



CITY OF CARMEL-BY-THE-SEA

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Chair Judy Refuerzo, Commissioners Linda Calafiore,
Donna Jett, Grace Lee,
and Bonnie Folster

All meetings are held in the City Council Chambers
East Side of Monte Verde Street
Between Ocean and 7th Avenues

REGULAR MEETING

4/11/2017

9:30 a.m.

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE

PUBLIC APPEARANCES Members of the public are entitled to speak on matters of municipal concern not on the agenda during Public Appearances. Each person's comments shall be limited to 3 minutes, or as otherwise established by the Commission. Matters not appearing on Commission's agenda will not receive action at this meeting but may be referred to staff for a future meeting. Persons are not required to give their names, but it is helpful for speakers to state their names so that they may be identified in the minutes of the meeting.

ANNOUNCEMENTS

A. Announcements from Chair and Commissioners

CONSENT AGENDA Items on the consent agenda are routine in nature and do not require discussion or independent action. Members of the Commission or the public may ask that any items be considered individually for purposes of Commission discussion and/or for public comment. Unless that is done, one motion may be used to adopt all recommended actions.

1. Approval of the minutes for the 3/14/2017 meeting. (pp. 1 - 2)

ORDERS OF BUSINESS Orders of Business are agenda items that require Commission discussion, debate, direction to staff, and/or action.

2. Review and consider six (6) Fiscal Year 2017/18 Special Event Support grant funding applications totaling \$27,206; make a recommendation to the City Council regarding grant funding amounts in a total not to exceed \$8,597. (pp. 3 – 72)
3. Consider a request from the Carmel-by-the-Sea Concours on the Avenue event for a multiple year Special Event Support program grant in the amount of \$34,410 per year for three years, and make a recommendation to the City Council. (pp. 73 - 87)

FUTURE AGENDA ITEMS

ADJOURNMENT

This agenda was posted at City Hall located on Monte Verde Street between Ocean and 7th Avenues, Harrison Memorial Library located on the NE corner of Ocean Avenue and Lincoln Street, and the Carmel-by-the-Sea Post Office located on 5th Avenue between Dolores Street and San Carlos Street, and the City's webpage <http://www.ci.carmel.ca.us/carmel/> on 4/6/2017 in accordance with the applicable legal requirements.



Janet Bombard, Library and Community Activities Director

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

Any supplemental writings or documents distributed to a majority of the Community Activities and Cultural Commission members regarding any item on this agenda, received after the posting of the agenda will be available for public review in the Library and Community Activities Director's Office located at the Park Branch Library at the NE corner of Mission Street and Sixth Avenue during normal business hours.

SPECIAL NOTICES TO PUBLIC

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at 831-620-2007 at least 48 hours prior to the meeting to ensure that reasonable arrangements can be made to provide accessibility to the meeting (28CFR 35.102-35.104 ADA Title II).

CHALLENGING DECISIONS OF CITY ENTITIES The time limit within which to commence any lawsuit or legal challenge to any quasi-judicative decision made by the City of Carmel-by-the-Sea is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision, including without limitation Government Code section 65009 applicable to many land use and zoning decisions, Government Code section 66499.37 applicable to the Subdivision Map Act, and Public Resources Code section 21167 applicable to the California Environmental Quality Act (CEQA). Under Section 1094.6, any lawsuit or legal challenge to any quasi-judicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. Government Code section 65009 and 66499.37, and Public Resources Code section 21167, impose shorter limitations periods and requirements, including timely service in addition to filing. If a person wishes to challenge the above actions in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Carmel-by-the-Sea, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

MINUTES
COMMUNITY ACTIVITIES & CULTURAL COMMISSION

CITY OF CARMEL-BY-THE-SEA

REGULAR MEETING, March 14, 2017

I. CALL TO ORDER AND ROLL CALL

PRESENT: Commissioners: Calafiore, Folster, Jett, Refuerzo

ABSENT: Lee

STAFF PRESENT: Janet Bombard, Library and Community Activities Director
Margi Perotti, Community Activities Assistant
Lori Aiello, Community Activities Assistant

II. EXTRAORDINARY BUSINESS

None

III. PLEDGE OF ALLEGIANCE

Members of the audience joined the Commission in the Pledge of Allegiance.

IV. APPEARANCES

No appearances.

V. CONSENT AGENDA

1. Approval of the February 14, 2017 regular meeting.

It was moved by Jett and seconded by Calafiore to approve the minutes of the February 14, 2017 regular meeting.

The motion carried by the following roll call vote:

AYES: Calafiore, Folster, Jett, Refuerzo

NOES: Lee

ABSENT: None

ABSTAIN: None

Commissioner Lee joined the meeting at 9:36 a.m.

VI. ORDERS OF BUSINESS

1. Consider a request from the Carmel Art Festival to add a VIP wine reception on Mission Street between Ocean and 6th Avenues to the 2017 Carmel Art Festival Event and make a recommendation to the City Council.

Staff member Bombard presented the staff report and addressed questions of the Commission.

Chairperson Refuerzo opened the public hearing. Hella Rothwell and Rich Pepe appeared to support the wine reception. There being no other appearances, the public hearing was closed.

It was moved by Jett and seconded by seconded by Calafiore to send a recommendation to the City Council to support the wine reception. The motion carried by the following roll call vote:

AYES: Calafiore, Folster, Jett, Lee, Refuerzo
NOES: None
ABSENT: None
ABSTAIN: None

2. Discuss planning and developing new City special events, including: City –wide garage sale, movie series in Devendorf Park and music series in Devendorf Park.

Staff member Perotti presented the staff report and addressed questions of the Commission.

Chairperson Refuerzo opened the public hearing. Hella Rothwell and Yvonne Bowen appeared and supported movies in the park. There being no other appearances, the public hearing was closed.

Following discussion, Chairperson Refuerzo appointed Linda Calafiore and Bonnie Folster to an Ad Hoc Committee to investigate and develop a program for movies in the park.

The Commission discussed music in the park and a city-wide garage sale. These items were continued to the next regular meeting for discussion.

VII. FUTURE AGENDA ITEMS:

1. Special Event Support Grant Applications

VIII. ADJOURNMENT

There being no further business to come before the Commission, the meeting was adjourned at 10:15 am.

Respectfully submitted,

Margi Perotti, Community Activities Assistant

Approved by: _____
Judy Refuerzo, Chair



CITY OF CARMEL-BY-THE-SEA
Community Activities and Cultural Commission
Staff Report

April 11, 2017
Orders

TO: Community Activities and Cultural Commissioners
FROM: Janet Bombard, Community Activities Director
SUBJECT: Review and consider six (6) Fiscal Year 2017/18 Special Event Support grant funding applications totaling \$27,206; make a recommendation to the City Council regarding grant funding amounts in a total not to exceed \$8,597.

RECOMMENDATION

Review and consider six (6) Fiscal Year 2017/18 Special Event Support grant funding applications with a total amount of \$27,206; make a recommendation to the City Council regarding grant funding amounts in a total not to exceed \$8,597.

BACKGROUND / SUMMARY

BACKGROUND

Special events benefit the community in many ways. They provide cultural, educational and recreational opportunities that enrich people's lives while at the same time enhancing the local economy. The City of Carmel-by-the-Sea has a history of allocating funding to encourage and support special events.

The City's recently adopted special event policy, Policy C16-01, defines and outlines an annual Special Event Support Program -- a granting process that provides financial support to event organizers in the form of credits toward their special event fees (the City does not provide cash awards to grantees).

In the fall of 2016, the first Special Events Support Program process for Fiscal Year 2016/17 events was held. Three grant applications were reviewed by the Community Activities and Cultural Commission and submitted with funding recommendations to the City Council.

The second round of Special Event Support Program grant applications - for special events taking place in Fiscal Year 2017/18 - began January 27, 2017. Staff sent the guidelines and application to all event organizers who had applied for a special event in the City during the past three years. Two ads were run in the Carmel Pine Cone, and the guidelines and application were posted on the City's webpage. The Carmel Pine Cone also wrote an article featuring the grant application period.

City Policy C16-01 states that a staff committee will evaluate all qualified applications received by the deadline, and funding recommendations will be made based upon the application. Results are presented to the CA&CC for review, and the commission's recommendation is then submitted to the City Council for final funding determination.

The City Council adopted Policy C16-01 after the Fiscal Year 2016/17 budget was adopted. The City Council had already allocated \$27,500 in the FY 16/17 budget for fee waivers; however, a 9th District United States

Court of Appeals decision determined that fee waivers were unconstitutional. The Special Event Support Program section of Policy C16-01, which complies legally, took the place of fee waivers and the funds that had been allocated for the waivers were allocated to the special event support program grants instead.

With a budget already in place that covered the total amount of Fiscal Year 2016/17 grant requests, the Commission was able to recommend that the total amount of fees for each of the three events that submitted applications be granted.

Because the grant requests under consideration in this report are for events that will take place in Fiscal Year 2017/18, the City Council has not yet budgeted funds for the FY 17/18 Special Event Support Program. The Commission's recommendations, therefore, may help inform the City Council's future budget decision with regard to funding the program.

SPECIAL EVENT SUPPORT PROGRAM CONSIDERATIONS

Per City Policy C16-01 and the Community Promotions Fund Special Event Support Program Guidelines, up to 60% of available special event support budget funds will be made available for small-scale events and up to 40% of available funds will be made available for large-scale events.

City Policy C16-01 defines a small-scale event as one that:

- Draws fewer than 2,000 people and/or requires the closure of no more than two City blocks
- requires less than two hours of total City staff time for pre-event preparation and/or post-event rehabilitation of the event venue
- does not exceed six hours in duration including time required for setup and take-down

Large-scale events are defined as follows:

- an event based in the City of Carmel that is attended by 2,000 or more people and/or requires the closure of more than two City blocks
- calls attention to and promotes the City regionally
- attracts visitors as well as residents
- has a major impact on the commercial and residential communities, and provides measurable economic benefits to the City of Carmel
- requires extensive staff time for pre-event processing, preparation, monitoring, and post-event rehabilitation of the village.

METHODS

The Community Activities and Cultural Commission will want to take the following under consideration with respect to making Fiscal Year 2017/18 Special Event Support funding recommendations to the City Council:

- City Policy C16-01 states with regard to grant funding that "the purpose is not to fund the entirety of an event" (page 12 of the policy). The policy goes on to state that "Grants awarded are not intended to cover all of an Event Organizer's costs associated with City oversight" (also page 12). To recommend funding the total amount of event fees makes the entire grant application process unnecessary; under those circumstances it would be less work for the City to eliminate special event fees altogether.
- City Councils set fees for City services. A City incurs costs, be it staff time, supplies, equipment, etc., to provide any City service; fees are imposed to cover the cost of providing that service. Fees are also a source of revenue for a City. Fees that go uncollected – in this case the City's costs to host and facilitate non-City special events - become services that the City must subsidize at taxpayers' expense.

Staff considered methods that might be used to develop recommendations for special event grant funding:

Method One: Hard Costs vs. Soft Costs

With respect to special event fees, hard costs include items such as barricades, signs, and staff time; soft costs include streets and parks, with the thought being that fees for hard costs should always be paid but more leeway could be given to not charging for soft costs. However, the disparate nature of the various special

events and the locations in the City in which they are held potentially make for an unequal application of fees. A small event that uses two streets for eight hours for a total cost of \$730, for example, does not derive the same financial benefit that an event that uses Devendorf Park for eight hours at a cost of \$1,600 does.

Method Two: Establish a percentage

Establishing a percentage that could be applied equally to all Special Event Grant applicants would be an easy-to-apply option that could result in a fair and equitable solution with regard to the City's allocation of credits toward their special event fees. Fee waivers were deemed unconstitutional by the 9th District United States Court of Appeals in part due to what the court saw as the potential for a City Council to engage in what it termed "content-based discrimination" (i.e. applying arbitrary standards) with regard to funding special events. Allocating the same percentage of grant funding to each event eliminates any appearance of content-based discrimination.

Staff recommends adopting the second method. Because the City does need to collect fees to offset its costs for facilitating special events, but also wishes to help event organizers hold events in the City, staff has applied a formula allocating a grant of 1/3 (33 1/3%) of their estimated special event fees to each organization.

As the body that reviews staff recommendations and in turn makes its own recommendations to the City Council, the Commission may, however, alternatively choose to apply method one; a different percentage; or a different method of recommending funding allocations altogether.

