, the recommendations of the Grant Recommendation Committee, the availability of sufficient funds in the City budget, the prioritization of the use of City funds, or such other reasons as the City Council may, in its sole discretion, deem appropriate to ensure the expenditure serves the general benefit of the residents of the City. The City Council is not obligated to provide a Special Project grant to any Organization or for any Special Project to which it provided a grant in any previous year.

D. *Payment and Use of Special Project Grant Funds.*

1. Organizations receiving a Special Project Grant may use the funds to pay for any permit fees charged by the City in relation to the Special Project or other actual expenditures incurred by the Organization for completing the Special Project.
2. The City will pay an approved Special Project grant to the Organization within thirty days after submission by the Organization to the City Secretary of detailed invoices reflecting applicable expenses and charges relating to the Special Project. Such invoices shall be submitted to the City within thirty days after the completion of the Special Project.

ADDENDUM A

CITY OF CARROLLTON, TEXAS
SPECIAL EVENT GRANT APPLICATION

**For Special Events Taking Place:
October 1, 20__ to September 30, 20__**

***All applications must be received no later than 5 pm, May 31, 20__
Incomplete forms will not be considered.***

1. Name of Event: _____

2. Date of Event: _____

3. Name of Organization: _____

a. Organization Mailing Address: _____

b. Contact Person: _____

(1) Contact Person Phone:

Cell Phone: _____ Other Phone: _____

(2) Contact Person Email Address: _____

(3) Contact Mailing Address: _____

4. Is your Organization a nonprofit organization that qualifies for tax-exempt status under Section 501 of the Internal Revenue Code? Yes No

5. Is your Organization a group consisting solely of residents of the City that has been formed for the purpose of planning and conducting this Special Event? Yes No

If "Yes," list on a separate sheet the names and addresses of all members of the group.

6. Which of the following best describes your event?

- Cultural Special Event that encompasses creative expressions through theater, music, dance, art, and similar artistic endeavors that showcase or celebrate the City's ethnic diversity.

- Educational Special Event that provides informational programs relating to ethnic, cultural, historic, health, recreational, environmental, or similar interests.

7. Description of the Special Event (including location, estimated space to be used, targeted audience, and marketing plan):

8. Describe the administrative oversight provided by the Organization for the Special Event:

9. ~~Estimated number of Carrollton residents to be served by the proposed event~~ Total attendance at the Special Event last year: _____

10. How was attendance at last year's event calculated?

- Ticket Sales
- Headcount. If by headcount, who conducted the headcount? _____

11. Estimated total attendance for the upcoming year: _____

~~11. Estimated total room nights booked and City-wide spending generated by the event (including past data, if available):~~

12. Event Budget: Attach to the application a one page summary of the projected revenues and expenses for the event.

Signature: _____

Printed Name: _____

Date: _____

ADDENDUM B

CITY OF CARROLLTON, TEXAS
SPECIAL PROJECT GRANT APPLICATION

**For Special Projects to be Performed:
October 1, 20__ to September 30, 20__**

***All applications must be received no later than 5 pm, May 31, 20__
Incomplete forms will not be considered.***

1. Name of Organization: _____
 - a. Organization Mailing Address: _____
 - b. Contact Person: _____
 - (1) Contact Person Phone:
Cell Phone: _____ Other Phone: _____
 - (2) Contact Person Email Address: _____
 - (3) Contact Mailing Address: _____

2. Is your Organization a nonprofit organization that qualifies for tax-exempt status under Section 501 of the Internal Revenue Code? Yes No

3. Is your Organization a group consisting solely of residents of the City that has been formed for the purpose of planning and conducting this Special Event? Yes No

If "Yes," provide a list on a separate sheet of the names and addresses of all members of the group.

4. Description of the Special Project (including the location of the project, the estimated space to be used, the desired project completion date, and how the project benefits the residents of the City of Carrollton as a whole):