EVENT APPLICATIONS

The City received seven Special Events Support Program applications, totaling \$58,616 for Fiscal Year 2017/18. Six requests, totaling \$27,206, are being considered under this particular item of business. Due to a request for multiple year funding, the Concours on the Avenue event will be considered in a separate staff report.

Nonprofit Organization	Event	Estimated FY 17/18 Special Event Fees	Requested Funding	Recommended Grant Funding (1/3 of estimated special event fees)	Comments
Padre Parents	Carmel High School Homecoming Parade	\$840	\$840	\$280	Small-scale event
Monterey Bay Chapter AIA	57 th Annual Great Sand Castle Contest	\$1,266	\$1266	\$422	Large-scale event
Carmel Host Lions Club	Breakfast with the Bunny	\$2,637	\$2,600	\$879	Small-scale event
Big Sur Int'l Marathon	Run in the Name of Love	\$4,384	\$4,000	\$1,461	Small-scale event
Monterey County Vintners & Growers Assn	Monterey Winemakers Celebration	\$3,042	\$5,000	\$1,014	Small-scale event
Carmel Art Festival	Carmel Art Festival	\$13,623	\$13,500	\$4,541	Large-Scale event
Carmel Foundation for Seniors	Carmel by the Sea Concours on the Avenue	\$31,059.35	\$31,410	\$10,353	Large-Scale event
		Total Estimated FY 17/18 Special Event Fees:	Total Requested Funding:	Total Recommended Special Event Support Grant Funding:	
		\$56,851.35	\$58,616	\$18,950	

Before City Policy C16-01 was adopted in 2016, the City granted fee waivers to special event organizers. The current Special Event Program is still new and the process has not been fully defined yet. Continued direction from the City Council will provide a more specific process going forward.

ATTACHMENTS

1. Carmel High School Homecoming Parade Grant Application
2. 57th Annual Great Sand Castle Contest Grant Application
3. Breakfast with the Bunny Grant Application
4. Run in the Name of Love Grant Application
5. Monterey Winemakers Celebration Grant Application
6. Carmel Art Festival Grant Application
7. City Policy C16-01, Special Event Support Program Section

ATTACHMENT 1



CITY OF CARMEL-BY-THE-SEA
SPECIAL EVENT SUPPORT GRANT APPLICATION
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Please complete the entire application, answering all requests for information and mail or hand deliver three (3) complete packets including application form, event budget, promotional/marketing plan, and proposed performance measures.

APPLICANT INFORMATION

Name: **Aubrey Powers**

Email Address: apowers@carmelunified.org

Organization Name: **Padre Parents / Carmel High School**

Address: **3600 Ocean Ave**

City: **Carmel-by-the-Sea** State: **CA** Zip: **93923**

Telephone Number: (831) 624-1821 Cell Number: **661-303-9412**

Website address: www.carmelunified.org Non-Profit Tax I.D. :

EVENT INFORMATION

Event Title: **Carmel High School Annual Homecoming Parade**

Number of expected attendees: **200 +** Requested grant amount: **\$840**

Event Start Date: **TBD** Time: **3:15** AM **PM** Event End Date: Time: **3:45pm** AM **PM**

Event Category: (check one)

- Athletic/Recreation
- Art/Exhibit
- Car Show
- Festival/Celebration
- Parade/Procession
- Performance
- Run/Walk
- Other (please specify) _____

Event Description: *Provide a narrative description of the full scope of your event in the space below. Be as specific and detailed as possible. Attach an additional page as necessary.*

Requested by Carmel High School ASB/ Padre Parents for the purpose of their Annual Homecoming in the City. The cars, floats, and walkers will stage on Mountain View between Torres & Junipero and then proceed down Ocean Ave., make a U-turn on Monte Verde, back up Ocean & disband back on Mountain View. The Fire truck and antique car will start the parade.

RECEIVED

MAR - 6 2017

Per _____

REQUESTED FUNDING AMOUNT: **\$840.00**

6A

Attachment 1

SPECIAL EVENT SUPPORT GRANT SCREENING QUESTIONNAIRE

1. Will your event take place in the City of Carmel-by-the-Sea? Yes No
2. Will your event take place between July 1, 2017 and June 30, 2018? Yes No
3. Does your application include a copy of your complete event budget? Yes No
4. Does your application include a copy of your proposed promotion/marketing plan? Yes No
5. Does your application include a copy of your proposed performance measures? Yes No

If you answered "No" to any of the above questions, please provide a brief explanation:

6. Is this the first year the event will take place in the City of Carmel? Yes No
7. If not, how many years has the event been held in the City? **30 + years**
8. Will the event benefit a City or sphere-of-influence-based non-profit organization? Yes No

If you answered "No", please provide a brief explanation:

Benefits the Carmel High School students

9. What are the anticipated direct or indirect charitable contributions from your event that will support Carmel's schools, cause-related, or non-profit organizations? **Carmel Unified will not have to pay a fee**

10. Has your event previously received City funding support in the form of reduced fees? Yes No

If you answered "Yes" to this question, attach the following documentation to this application: A. name of charitable organization(s), B. amount(s) of actual charitable contribution(s) since the inception of the event.

If you did not attach documentation, please provide a brief explanation:

11. Is your event financially dependent upon receiving City support? Yes No
12. Does your organization have an outstanding debt to the City of Carmel-by-the-Sea? Yes No
13. Will admission be charged (including any sort of pre-payment/registration or sponsorship plan)? Yes No
14. Will your event be open to the community/public? Yes No

ATT 1

SPECIAL EVENT SUPPORT GRANT APPLICATION
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

15. Does your organization serve Carmel-by-the-Sea residents? Yes No

If you answered yes, please explain how: **Yes, we are the local High School**

16. Will your event be sponsored, hosted and organized by a non-profit organization? Yes No

17. Will your event benefit any for-profit enterprises? Yes No

18. Will your event serve, involve, call attention to and promote the City of Carmel, its residents, non-profits, schools and/or organizations? Yes No

19. Will your event attract visitors to the City? Yes No

20. Will the event directly or indirectly benefit or promote City of Carmel businesses? Yes No

If you answered yes, please explain how:
Our Homecoming Parade brings students, parents and families into the downtown area.

OTHER REQUIREMENTS

- 17. 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.
- 18. Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions which will include language granting the City the right to audit financials. The agreement will include a mutually agreed-upon promotion/marketing plan and performance measures for evaluating the event's marketing and economic impact.
- 19. Event organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. Event organizers who are funded will be required to submit such a report to the City within 60 days of the event's conclusion.

ACKNOWLEDGEMENTS

I certify that the above information is true and correct to the best of my knowledge.

I certify that participation in this organization is not predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

I understand that this Special Event Support grant application is for preliminary review only, and does not guarantee that my event will be approved to move forward through the Special Event Grant process. If approved, I understand that any change in the scope of the event must be reported to the Community Activities Department and additional permits and fees may be required.

Applicant Signature A Powers Date 3/6/17

Please print name Aubrey Powers

Marketing Plan for: CARMEL HIGH SCHOOL ANNUAL HOMECOMING PARADE

The Carmel High School Associated Student Body will market the Homecoming Parade in the School Newspaper and on Social Media

Performance Measures for: CARMEL HIGH SCHOOL ANNUAL HOMECOMING PARADE

Following the event, the CHS ASB officers will meet with the City of Carmel Community Activities Department to review and evaluate the event and discuss ways it might be improved.

The following criteria will be considered:

- * Number of Attendees
- * Number of Council Members
- * Number of Volunteers
- * Program
 - Student Involvement
 - Quality of Floats
 - Keeping to City's specifications
 - Safety of students and parade goers

In addition, the true success of the event will be measured by the overall Homecoming Spirit of the students and parade goers. Did the attendees enjoy themselves? Did the students experience the excitement of the Homecoming parade? Did people cheer as the parade went by?

CARMEL HIGH SCHOOL

Home of the Padres

RICK LOPEZ: PRINCIPAL

CRAIG TUANA : ASSISTANT PRINCIPAL

TOM PARRY: ASSISTANT PRINCIPAL

March 4th, 2017

Subject: Carmel High School
Statement of Qualified Charitable Contribution Recipient
Under Internal Revenue Code and Regulations

To whom it may concern:

Carmel High School as part of the Carmel Unified School District, Federal Employer Identification number (FEIN) 77-0322693, is a qualified recipient of deductible charitable contributions under Internal Revenue Code: Section 170(b)(1)(A)(ii) and related regulation Section 1.170A-9(b)(1).

The Carmel Unified School District is a political sub-division of the State of California, and as such, is exempt from Federal income taxes under Internal Revenue Code Section 115, rather than under Section 501, (the code describing which types of non-governmental organizations are exempt from Federal income taxes.)

Included in the Carmel Unified School District are all of the campuses and student organizations. Accordingly contributions to any of these sites or student organizations are deductible as charitable contributions made to the Carmel Unified School District under Code Section 170. Please consult your tax advisor for limitations and other restrictions regarding any charitable giving.

Diana Vita
Associated Student Body Accounts
Carmel High School

Post Office Box 222780 :: Carmel, California 93922 :: Phone: 831.624.1821 :: Fax: 831.626.4313

ATTACHMENT 1

ESTIMATED FEES 2018 CARMEL HIGH HOMECOMING PARADE	
Non refundable Special Event Processing Fee *	\$ 155.00
Block closure (\$365 per block)	\$ 365.00
4 Barricades at \$65 each	\$ 260.00
20 No Parking Signs @ \$3.00 each	\$ 60.00
TOTAL	\$ 840.00

AMOUNT REQUESTED: \$1266.00

SPECIAL EVENT SUPPORT GRANT SCREENING QUESTIONNAIRE

1. Will your event take place in the City of Carmel-by-the-Sea? Yes No
2. Will your event take place between July 1, 2016 and June 30, 2017? Yes No
3. Does your application include a copy of your complete event budget? Yes No
4. Does your application include a copy of your proposed promotion/marketing plan? Yes No
5. Does your application include a copy of your proposed performance measures? Yes No

If you answered "No" to any of the above questions, please provide a brief explanation:

6. Is this the first year the event will take place in the City of Carmel? Yes No
7. If not, how many years has the event been held in the City? 56
8. Will the event benefit a City or sphere-of-influence-based non-profit organization? Yes No

If you answered "No", please provide a brief explanation: The event is free and open to the public. There are no revenues generated from the event and therefore no revenues to distribute to a nonprofit organization.

9. What are the anticipated direct or indirect charitable contributions from your event that will support Carmel's schools, cause-related, or non-profit organizations? _____ There are no direct or indirect charitable contributions from the event.

10. Has your event previously received City funding support in the form of reduced fees? Yes No
If you answered "Yes" to this question, attach the following documentation to this application: A. name of charitable organization(s), B. amount(s) of actual charitable contribution(s) since the inception of the event.

If you did not attach documentation, please provide a brief explanation:

There are no revenues generated from the event and therefore no revenues to distribute to a nonprofit organization.

11. Is your event financially dependent upon receiving City support? Yes No
12. Does your organization have an outstanding debt to the City of Carmel-by-the-Sea? Yes No
13. Will admission be charged (including any sort of pre-payment/registration or sponsorship plan)? Yes No
14. Will your event be open to the community/public? Yes No

ATTACHMENT 2

15. Does your organization serve Carmel-by-the-Sea residents? Yes No

If you answered yes, please explain how: The AIA Monterey Bay informs its members and the public about the activities and programs of this chapter, as well as issues affecting the architecture and practice of architecture in the counties of Monterey, San Benito and Santa Cruz.

16. Will your event be sponsored, hosted and organized by a non-profit organization? Yes No

17. Will your event benefit any for-profit enterprises? Yes No

18. Will your event serve, involve, call attention to and promote the City of Carmel, its residents, non-profits, schools and/or organizations? Yes No

19. Will your event attract visitors to the City? Yes No

20. Will the event directly or indirectly benefit or promote City of Carmel businesses? Yes No

If you answered yes, please explain how: The event draws as many as 2,000 spectators, many of whom will spend the day in Carmel, eating and shopping before or after the contest.

OTHER REQUIREMENTS

17. 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.

18. Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions which will include language granting the City the right to audit financials. The agreement will include a mutually agreed-upon promotion/marketing plan and performance measures for evaluating the event's marketing and economic impact.

19. Event organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. Event organizers who are funded will be required to submit such a report to the City within 60 days of the event's conclusion.

ACKNOWLEDGEMENTS

I certify that the above information is true and correct to the best of my knowledge.

I certify that participation in this organization is not predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

I understand that this Special Event Support grant application is for preliminary review only, and does not guarantee that my event will be approved to move forward through the Special Event Grant process. If approved, I understand that any change in the scope of the event must be reported to the Community Activities Department and additional permits and fees may be required.

Applicant Signature Christie L. Thomas *aiamb* Date 3-7-17

Please print name _____

ESTIMATED BUDGET FOR 57TH ANNUAL SAND CASTLE CONTEST

INCOME	NOTES	ESTIMATED
Entry fees		\$0
Ticket sales		\$0
Sponsorships		\$0
Donations		\$0
Merchandise Sales		\$0
Raffle		\$0
Auction		\$0
Grant funds		\$0
Other (list)		
Other (list)		
INCOME TOTAL		\$0

EXPENSES	NOTES	ESTIMATED
City Special Event Fees	minus permit application & deposit see attached	\$ 1,111.00
Other Fees	City special event application, deposit	\$ 355.00
Licenses		
Equipment		
Furniture Rental		
Staff/Labor		
Advertising	2 Carmel Pine Cone ads	\$ 150.00
Promotional Distribution		
Photocopies		
Photography		
Postage		
Printing	Contest posters	\$ 150.00
Insurance		
Decorations		
Prizes	art supplies, wood, shovel, paint for prizes	\$ 150.00

Performers			
Speakers			
AV			
Security			
Lighting			
Signage/Banners			
Refreshments		\$	110.00
Filming			
Other (list)			
Other (list)			
EXPENSES TOTAL			\$ 2,026.00

INELIGIBLE GRANT EXPENSES
 City Special Event Application Fee
 Disbursements to Charities

18

ATTACHMENT 2

57th ANNUAL GREAT SAND CASTLE CONTEST PROMOTION AND MARKETING PLAN

The Monterey Bay Chapter of the American Institute of Architects will market the 57th Annual Great Sand Castle Contest on Carmel Beach in the following ways:

- Create and disseminate Sand Castle Contest posters and flyers which will feature the City of Carmel and the AIA
- Place two ads in the Carmel Pine Cone newspaper
- Send a press release to local newspapers
- Feature the contest and photos on the AIA's Sand Castle Contest Facebook page

ATTACHMENT 2

57th ANNUAL GREAT SAND CASTLE CONTEST PERFORMANCE MEASURES

Following the event, Sand Castle Contest organizers from the Monterey Bay Chapter of the American Institute of Architects will meet with City staff for a post-event review and discussion of ways to improve the event for staff and attendees, including:

- Number of event attendees
- Staffing levels needed to facilitate a smooth, successful event
- Equipment needed to facilitate a smooth, successful event
- Ease of setup and teardown of event
- Facebook activity leading up to the event
- Feedback from event attendees
- Press/media coverage of the event

ESTIMATED FEES FOR FY 2017-18 SANDCASTLE CONTEST	
Non refundable Special Event Processing Fee	\$ 155.00
Beach Permit	\$ 401.00
Refundable Damage Deposit*	\$ 200.00
10 No Parking Signs	\$ 30.00
20 Delineators for contest boundaries	\$ 500.00
60 traffic cones for contest boundaries	\$ 180.00
SUBTOTAL	\$ 1,466.00
*not eligible for Community Promotions Fund grant	\$ 200.00
TOTAL	\$ 1,266.00

RECEIVED
DATE/TIME RECEIVED:
MAR 6 2017
Per 4:30



CITY OF CARMEL-BY-THE-SEA
SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Please complete the entire application, answering all requests for information and mail or hand deliver three (3) complete packets including application form, event budget, promotional/marketing plan, and proposed performance measures.

APPLICANT INFORMATION

Name Tom Korper Email Address Korper@sbcglobal.net
Organization Name Carmel Host Lions Club
Address POB 222199
City Carmel State CA Zip 93922
Telephone Number 831-224-4789 Cell Number
Website address Non-Profit Tax I.D. # 32-0132619

EVENT INFORMATION

Event Title Breakfast with the Bunny
Number of expected attendees 400 Requested grant amount \$2,600
Event Start Date TBD Time 7 AM PM Event End Date Time 2:00 AM PM
Event Category: (check one)
 Athletic/Recreation Art/Exhibit Car Show Festival/Celebration Parade/Procession
 Performance Run/Walk Other (please specify)

Event Description: Provide a narrative description of the full scope of your event in the space below. Be as specific and detailed as possible. Attach an additional page as necessary.

Community Pancake Breakfast for the public with a "Bunny Land for the Children, The Club fees for breakfast are minimal, live animals (Bunnies) , play area for kids, and Easter basket raffle are offer to the community during this fun morning in Carmel-by-the-Sea.

REQUESTED FUNDING AMOUNT: \$2,600 all fees charged by the City

SPECIAL EVENT SUPPORT GRANT SCREENING QUESTIONNAIRE

- 1. Will your event take place in the City of Carmel-by-the-Sea? Yes No
- 2. Will your event take place between July 1, 2017 and June 30, 2018? Yes No
- 3. Does your application include a copy of your complete event budget? Yes No
- 4. Does your application include a copy of your proposed promotion/marketing plan? Yes No
- 5. Does your application include a copy of your proposed performance measures? Yes No

If you answered "No" to any of the above questions, please provide a brief explanation:

- 6. Is this the first year the event will take place in the City of Carmel? Yes No
- 7. If not, how many years has the event been held in the City? 30 + years
- 8. Will the event benefit a City or sphere-of-influence-based non-profit organization? Yes No

If you answered "No", please provide a brief explanation:

9. What are the anticipated direct or indirect charitable contributions from your event that will support Carmel's schools, cause-related, or non-profit organizations? Carmel Host Lion Club and the Carmel Co-op Preschool

Carmel Host Lions Club – estimated contribution to self are \$2,200 and Carmelo Co-op approximately \$2-300

10. Has your event previously received City funding support in the form of reduced fees? Yes No
If you answered "Yes" to this question, attach the following documentation to this application: A. name of charitable organization(s), B. amount(s) of actual charitable contribution(s) since the inception of the event.

If you did not attach documentation, please provide a brief explanation:

- 11. Is your event financially dependent upon receiving City support? Yes No
- 12. Does your organization have an outstanding debt to the City of Carmel-by-the-Sea? Yes No
- 13. Will admission be charged (including any sort of pre-payment/registration or sponsorship plan)? Yes No
- 14. Will your event be open to the community/public? Yes No

15. Does your organization serve Carmel-by-the-Sea residents? Yes X No

If you answered yes, please explain how:

We are a Carmel-by-the-Sea Service Club, we host Breakfast with the Bunny, we provide food for sale at Homecrafters and are here to help the City when needed.

If you answered yes: a. What is the name of the organization? b. Please explain how it will benefit the organization.

We are the non profit. Carmel Host Lions Club

16. Will your event be sponsored, hosted and organized by a non-profit organization? Yes X No

17. Will your event benefit any for-profit enterprises? Yes No X

18. Will your event serve, involve, call attention to and promote the City of Carmel, its residents, non-profits, schools and/or organizations? Yes X No

19. Will your event attract visitors to the City? Yes X No

20. Will the event directly or indirectly benefit or promote City of Carmel businesses? Yes X No

If you answered yes, please explain how:

Residents stroll town following the event and frequent businesses.

OTHER REQUIREMENTS

17. Successful applicants must follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required.

18. Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions that will include language granting the City the right to audit financials. The agreement will include a mutually agreed-upon promotion/marketing plan that will incorporate promotion of the City on the event/event organizer's website, and performance measures for evaluating the event's marketing and economic impact.

19. Event organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. Event organizers that are granted funding will be required to submit such a report to the City within 60 days of the event's conclusion.

ACKNOWLEDGEMENTS

I certify that the above information is true and correct to the best of my knowledge.

I certify that participation in this organization is not predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

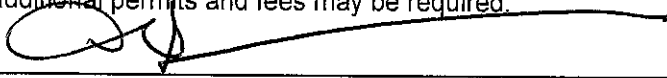
SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Page 4

I understand that this Special Event Support grant application is for preliminary review only, and does not guarantee that my event will be approved to move forward through the Special Event Grant process. If approved, I understand that any change in the scope of the event must be reported to the Community Activities Department and additional permits and fees may be required.

Applicant Signature _____



Date _____

Please print name _____

tom korper ✓

MARKETING PLAN FOR THE CARMEL HOST LIONS CLUB - BREAKFAST WITH THE BUNNY

The Carmel Host Lions Club will market the event as part of its Annual City Giving.

- We anticipate putting two ads in the Carmel Pine Cone: approximately \$300.00
- We distribute posters/flyers to City Hall, the Local Libraries, the Chamber of Commerce and City Offices and local grocery stores.
- The Bunny Rabbit (life size) is on site to greet children and adults .
- Signs on the corners announcing the event.

PERFORMANCE MEASURES FOR BREAKFAST WITH THE BUNNY

The Carmel Host Lions Club will meet with the City of Carmel-by-the-Sea to review and evaluate the event and discuss ways it might be improved

We will measure the events performance in the following ways:

- The number of attendees
- The number of Council members attending
- The number of club volunteers for the event
- The number of Carmelo Co-op parents and children attending
- East of set-up and close down
- Number of meal tickets sold
- Quality and selection of food
- Quality of Bunnyland
- Laughter of the Children
- Quality of the Easter Baskets
- Compliance with State Health Regulations
- Compliance with City regulations
- Safety of the area for small children

111.0

ESTIMATED BUDGET FOR [EVENT NAME]

INCOME	NOTES	ESTIMATED	ACTUAL
Entry fees	Entrance to Bunnyland	200	
Ticket sales	meal tickets	2000	
Sponsorships			
Donations			
Merchandise Sales			
Raffle	Prizes	300	
Auction			
Grant funds			
Other (list)			
Other (list)			
INCOME TOTAL		\$ 2500	\$ 0

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EXPENSES	NOTES	ESTIMATED	ACTUAL
City Special Event Fees	Application and park rental	1156	
Other Fees	Parking spaces for club vehicles hauling food and supplies	1000	
Licenses			
Equipment	Propane for grill	60	
Furniture Rental	purchase of food	600	
Staff/Labor			
Advertising	pine cone	300	
Promotional Distribution			
Photocopies			
Photography			
Postage			
Printing	of flyers and poster and meal tickets	200	
Insurance			
Decorations	banners and signs	60	
Prizes	easter baskets	250	
	Health Dept permit	130	

Performers					
Speakers					
AV					
Security					
Lighting					
Signage/Banners					
Refreshments					
Filming					
Other (list)					
Other (list)					
EXPENSES TOTAL				\$	3756
				\$	0

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INELIGIBLE GRANT EXPENSES
 City Special Event Permit Application Fee
 Disbursements to Charities

Estimated fees for Breakfast With the Bunny 2018	
Non refundable Special Event Processing Fee*	\$ 155.00
Devendorf Park 7.5 hours**	\$ 1,451.00
Refundable Damage Deposit*	\$ 351.00
10 No Parking Signs @ \$3.00 each	\$ 30.00
Ten parking stalls	\$ 1,000.00
Subtotal	\$ 2,987.00
* not eligible for Community Promotions Fund grant	\$ 350.00
Balance	\$ 2,637.00
**\$401 per hour for first 4 hours, \$300/hour thereafter	

RECEIVED
For internal use only
DATE/TIME RECEIVED:
FEB 7 2017
BY: [Signature] 1:30 PM



CITY OF CARMEL-BY-THE-SEA
SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Please complete the entire application, answering all requests for information and mail or hand deliver three (3) complete packets including application form, event budget, promotional/marketing plan, and proposed performance measures.

APPLICANT INFORMATION

Name Susan Love Email Address susan@bsim.org
Organization Name Big Sur International Marathon
Address P.O. Box 222620
City Carmel State CA Zip 93922
Telephone Number 831-625-6226 Cell Number 831-818-3989
Website address bsim.org Non-Profit Tax I.D. # 77-00-48388

EVENT INFORMATION

Event Title Run in the Name of Love
Number of expected attendees 1,000 Requested grant amount \$4,000
Event Start Date 6/17 Time 7:00 AM PM Event End Date 6/17 Time 11:00 AM PM
Event Category: (check one)
 Athletic/Recreation Art/Exhibit Car Show Festival/Celebration Parade/Procession
 Performance Run/Walk Other (please specify) _____

Event Description: *Provide a narrative description of the full scope of your event in the space below. Be as specific and detailed as possible. Attach an additional page as necessary.*

REQUESTED FUNDING

AMOUNT: \$4,000

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SCOPE OF THE EVENT – RUN IN THE NAME OF LOVE

The Big Sur International Marathon will once again orchestrate and present to our community the eighth annual Run in the Name of Love. Deemed "one of the premier events in Carmel-by-the-Sea," this unique event affords runners and walkers the opportunity to honor or to pay tribute to someone who is or was a very special person in their lives. Participants enjoy the charm of the area, historic sites, the natural beauty of the course (including views of sandy, white beaches, the dramatic Pacific Ocean, Point Lobos, and Pebble Beach), and a memorable finish celebration.

Run in the Name of Love is scheduled for June 17th, 2018 and is composed of a 5K run and a 2K walk. Dogs will be permitted in the Walk. The start is staged in the courtyard at Carmel-by-the-Sea's Sunset Center on San Carlos and end on Scenic Road at Ocean Avenue. The set-up begins at 5:30 AM. The 5K, with an expected number of 800 participants, will begin at 8:30 AM and the 2K, with an expected number of 200 participants, will begin at 8:20 AM. As in the past seven years, the finish celebration (awards, raffle, and refreshments) will be located in the Del Mar Parking Lot. Set-up of the announcer platform, tables, porta-potties, fencing, and tents has begun at approximately 5:00 AM. The timing system company has arrived at 7:00 to prepare and to set-up their equipment. At 10:50 AM the race organizers and the Military from DLI will begin to dismantle the equipment, remove all items and insure that the parking lot is left in a pristine condition. The parking lot will reopen to the public at 11:30.

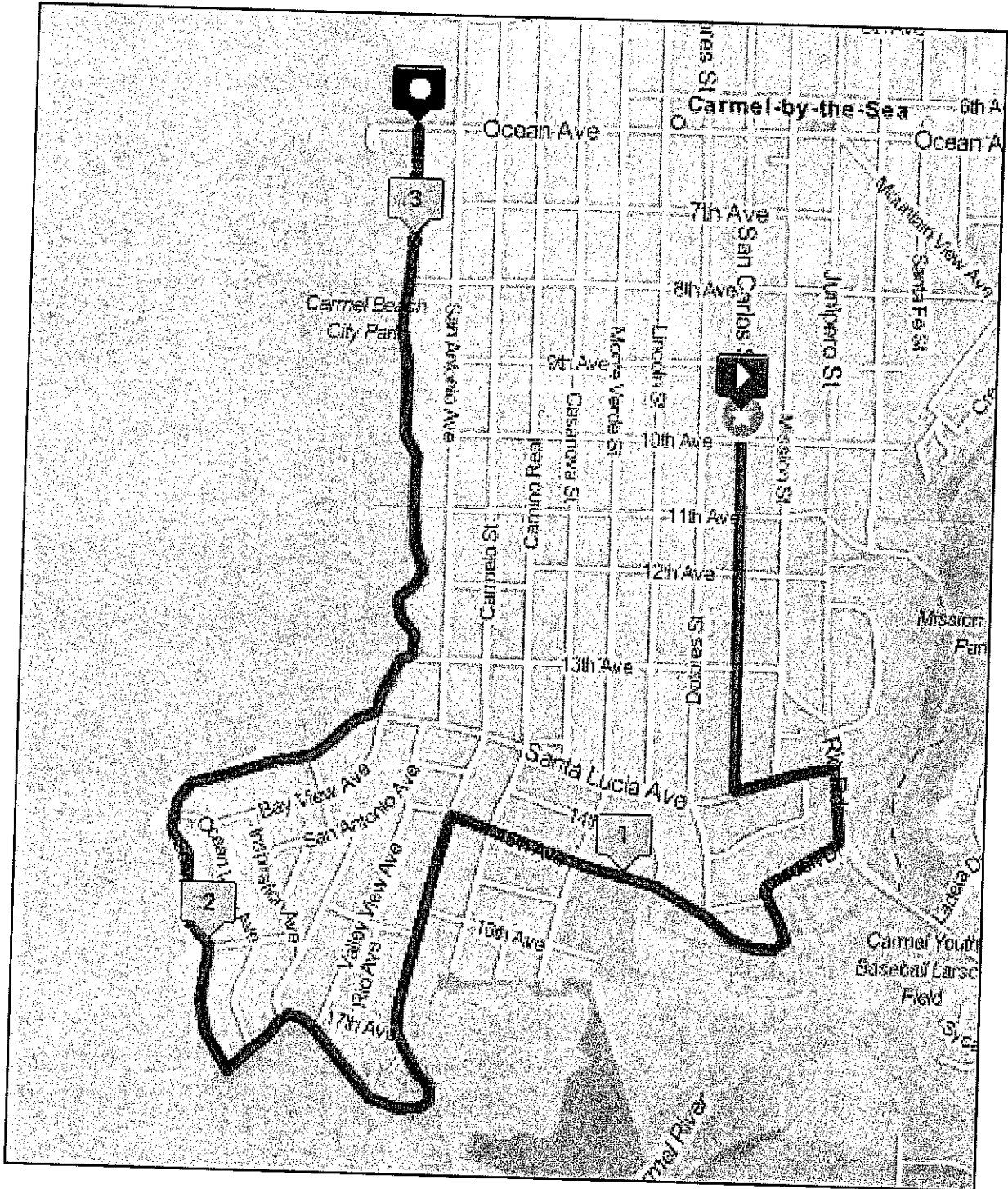
Course maps are attached.

Proceeds will benefit the Big Sur Marathon's highly acclaimed youth fitness program JUST RUN.

Run Love

in the name of

5K Course



SPECIAL EVENT SUPPORT GRANT SCREENING QUESTIONNAIRE

1. Will your event take place in the City of Carmel-by-the-Sea? Yes No
2. Will your event take place between July 1, 2017 and June 30, 2018? Yes No
3. Does your application include a copy of your complete event budget? Yes No
4. Does your application include a copy of your proposed promotion/marketing plan? Yes No
5. Does your application include a copy of your proposed performance measures? Yes No

If you answered "No" to any of the above questions, please provide a brief explanation:

6. Is this the first year the event will take place in the City of Carmel? Yes No
7. If not, how many years has the event been held in the City? 7
8. Will the event benefit a City or sphere-of-influence-based non-profit organization? Yes No

If you answered "No", please provide a brief explanation:

9. What are the anticipated direct or indirect charitable contributions from your event that will support Carmel's schools, cause-related, or non-profit organizations? _____

ATTACHED

10. Has your event previously received City funding support in the form of reduced fees? Yes No

If you answered "Yes" to this question, attach the following documentation to this application: A. name of charitable organization(s), B. amount(s) of actual charitable contribution(s) since the inception of the event.

If you did not attach documentation, please provide a brief explanation:

ATTACHED

11. Is your event financially dependent upon receiving City support? Yes No
12. Does your organization have an outstanding debt to the City of Carmel-by-the-Sea? Yes No
13. Will admission be charged (including any sort of pre-payment/registration or sponsorship plan)? Yes No
14. Will your event be open to the community/public? Yes No

9. The anticipated charitable contributions from Run in the Name of Love 2018 are \$14,000.

10. BIG SUR INTERNATIONAL MARATHON CHARITABLE CONTRIBUTIONS TO ORGANIZATIONS WITHIN THE 93921 ZIP CODE AREA

American Red Cross
Carmel High Track & Field/Cross Country
Carmel Host Lion Club
Carmel Mission Catholic Youth Ministry
Carmel Mission Foundation
Junipero Serra School Washington Program
Knights of Columbus Carmel
Stevenson Lower School

A. Run in the Name of Love, an event and under the umbrella of the Big Sur Marathon, will donate **100% of the proceeds to its youth fitness program JUST RUN**. National in scope, the program positively impacts thousands of children annually, the bulk of the children residing in Monterey County. All schools and youth organizations within Carmel-by-the-Sea are welcome to participate and become involved in this free program.

B. Contributions since the inception of the event: \$58,000
(Proceeds are from 2013-2016. For the first two years the event was under the direction of Sunset Center.)

ATTY 4

15. Does your organization serve Carmel-by-the-Sea residents? Yes No

If you answered yes, please explain how:

ATTACHED

16. Will your event be sponsored, hosted and organized by a non-profit organization? Yes No

If you answered yes: a. What is the name of the organization? b. Please explain how it will benefit the organization.

THE BIG SUR INTERNATIONAL MARATHON

17. Will your event benefit any for-profit enterprises? Yes No

18. Will your event serve, involve, call attention to and promote the City of Carmel, its residents, non-profits, schools and/or organizations? Yes No

19. Will your event attract visitors to the City? Yes No

20. Will the event directly or indirectly benefit or promote City of Carmel businesses? Yes No

If you answered yes, please explain how:

ATTACHED

OTHER REQUIREMENTS

17. Successful applicants must follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required.

18. Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions that will include language granting the City the right to audit financials. The agreement will include a mutually agreed-upon promotion/marketing plan that will incorporate promotion of the City on the event/event organizer's website, and performance measures for evaluating the event's marketing and economic impact.

19. Event organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. Event organizers that are granted funding will be required to submit such a report to the City within 60 days of the event's conclusion.

ACKNOWLEDGEMENTS

I certify that the above information is true and correct to the best of my knowledge.

I certify that participation in this organization is not predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

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ATT 4

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15. RUN IN THE NAME OF LOVE SERVES CARMEL-BY-THE-SEA-RESIDENTS

We are proud to offer the residents of Carmel-by-the-Sea one of the few city sporting events and the only one that enables and encourages all ages and abilities to participate. During the 2016 event, we had participants ranging in age from 4 to 88. The 2K event was included so that all abilities, even those with physical disabilities could participate. Basically, physical activity opportunities are offered to all residents. Additionally, the 2K allows dogs to join in the fun; many Carmel residents take advantage of the opportunity to share this event with their four-legged friends!

20. RUN IN THE NAME OF LOVE WILL DIRECTLY AND INDIRECTLY BENEFIT AND PROMOTE CITY OF CARMEL BUSINESSES

According to SV Timing, our registration/timing company, 818 registered for the event in 2016. 15 different states and 128 cities were represented. According to our post-event survey, 89.3% purchased food or beverages in Carmel's restaurants and coffee shops. Souvenirs, merchandise and services were also purchased in Carmel. Many make this a weekend destination and stay at local inns, some have made Run in the Name of Love an annual event and return every year.

Many of the event's raffle donations are from Carmel-by-the-Sea shops and business. These shops and business are visited by the winners and promoted and thanked during the event. They are all acknowledged and thanked in our Pine Cone thank-you ad following the event.

Several Carmel-by-the-Sea businesses are sponsors of Run the Name of Love; they are promoted on the website, participant shirts, signage, sponsor boards, and during the event. (Lamp Lighter Inn, Hofsas House, Fourtane Estate Jewelers, Little Napoli/Carmel Bakery, Sunset Center, Nielsen Brothers Market, Christopher's Restaurant, Carmel Pine Cone)

ATTY

SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Page 4

I understand that this Special Event Support grant application is for preliminary review only, and does not guarantee that my event will be approved to move forward through the Special Event Grant process. If approved, I understand that any change in the scope of the event must be reported to the Community Activities Department and additional permits and fees may be required.

Applicant Signature Susan Love

Date 2/15/17

Please print name Susan Love

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ATT. 4

OTHER REQUIREMENTS

Run in the Name of Love has a "promotion/marketing plan that incorporates the promotion of the City on the event/event organizer's website." One of the goals of Run in the Name of Love is to showcase the City in exchange for the opportunity to bring this event to Carmel and for its support over the past years. Our website features Carmel-by-the-Sea in beautiful, scenic, promotional photos, in our slideshows, by a direct link to the City's website via its posted logo in the Sponsor listings, and by a specifically designed Carmel-by-the-Sea webpage in the "About" section of runinthenameoflove.org, with many additional city features linked.

Additionally, 8,000 promotional postcards are distributed to many sporting shops throughout California as well as to numerous county shops, restaurants, and businesses.

Carmel-by-the-Sea has been printed on all participant shirts for the past six events, in a prominent location, as well as listed on the shirts as a sponsor/supporter of the event.

ATT. 4

RUN IN THE NAME OF LOVE – PUBLICITY/EXPOSURE

Postcard Distribution

Carmel Chamber
Stores in Carmel
Dog & Pet related stores throughout Peninsula (maybe make separate dog run focused postcard?)
Doggie stores in Carmel; Pet Smart; Best Friends (PG); Pet Extreme; Suds and Scissors;
Vet Hospitals
Cypress Inn & dog-friendly Carmel hotels & restaurants (Forge in the Forest - ?)

Local Races

BSIM 5K @ Health & Fitness Expo
Artichoke Festival 10K
Heart & Sole - ?

Social Media

Facebook - BSIM & Just RUN pages
EBlasts
BSIM & BSHM lists of Monterey County Runners
WNLR – blasts and newsletter
JUST RUN leaders list (focus – benefiting JR)

Media & News Releases

Local magazines (long lead time frame) – w/ photo
Dog & Pet related magazines – local & national
Newspaper calendar sections – 3 week time frame (w/ photo)
Photo/story opp release & Media invites
On Site publicity – photographers/TV?
Local dignitaries – Mayor, etc.
Get on annual calendar of events for tourist guides, etc.

Paid Advertising

Coastal Canine
Adventure Sports Journal
Carmel Pine Cone
Active.com
Facebook and other digital advertising

Other

Monterey County CVB - check into dog friendly pages & PR
Carmel City website
Sponsors to promote – through their lists, customers, newsletters, etc.
Sunset Center (general promo + Classrooms Connection)

ATT. 4

PROPOSED PERFORMANCE MEASURES

Following the past two Run in the Name of Love events, in 2015 and 2016, a professionally conducted Exit Poll was emailed to all of the participants. The complete survey results are available upon request. In 2017 a similar post-race survey will be distributed.

HIGHLIGHTS OF THE 2016 EXIT POLL

89.3% purchased food or beverages at a Carmel restaurant or coffee establishment

31.9% purchased souvenirs, merchandise, or services in Carmel

82% brought someone with them

32% traveled to the area specifically for the event

81% are "very likely" and 13% are somewhat likely to participate again in 2017 (94%)

All areas of event orchestration received a 1 point something rating, based on 1 being "excellent."

ATT. 4

**RUN IN THE NAME OF LOVE
ESTIMATED BUDGET
2018**

REVENUE

5K Race Entry Fees (650 @ \$40)	\$	26,000
2K Race Entry Fees (200 @ \$35)	\$	7,000
Sponsorships and Donations	\$	8,000
Dog Shirts, Merchandise and Tribute Bibs	\$	3,000
Silent Auction and Raffle		
TOTAL REVENUE	\$	44,000

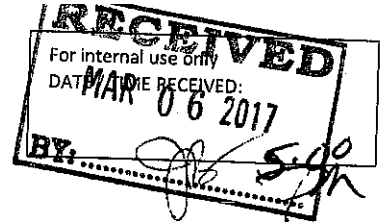
EXPENSES

City Fees/Parking Lot Fees	\$	5,464
Timing Company	\$	3,000
Awards	\$	600
Finisher Medallions	\$	4,000
Shirts - Participant and Volunteer + Printing	\$	6,000
Porta Poties and Fencing	\$	2,400
RRCA Insurance	\$	560
Website and Domain Fees	\$	400
Printing and Postage	\$	800
Marketing and Advertising -Postcards, Pine Cone	\$	2,200
Signage/Banners	\$	1,000
Hospitality	\$	850
Food Bags	\$	400
Medical	\$	50
Announcer/Sound Systems	\$	750
Truck Rental	\$	500
Trash Containers	\$	200
Monterey County Permit	\$	300
Dog Bandanas/Printing	\$	250
Dog Shirts/Printing	\$	600
Grant Group - Intersections	\$	600
TOTAL EXPENSES	\$	30,924
EXPECTED PROFIT (100% to JUST RUN)	\$	13,076

ATT. 4

Estimated fees for Run In The Name of Love 2018	
Processing Fee	\$ 155.00
Sound permit	\$ 27.00
Damage Deposit (refundable)*	\$ 200.00
Block Closures (6) \$365/blk	\$ 2,190.00
3-Del Mar Parking Lot/2-San Carlos bet 8-10/ Scenic between 8th and Ocean (1) (6 total)	
Barricades (12) @ \$65 each	\$ 780.00
No Parking/Detour signs \$3 each (160)	\$ 480.00
1 off duty PD officer (4 hrs each) @ \$119/hr	\$ 476.00
1 additional Parking Officer (4 hrs) at \$69/hr	\$ 276.00
SUBTOTAL	\$ 4,584.00
* not eligible for community promotions fund grant	\$ 200.00
TOTAL	\$ 4,384.00

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**CITY OF CARMEL-BY-THE-SEA
SPECIAL EVENT SUPPORT GRANT APPLICATION**

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Please complete the entire application, answering all requests for information and mail or hand deliver three (3) complete packets including application form, event budget, promotional/marketing plan, and proposed performance measures.

APPLICANT INFORMATION

Name Kim Stemler

Email Address Kim@MontereyWines.org

Organization Name Monterey County Vintners & Growers Assn. (AKA Monterey Winegrowers Council)

Address 536 Pearl Street

City Monterey State CA Zip 93940

Telephone Number 831.375.9400 Cell Number 831.915.6621

Website address montereywines.org Non-Profit Tax I.D. # 501 ©6 : 94-2323441 501 ©3 Monterey County Vintners & Growers Foundation : 31-1790962

EVENT INFORMATION

Event Title 26th Annual Monterey Winemakers' Celebration

Number of expected attendees: 1000 - 1200 Requested grant amount: Up to \$5000, enough to cover city fees (excluding hard costs)

Event Start Date: May 6, 2018 12:00 AM PM Event End Date 4:00 AM PM

Event Category: (check one)

- Athletic/Recreation
- Art/Exhibit
- Car Show
- Festival/Celebration
- Parade/Procession
- Performance
- Run/Walk
- Other (please specify) _____

Event Description: *Provide a narrative description of the full scope of your event in the space below. Be as specific and detailed as possible. Attach an additional page as necessary.*

The 26th Annual Monterey Winemakers' Celebration, a premier outdoor wine and food festival, will be held the first Sunday afternoon in May during the shoulder season of Carmel's tourism industry. The 2016 event was the third to be held in Carmel-by-the-Sea, and like the first two, it was a tremendous success for Carmel, surrounding businesses and the Monterey wine community. (The 2017 event has not occurred prior to this application deadline.) In 2016 we expanded the footprint, with added to the WMC experience. The events have sold out before the event. To accommodate the needs of local hotels and participating restaurants we changed the day to Sunday and moved earlier in the day.

This is an engaging cultural and educational event where participants meet the winemakers and other wine personalities of the region and learn more about Monterey Wine Country. Guests compare wines, identify what they truly enjoy, and learn how to best pair their favorites with incredible local foods. Guest chefs will prepare

45

ATT. 5

For internal use only
DATE / TIME RECEIVED:

tapas style dishes that are reflective of the region. There are also educational components incorporated throughout the program.

REQUESTED FUNDING AMOUNT: Up to \$5000, enough to cover city fees (excluding hard costs)

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ATT-5

SPECIAL EVENT SUPPORT GRANT APPLICATION
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018
Page 2

SPECIAL EVENT SUPPORT GRANT SCREENING QUESTIONNAIRE

1. Will your event take place in the City of Carmel-by-the-Sea? Yes No
2. Will your event take place between July 1, 2016 and June 30, 2017? Yes No
3. Does your application include a copy of your complete event budget? Yes No
4. Does your application include a copy of your proposed promotion/marketing plan? Yes No
5. Does your application include a copy of your proposed performance measures? Yes No

If you answered "No" to any of the above questions, please provide a brief explanation

The event for which we're requesting a grant is in May 2018. (The question refers to 16/17.)

6. Is this the first year the event will take place in the City of Carmel? Yes No
7. If not, how many years has the event been held in the City? 4
8. Will the event benefit a City or sphere-of-influence-based non-profit organization? Yes No

If you answered "No", please provide a brief explanation:

A monetary contribution will be made to the Carmel High School Sober Grad Night. Also, if desired by Carmel High School, we will have an industry representative present at Carmel High School's Career Day. Further, any additional funds raised from this event go to the MCVGF Scholarship funds for High School Seniors with families in the Ag/Wines Industries. (Carmel High School students are eligible and have been past recipients.)

9. What are the anticipated direct or indirect charitable contributions from your event that will support Carmel's schools, cause-related, or non-profit organizations?

In addition to those things mentioned above, the event promotes and brings visitors to Carmel businesses, especially hotels and restaurants. Further Carmel restaurants and chefs are featured in the events. The MCVGA represents the wine industry. Members of the MCVGA provide wine donations to the various non-profits of Carmel exceeding a value of \$30,000 per year. The MCVGA is also pleased to work with the City as partners in supporting City celebrations (as we did with the Centennial event.)

10. Has your event previously received City funding support in the form of reduced fees? Yes No
If you answered "Yes" to this question, attach the following documentation to this application: A. name of charitable organization(s), B. amount(s) of actual charitable contribution(s) since the inception of the event.

If you did not attach documentation, please provide a brief explanation:

Monterey County Vintners & Growers Foundation: \$5000 - \$2000 went to a Carmel High School Senior. This is a very expensive event to produce and the emphasis is not on making money, but more celebrating our local wine and food industries, educating guests on Monterey wines, and celebrating the charm of Carmel-by-the-Sea. Our 2017 event has not yet occurred so we don't know the amount. We will provide as soon as it occurs. In 2016 we did not make any money on the event. In 2016, we contributed \$5000 to our scholarship fund of which \$2000 went to a Carmel High School Senior.

11. Is your event financially dependent upon receiving City support? Yes No
12. Does your organization have an outstanding debt to the City of Carmel-by-the-Sea? Yes No
13. Will admission be charged (including any sort of pre-payment/registration or sponsorship plan)? Yes No
14. Will your event be open to the community/public? Yes No to 21 and over with purchase of ticket

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ATT.5

SPECIAL EVENT SUPPORT GRANT APPLICATION
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Page 3

15. Does your organization serve Carmel-by-the-Sea residents? Yes No

If you answered yes, please explain how:

Our organization and members have expanded to the vibrancy of Carmel-by-the-Sea through tasting rooms, events, and ongoing wine donations to local non-profit events.

16. Will your event be sponsored, hosted and organized by a non-profit organization? Yes No

17. Will your event benefit any for-profit enterprises? Yes No

If you answered yes: a. What is the name of the organization? b. Please explain how it will benefit the organization.

We are supporting Carmel High School Sober Graduation Night, in addition to ensuring a wine industry representative at Carmel High School Career Day (as wanted). Further, any additional funds will be contributed to the Monterey County Vintners & Growers Foundation Scholarship Fund (open to Carmel High School seniors with family members in the Wine/Ag Industries).

18. Will your event serve, involve, call attention to and promote the City of Carmel, its residents, non-profits, schools and/or organizations? Yes No

19. Will your event attract visitors to the City? Yes No

20. Will the event directly or indirectly benefit or promote City of Carmel businesses? Yes No

If you answered yes, please explain how:

We promote hotel stays and restaurant visits in addition to including local restaurants in the event.

OTHER REQUIREMENTS

17. Successful applicants must follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required.

18. Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions that will include language granting the City the right to audit financials. The agreement will include a mutually agreed-upon promotion/marketing plan that will incorporate promotion of the City on the event/event organizer's website, and performance measures for evaluating the event's marketing and economic impact.

19. Event organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. Event organizers that are granted funding will be required to submit such a report to the City within 60 days of the event's conclusion.

ACKNOWLEDGEMENTS

I certify that the above information is true and correct to the best of my knowledge.

I certify that participation in this organization is not predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition. PLEASE NOTE: THE LAW PROHIBITS US FROM HAVING ANYONE UNDER THE AGE OF 21 AT THE EVENT.

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Addendum to Special Event Grant Application

Monterey County Vintners & Growers Association
Kim Stemler
Winemakers' Celebration 2017
March 6, 2017

1. We want to make sure the Review Committee understands the scope of the event. This is a very labor intensive event where set up and break down occur on day of the event. All the infrastructure, supplies, furniture and décor are brought onto the streets. Hence it is both labor intensive and very expensive.
2. Supporting Responses to Special Event Screening Questionnaire (page 2_
 - a. (4) Event Marketing Plan
 - i. Target audience:
 1. CHARACTERISTICS
 - a. Affluent
 - b. Food & wine lovers
 - c. Travelers
 2. AGES: Baby boomers & Millennials
 3. WHERE: Local, Silicon Valley, Bay Area, Central Valley
 - ii. Channels:
 1. Earned:
 - a. Press releases
 - b. MCVGA column
 - c. KRML Vintners Minute
 2. Paid:
 - a. Digital Marketing in key markets
 - i. Hearst broadcasting targeting key audiences in identified geo's
 - b. Radio: KRML
 - c. TV: KSBW
 - d. Local print /digital
 - i. Edible
 - ii. Coast Weekly
 - iii. Other local publications subject to rates
 3. Existing Channels Promotion:
 - a. Email marketing (our lists and partners)
 - b. Social Sharing (MCVGA and partners) - Facebook, Instagram, YouTube
 - c. Tasting rooms, hotels, restaurants – cards, posters
 - d. Social media tool kit sent out to all partners
 4. Other:
 - a. MCVGA Education Presentations: Rotary and other business or service clubs
 - b. Weekly MCVGA Hospitality Newsletter (Sent to hospitality industry – especially concierge)

b. (5) Key Performance Indicators

WHAT	HOW
1. Consumer Satisfaction level of over 75 on Survey Monkey Benchmark. (Average for all Survey Monkey events is 38.)	Survey Monkey events survey
2. Out of area guests	
i. Over 37% of attendees from out of the county	Ticket sales reports
3. Great testimonies of attendees	Anecdotal reports from restaurants and wineries
4. 1000 plus attendees	Ticket sales reports
5. Ideas for improving next year	Surveys: Consumers, Restaurants, Wineries

ATT. 5

ESTIMATED BUDGET FOR Monterey Winemakers' Celebration

INCOME	NOTES	ESTIMATED	ACTUAL
Entry fees	NA	-	
Ticket sales	Conservative estimate	80,000	
Sponsorships		5,000	
Donation		-	
Merchandise sales		-	
Raffle		-	
Auction		-	
Grant funds		-	
Other		-	
Other		-	
INCOME TOTAL		85,000	

EXPENSES	NOTES	ESTIMATED	ACTUAL
City special event fees	Estimated high to include any fee - it will be lower	5,000	
Other fees	Ticket sales fees, Public fees (excluding Carmel Special Event Fee)	3,500	
Licenses	NA	-	
Equipment	Stage rental	500	
Furniture rental	Includes supplies, fencing & furniture	16,000	
Staff/labor	Services, event production, set up, break down	15,000	
Advertising	Local, Silicon Valley, bay area, central valley	15,000	
Promotional distribution	NA	-	
Photocopies	NA	-	
Photography	Photography booth & photographer	1,600	
Postage	Sustainability in practice - do not use mail	-	
Printing	Posters & cards	3,500	
Insurance	Event & volunteer	600	
Decorations	Plants & other decorative elements	2,500	
Prizes	NA	-	
Performers	DJ (brings speakers & equipment)	1,000	
Speakers	Included as part of performers fees		
AV	Electricity		
Security	Day of event	900	
Lighting	NA		
Signage/Banners	event signage day of	1,250	
Refreshments	Stipends to restuarants for food & addl refreshments	12,500	
Filming	Videographer	800	
Other (list)			
EXPENSES TOTAL		79,650	

INELIGIBLE GRANT EXPENSES

City Special Event Permit Application Fee

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ATT. 5

Disbursements to Charities

ATT. 5

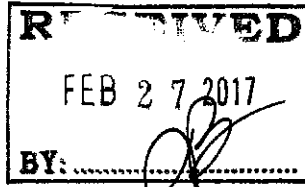
Estimated fees for MCVGA May 2018	
Special Event Permit Processing Fee	\$ 155.00
Damage Deposit (Refundable)*	\$ 200.00
Block closures (\$365 per block) 2 blocks	\$ 730.00
16 Barricades (2 long, 14 water) at \$65 each	\$ 1,040.00
No Parking Signs (30) @ \$3.00 each	\$ 90.00
Sound Permit	\$ 27.00
10 parking stalls (2 on 7th, 2 on Dolores, 6 on San Carlos for vendor loading and parking)	\$ 1,000.00
Subtotal	\$ 3,242.00

*not eligible for Community Promotions Fund grant \$ 200.00

Balance \$ 3,042.00

ATTACHMENTS

COMMUNITY PROMOTIONS FUND
DATE / TIME RECEIVED



Rec'd
2/27
1:35
P/M

CITY OF CARMEL-BY-THE-SEA
SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Please complete the entire application, answering all requests for information and mail or hand deliver three (3) complete packets including application form, event budget, promotional/marketing plan, and proposed performance measures.



APPLICANT INFORMATION

Name Hella Rothwell Email Address hellarothwell@gmail.com

Organization Name Carmel Art Festival

Address P.O. Box 7191

City Carmel-by-the-Sea State CA Zip 93921

Telephone Number N/A Cell Number 831-626-4000

Website address carmelartfestivalcalifornia.com Non-Profit Tax I.D. # 77-0462407

EVENT INFORMATION

Event Title Carmel Art Festival

Number of expected attendees 2,000 Requested grant amount \$13,500

Event Start Date May 17, 2018 Time 2 AM PM Event End Date May 20, 2018

Time AM PM

Event Category: (check one)

- Athletic/Recreation
- Art/Exhibit
- Car Show
- Festival/Celebration
- Parade/Procession
- Performance
- Run/Walk
- Other (please specify) _____

Event Description: *Provide a narrative description of the full scope of your event in the space below. Be as specific and detailed as possible. Attach an additional page as necessary.*

The Carmel Art Festival is a plein air painting competition whose priority is to keep Carmel a destination for artists and art lovers, and continue Carmel's reputation as an art colony. 2018 will be the 25th year of the event, which is expected to attract 2,000 people. The event will take place from May 18 through May 20, 2018. The event site includes Mission Street between Ocean and 6th Avenues, and Devendorf Park. There will be a live sculpture event on a stage in the park. Two tents – one for a band playing music and one for info/sales will also be placed in the park. 11 (10x10x10) tents will be placed on 6th Avenue: Panels down the middle hung with artwork. 5 tables and 1 stage will be placed on

ATT. 6

DATE RECEIVED

Mission Street in front of the tents. Carmel Art Festival will hire security for the event. Wine will be served May 18, 2018 at an event reception on Mission Street from 7:00 – 9:00 p.m. on The event will contract with GreenWaste and Golden State Portables for waste collection and portable restrooms.

REQUESTED FUNDING

AMOUNT: \$13,500.00

Att. 6

SPECIAL EVENT SUPPORT GRANT APPLICATION
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018
Page 2

SPECIAL EVENT SUPPORT GRANT SCREENING QUESTIONNAIRE

1. Will your event take place in the City of Carmel-by-the-Sea? Yes No
2. Will your event take place between July 1, 2017 and June 30, 2018? Yes No
3. Does your application include a copy of your complete event budget? Yes No
4. Does your application include a copy of your proposed promotion/marketing plan? Yes No
5. Does your application include a copy of your proposed performance measures? Yes No

If you answered "No" to any of the above questions, please provide a brief explanation:

6. Is this the first year the event will take place in the City of Carmel? Yes No
7. If not, how many years has the event been held in the City? 24
8. Will the event benefit a City or sphere-of-influence-based non-profit organization? Yes No

If you answered "No", please provide a brief explanation:

The event will benefit the Youth Art Collective. Although it is not a City or sphere of influence based organization, youth from Carmel participate in the Youth Art Collective.

9. What are the anticipated direct or indirect charitable contributions from your event that will support Carmel's schools, cause-related, or non-profit organizations? Local Youth Art programs. Youth Art Collective benefits at-risk youth interested in art.

10. Has your event previously received City funding support in the form of reduced fees? Yes No
If you answered "Yes" to this question, attach the following documentation to this application: A. name of charitable organization(s), B. amount(s) of actual charitable contribution(s) since the inception of the event.

If you did not attach documentation, please provide a brief explanation:

This event goes back 24 years and we have contributed to many nonprofits, most recently to just the Youth Art Collective.

11. Is your event financially dependent upon receiving City support? Yes No

ATT. 6

SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Page 2

- 12. Does your organization have an outstanding debt to the City of Carmel-by-the-Sea? Yes No
- 13. Will admission be charged (including any sort of pre-payment/registration or sponsorship plan)? Yes No
- 14. Will your event be open to the community/public? Yes No

10

ATT 4

SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Page 3

15. Does your organization serve Carmel-by-the-Sea residents? Yes No

If you answered yes, please explain how:

By bringing art outdoors to be enjoyed by all. it's a free event with live music.

16. Will your event be sponsored, hosted and organized by a non-profit organization? Yes No

17. Will your event benefit any for-profit enterprises? Yes No

If you answered yes: a. What is the name of the organization? b. Please explain how it will benefit the organization.

18. Will your event serve, involve, call attention to and promote the City of Carmel, its residents, non-profits, schools and/or organizations? Yes No

19. Will your event attract visitors to the City? Yes No

20. Will the event directly or indirectly benefit or promote City of Carmel businesses? Yes No

If you answered yes, please explain how:

Free online email ads and in the program, promoting art related happenings during the festival, which causes festival goers to disburse throughout the City, benefitting all businesses.

OTHER REQUIREMENTS

17. Successful applicants must follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required.

18. Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions that will include language granting the City the right to audit financials. The agreement will include a mutually agreed-upon promotion/marketing plan that will incorporate promotion of the City on the event/event organizer's website, and performance measures for evaluating the event's marketing and economic impact.

19. Event organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. Event organizers that are granted funding will be required to submit such a report to the City within 60 days of the event's conclusion.

ACKNOWLEDGEMENTS

I certify that the above information is true and correct to the best of my knowledge.

I certify that participation in this organization is not predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

ATT.
6

SPECIAL EVENT SUPPORT GRANT APPLICATION
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018
Page 3

ATT. b

SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Page 4

I understand that this Special Event Support grant application is for preliminary review only, and does not guarantee that my event will be approved to move forward through the Special Event Grant process. If approved, I understand that any change in the scope of the event must be reported to the Community Activities Department and additional permits and fees may be required.

Applicant Signature Hella Rothwell

Date 2/27/2017

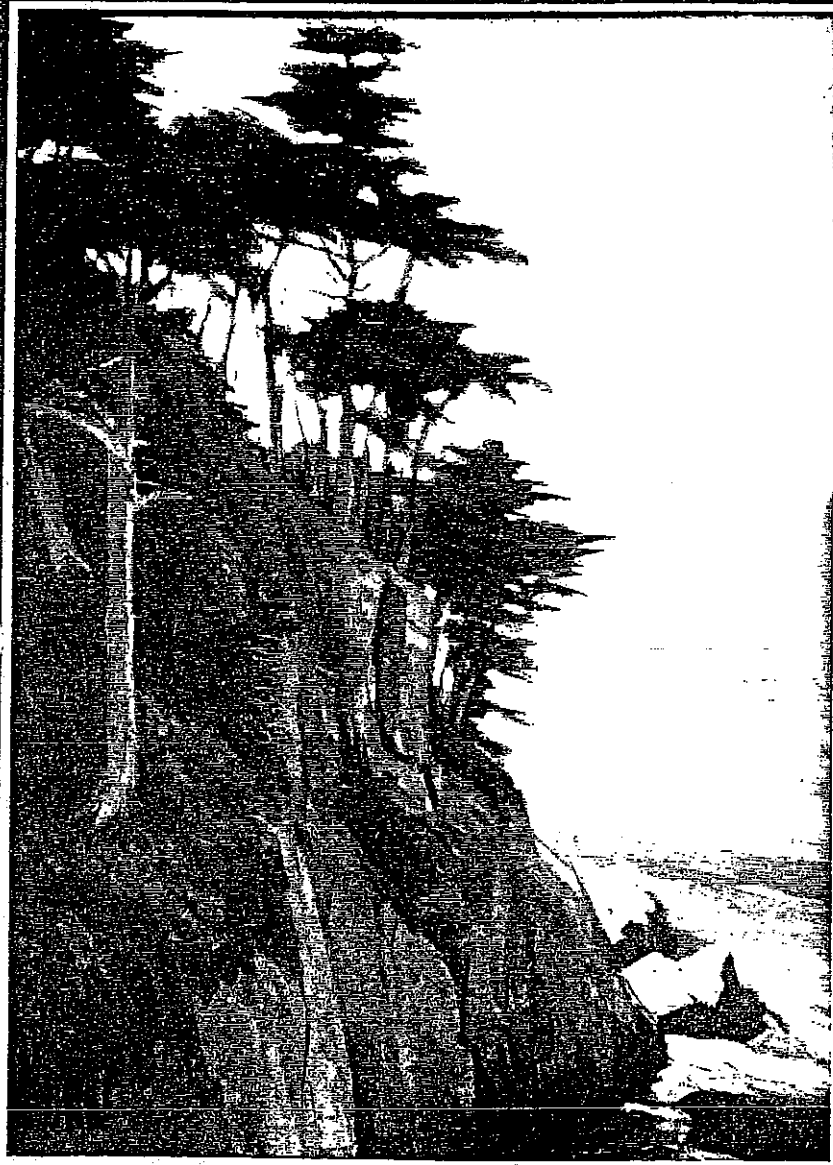
Please print name Hella Rothwell

lor

ATT. 4

PLEIN AIR COMPETITION & AUCTION

23rd Annual Carmel Art Festival



"Living on the Edge" by Scott Hamill

2015 People's Choice Award Winner

Sponsored By



• Refreshing, scenic
 • Local events
 • Information
 • Volunteer
 • Local sponsor
 • Local artist
 • Local gallery

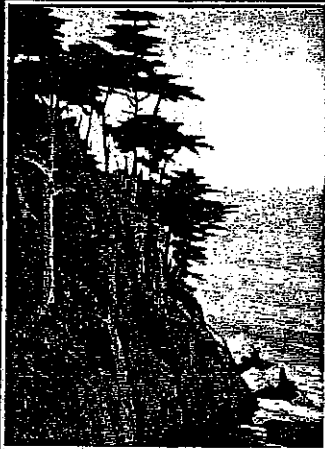
• Local artist
 • Local gallery
 • Local community
 • Local sponsor
 • Local artist
 • Local gallery

ATT. 6

PLEIN AIR COMPETITION & AUCTION

23rd Annual
Carmel Art Festival

May 13th-15th 2016
Carmel-by-the-Sea, CA



PLEIN AIR
Carmel
gallery
GUIDE

PLEIN AIR
Carmel
Connoisseur
GUIDE

"Lying on the Edge" by Sam Hamill 2015 People's Choice Award Winner

**For a list of participating artists, schedule of events,
artist information,
to volunteer or be a sponsor
go to the festival's official website:
www.carmelartfestivalcalifornia.com**

Proceeds from the Carmel Art Festival benefit the Carmel Art Museum. The Carmel Art Festival is a 501(c)(3) organization, P.O. Box 744, Carmel, CA 95007. © 2014 Carmel Art Festival

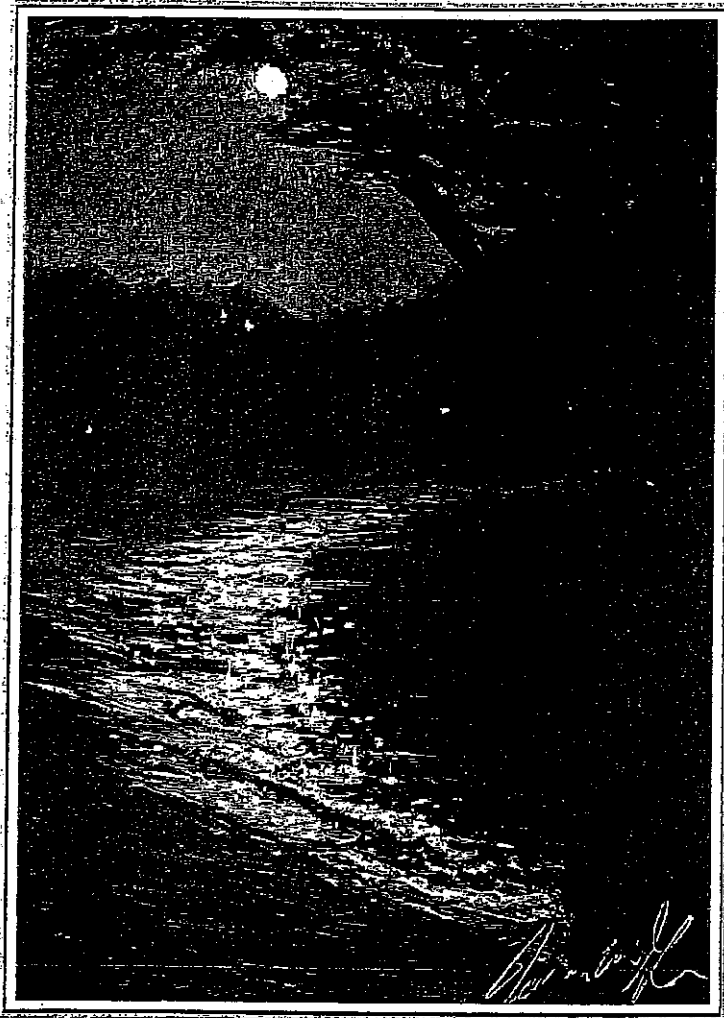
ATT. 4

PLEIN AIR COMPETITION & AUCTION

22nd Annual Carmel Art Festival

Carmel-by-the-Sea, CA

May 14th-17th 2015



60 Participating Artists

- | | |
|--------------------|---------------------|
| Linda Abbott | Markus Lui |
| Rob Adamson | Rolf Lygren |
| Ebrahim Amin | Will Maller |
| Rolando Barrero | Joe Mancuso |
| Barter, Stacy | James McGrew |
| Don Biehn | Wayne McKenzie |
| Bato Bost | Caleb Meyer |
| Carl Bretzke | Kevin Milligan |
| Rich Brimer | Jill Mueller |
| Larry Cannon | Julia Munger-Seelos |
| MaryLou Correia | Donald Neff |
| Aimee Erickson | Robin Purcell |
| Mark Farina | Lana Rak |
| Catherine Fasciato | William Rogers |
| Tatyana Fogarty | Robin Rogers-Cloud |
| Terri Ford | Jason Sacran |
| Jonathan Gaetke | Robert Sandidge |
| Thaleia Georgiades | Roos Schuring |
| Scott Hamill | Michael Situ |
| Coralyn Hanson | Tara Sood |
| Laurie Hendricks | Richard Steres |
| Steve Hill | Joaquin Turner |
| Sterling Hoffmann | Laura Wambsgans |
| Sibyl Johnson | Cindy Wilbur |
| Sally Jordan | Lucas Wong |
| Steve Kell | Dennis Young |
| Rui Liang | Paul Youngman |
| Po Pin Lin | Lu Yu |
| Gretha Lindwood | Xiao Yu |
| Sergio Lopez | Tonya Zenin |

"Carmel Moonrise" by James McGrew

2014 People's Choice Award Winner

Fine Art
Connoisseur

Carmel
gallery
GUIDE

Sponsored by

PleinAir

K-Mozart
KMZF 97.9
kmozart.com

The Carmel Pine Cone

For information, to volunteer or be a sponsor go to the festival's official website.
www.carmelartfestival.org

Proceeds from the Carmel Art Festival Benefit Youth Art Programs in Monterey County.
The Carmel Art Festival is a Non-Profit 501(c)(3) organization, P.O. Box 7191 Carmel, CA 95021
©2014 All rights reserved Carmel Art Festival

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ATT. 4

23rd Annual Carmel Art Festival

May 13th-15th 2016
Carmel-by-the-Sea, CA

The Art Connoisseur

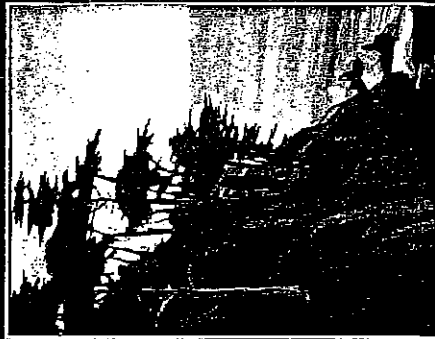
ARTISTS' CHOICE

PleinAir

Gallery

For a list of participating artists, schedule of events, artist information, to volunteer or be a sponsor go to the festival's official website: www.carmelartfestivalcalifornia.com

"Living on the Edge" by Scott Hamill 2015 People's Choice Award Winner



ATT. 6

2017 ULTIMATE GUIDE

published by
PleinAir

DON'T MISS YOUR CHANCE TO BE INCLUDED!

IS NOW OPEN FOR SUBMISSIONS

This is your opportunity to make sure your event or organization receives maximum exposure in 2017 to attract more collectors and make your event known to the top artists.

The 2017 Ultimate Guide will appear in our December 2016/January 2017 issue, and will also be printed as a standalone piece, with 3,000 copies to be distributed at plein air events throughout 2017. This vital guide will be referred to by thousands of plein air artists and collectors seeking out places where the best events, artists, and paintings can be found.

Juried, invitational, or open, all legitimate events and organizations are entitled to a complimentary basic* listing. To really stand out in this unique guide, we encourage you to purchase a display ad within the directory. We have established special pricing to make this opportunity as affordable as possible to all events and organizations.

Full Page	2/3 Page V	1/3 Page V	1/6 Page V
3.25'w x 11.125'h	5'w x 3.375'h	2.46'w x 3.375'h	2.46'w x 4.375'h

Full Page \$1,950 | 2/3 page \$1,250 | 1/3 page \$650 | 1/6 page \$350 | Expanded Listing \$150

*Those purchasing a display ad are entitled to a free EXPANDED alphabetical listing.

*Basic listings include:

- Events: State, Event Name, Date, and E-mail contact
- Organizations: State, Name, Phone, and E-mail contact

Go here to learn more and get your event or organization into the 2017 Ultimate Guide
www.outdoorpainter.com/2017-ultimate-guide/

Sign up today to be included in the 2017 PleinAir Artists' & Collectors' Ultimate Guide to Plein Air Events & Organizations

DEADLINE: OCTOBER 14, 2016
On newsstands: December 1, 2016

Carmel Art Festival – Performance measures:

Over the past 10 years since the Carmel Art Festival has blocked off Mission Street between Ocean and 6th, we have streamlined the placement of the tents and the flow of traffic to where all has been going smoothly. The vendor who sets up the tents knows what he is doing, and we have not had any problems.

Because we have paintings and sculpture stay up on the street and park at night, we have hired our own security and, again, have not had any problems of theft, vandalism or weather problems (even though we had a terrific storm pass through one year).

Without Devendorf Park:

For the past 2 years we only had the festival on the street and not the use of the park. This has been a big disappointment to many attendees. During the previous 4 years, we had live entertainment in the park, sculpture demonstrations by such well known artists as Steven Whyte. People would come and sit on the lawn and listen to the music, walk amongst the exhibited sculptures from many art galleries around town, and generally enjoyed the park setting. Without any activities in the park, people do not even go in there. That's why we would like to have the park again as part of the Carmel Art Festival: so that the public can enjoy it.

We have never had any food and beverage functions, but this year we would like to have a Friday Evening "art unveiling" wine and nibbles event on Mission Street for art collectors who always come by that first night between 7 and 9 PM. We have a tentative agreement by Pepe to devise an appropriate function.

ONLINE PRESENCE:

The Carmel Art Festival, which is only one weekend a year (the weekend after Mother's Day) attracts several thousand people to the event each year, filling hotels and restaurants.

Many come year after year. For those who need to skip a year, we have started ONLINE ABSENTEE BIDDING. This was started in 2009, when we put all 120 paintings that the 60 artists produce for the festival on the website so that people can view them across the globe. Each year we get more bidding participation. In fact, our ONLINE PRESENCE has expanded greatly when we updated our website in 2014.

ONLINE PRESENCE:

1. Website www.carmelartfestivalcalifornia.com – Jan.2014-Octo28, 2016 - 38,600 unique visitors
2. Links from other organizations websites:
3. www.seamonterey.com/events/art-festivals/carmel-art 473 2.53%
4. www.carmelcalifornia.com/event-21st-annual-carmel-art-festival_59.htm 379 2.03%

66 A

5.	www.carmelcalifornia.org/Cultural-Offerings/Carmel-Art-Festival-194	300 1.51%
6.	www.carmelcalifornia.com/event-23rd-annual-carmel-art-festival_59.htm	275 1.43%
7.	m.facebook.com	249 1.33%
8.	www.carmelcalifornia.com/event-22nd-annual-carmel-art-festival_59.htm	247 1.32%
9.	www.carmelartgalleries.com/open.html	242 1.30%
10.	www.homesteadcarmel.com/things-to-do_annual-events.htm	198 1.06%
11.	l.facebook.com/l.php	170 0.91%
12.	https://www.facebook.com	153 0.82%
13.	paintouts.com/component/eventlist/details/8-carmel-art-festival.html	148 0.79%
14.	us.wow.com/search	126 0.68%
15.	www.seemonterey.com/events	107 0.57%
15.	www.seemonterey.com/includes/events/Carmel-Art-Festival/2676	106 0.57%
17.	www.fineartconnoisseur.com/In-Carmel-Paintings-to-Match-the-Views/21542083	97 0.52%
18.	www.carmelcalifornia.com/annual-events-in-carmel-by-the-sea.htm	86 0.46%
19.	www.seemonterey.com/event/carmel-art-festival/3877	78 0.42%
20.	www.carmelshopping.com/nav1.html	77 0.41%
21.	www.carmelartfestivalcalifornia.com/index.html	74 0.40%
22.	www.missionranchcarmel.com/links.htm	73 0.39%
23.	www.co.monterey.ca.us/pages/nonprofits.htm	70 0.38%
24.	www.seamlessexpression.com/blog/2016/5/11/carmel-2016-plein-air-art-festival	67 0.36%
25.	www.seemonterey.com/includes/events/Carmel-Art-Festival/1708	60 0.32%
26.	www.co.monterey.ca.us/how-do-i/find/non-profit-organizations	54 0.29%

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22 Annual
Carmel Art Festival
May 14th-17th 2015

Station to Provide:

- ❖ 50 commercials (30 seconds) in prime time (M-F 7a-7P) to air the 2 weeks prior to the festival, \$500
- ❖ 30 bonus commercials (30 seconds) to air on the weekends prior to and during the festival, \$0.00
- ❖ 3 Artist interviews from the festival to be aired 6x (90 second Art Reports). \$100
- ❖ Microsite & link on K-Mozart website, May 1 - May 17, \$0.00
- ❖ Social media posting on all stations the 2 weeks prior to the festival, \$0.00

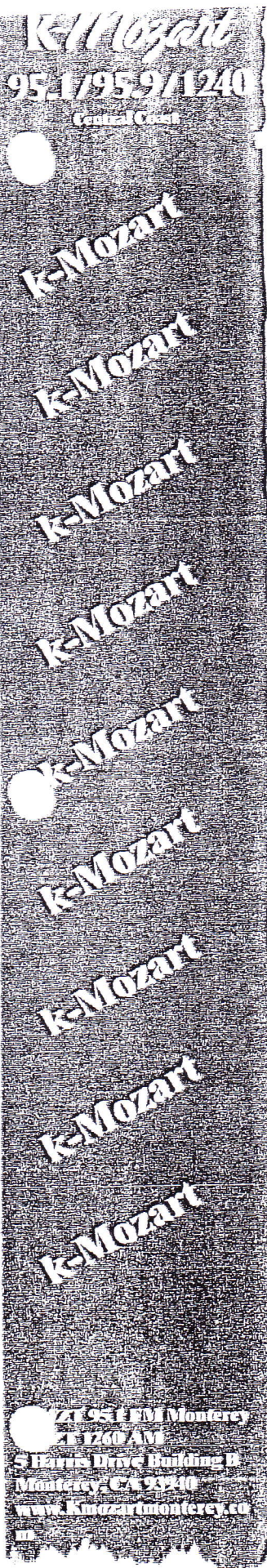
Carmel Art Festival to Provide:

- ❖ \$600 media buy to be paid by Apr 15, 2015
- ❖ Display K-Mozart's banner at the festival
- ❖ Include K-Mozart's logo on all printed & digital advertising, newsletters and website.

Signed by Carmel Art Festival

Signed by Station

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**2017 CARMEL ART FESTIVAL
ESTIMATED BUDGET**

Expenses	
City Fees: parking stalls, block closure, barricades, no parking signs, sound permit, A-Frames	\$ 3,118
City fees: Devendorf Park	\$ 10,000
Printing and Reproduction	\$ 2,400
Advertising	\$ 8,000
Security	\$ 1,825
Music	\$ 2,000
Insurance	\$ 2,000
Judge	\$ 500
Auctioneer	\$ 350
Souvenirs: Posters, Tshirts, Totes, Hats	\$ 2,000
Cash awards to juried-in event artists	\$ 15,000
50% of proceeds from art sold to artists*	\$ 45,000
Venue expenses: setup of tents, stages, tables, chairs	\$ 5,500
Portable Restrooms	\$ 722
ABC Liquor License	\$ 25
Greenwaste: event trash services	\$ 129
Miscellaneous expenses	\$ 425
Total Expenses	\$ 98,994
Revenue	
Entry fees	\$6,300
Sales of paintings produced by artists & sold at festival*	\$90,000
Sales of souvenirs	\$3,000
Total Revenue	\$99,300

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ATT. 6

Carmel Art Festival – Donations:

We try to give The Youth Art Collective about \$5,000/year – in past 10 years. TOTAL: \$50,000

Youth Arts Collective

472 Calle Principal, Monterey, CA 93940

Contact: Marsha Perry, Tel. 831-375-9922

Carmel Art Festival – Sources of income: \$52,300

1. Paintings & merchandise sold during the week of the art festival: \$48,000
2. Entry fees: 6,300

For budget, see Addendum I.

Carmel Art Festival – Advertising: \$8,000

1. Plein Air Magazine
2. Fine Art Connoisseur Magazine
3. Plein Air Magazine digital newsletter
4. Pine Cone
5. Monterey Herald
6. Local Radio Station
7. Email blasts via Constant Contact email list
8. Program

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ATT. 6

Estimated fees for Carmel Art Festival 2018	
Non refundable Special Event Processing Fee	\$ 155.00
Sound Permit - 3 days	\$ 108.00
2 parking stalls S/6th in front of restrooms @ 4 days	\$ 800.00
Block closures (\$365 per block) 1 block @ 4 days	\$ 1,460.00
Barricades (8) at \$65 each	\$ 520.00
No Parking Signs (10) @ \$3.00 each	\$ 30.00
2 A frames @ 4 days	\$ 200.00
Devendorf Park - 4 days	\$ 10,001.00
Devendorf Park - Refundable Damage Deposit*	\$ 351.00
SUBTOTAL	\$ 13,625.00
*not eligible for Community Promotions Fund grant	
	\$ 351.00
TOTAL	\$ 13,274.00

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SPECIAL EVENT SUPPORT PROGRAM

A Special Event Support Program is funded annually through the City's budget process by a "Community Promotions Fund." With clearly defined, goals, criteria, and evaluation measures, the program 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.

TYPE OF EVENTS FOR SUPPORT PROGRAM

- Community & charitable event – Either small- or large-scale event that serves or benefits locally-based organizations and causes, and/or provides recreational, cultural, and social benefits to Carmel residents. City-based organizations and events that serve the Carmel community specifically receive priority in funding.
- Large-scale event – An event based in the City of Carmel that is attended by 2,000 or more people and/or requires the closure of more than two City blocks, calls attention to and promotes the City regionally, attracts visitors as well as residents, has a major impact on the commercial and residential communities, and provides measurable economic benefits to the City of Carmel; or one that requires extensive staff time for pre-event processing, preparation, monitoring, and post-event rehabilitation of the village.
- Off-season event – Any event that is held off-season, between the months of November and March (inclusive), when the City is not already impacted by a major event, holiday or peak visitor time also receives priority in funding.
- Small-scale event - An event that draws fewer than 2,000 people and/or requires the closure of no more than two City blocks, and, in the judgment of the Community Activities Director, requires less than two hours of total staff time for pre-event preparation and/or post-event rehabilitation of the event venue, and does not exceed six hours in duration (including time required for set-up and take-down).

ELIGIBILITY CRITERIA

To be eligible to receive City support, applicants must demonstrate that:

- The event takes place within the City.
- The event is scheduled to take place during the Fiscal Year for which the event was funded and the exact date(s), time(s) and location within the City have been determined.
- The event is not financially dependent upon receiving City support.
- The event directly or indirectly benefits the Carmel community by supporting its schools, cause-related or non-profit organizations.
- The applicant has no outstanding debt due to the City.
- The event is accessible to the community/public, but need not be free of charge.
- 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.
- Carmel-by-the-Sea residents are served by the organization.

INELIGIBILITY

The City will not provide support to:

- Individuals.
- Events that benefit for-profit enterprises.
- Invitation-only events that are not open to the general public.
- Event Organizers and organizations that have not fulfilled previous special event obligations.

QUALIFICATION CRITERIA

To qualify for consideration to receive City special event support, all applications must comply with the following:

- Are submitted by the deadlines (see Table 3, "Required Timeline"), in the format required, and are 100% complete. Applications that are late, incomplete, or do not fully comply with the instructions will not be considered.
- Must include a copy of the complete event budget with explanation of income and expenses, a proposed promotion/marketing plan and mutually agreed upon performance measures for evaluating the event's marketing and economic impact on the City of Carmel.
- Must show anticipated direct or indirect charitable contributions to the Carmel community in support of its schools, cause-related or non-profit organizations. Additionally, for established events having previously received partial city funding, provide documentation that shows actual charitable contributions since inception of the event.
- Include non-profit tax ID number if the event is organized by a non-profit organization.

EVALUATION MEASURES

After qualification, applications will be reviewed and evaluated based on the following:

Community & charitable events

- The Event Organizers meet the above qualifying criteria.
- The event directly or indirectly benefits the Carmel community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
- The event benefits a City- or sphere-of-influence-based non-profit organization.
- The event serves, involves, calls attention to and promotes the City of Carmel, its residents, non-profits, schools and/or organizations.

Small and Large-scale events

- The Event Organizers meet the above qualifying criteria.
- The event enhances the quality of life within the City with cultural, social, recreational or educational activities of interest to the community.
- The event benefits a City- or sphere-of-influence-based non-profit organization.
- The event attracts visitors to the City.
- The event calls attention to and promotes the City as a highly desirable place to live, visit, work, play, and do business.
- The event directly or indirectly benefits or promotes City of Carmel businesses.

GRANTING PROCESS & SELECTION COMMITTEE

Deadlines for funding requests correspond to the City's budgeting cycle. The Staff Committee will evaluate all qualified applications received by the deadline and funding recommendations will be made based upon the application and the amount of funding that the City Council allocates to the "Community Promotions Fund". Results will be

presented to the Community Activities & Cultural Commission for review and its recommendations will be given to the City Council for final funding determination. The Council can approve, amend or deny any recommendation.

FUNDING LEVELS

Combined event support shall not exceed the amount budgeted annually for the "Community Promotions Fund" nor exceed the limits in the following categories:

Total funding for small-scale events	Up to 60% of available funds
Total funding for all large-scale events	Up to 40% of available funds

FUNDING

Grants provide funding support through a "Community Promotions Fund" for qualified events to advertise and promote the City, and/or provide recreational, cultural, social benefits to residents, and offset City fees associated with executing an event in the City of Carmel. The purpose is not to fund the entirety of an event and grant awards may not cover all of an event's cost.

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 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.

Successful applicants will be awarded grants in the form of credits toward their City fees. Grants awarded are not intended to cover all of an Event Organizer's costs associated with City oversight. If event costs (fees) are higher than the grant funding, the City will be owed the difference. If event costs incurred are lower than was projected during the grant process, the City will keep the difference.

The City shall retain the right to withhold or revoke funds where a recipient violates any terms of this Special Event Support Program policy, or any special event permit requirement. Compliance with this requirement shall be determined by the Community Services Director.

OTHER REQUIREMENTS

Successful applicants (while grants are under review) 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 (see Table 3, "Required Timeline") risk forfeiting the City's Special Event support.

Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions which will include language granting the City the right to audit financials. The agreement will also include measurable objectives and performance measures for evaluating an event's marketing and economic impact. Event Organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. The Event Organizers who are funded will be required to submit such a report to the City within 60 days of the event's conclusion.

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CITY OF CARMEL-BY-THE-SEA
Community Activities and Cultural Commission
Staff Report

April 11, 2017
Orders

TO: Community Activities and Cultural Commissioners
FROM: Janet Bombard, Community Activities Director
SUBJECT: Consider a request from the Carmel-by-the-Sea Concours on the Avenue event for a multiple year Special Event Support program grant in the amount of \$34,410 per year for three years, and make a recommendation to the City Council.

RECOMMENDATION

Consider a request from the Carmel-by-the-Sea Concours on the Avenue event for a multiple year Special Event Support program grant in the amount of \$34,410 per year for three years, and make a recommendation to the City Council.

BACKGROUND / SUMMARY

BACKGROUND

Special events offer a host of economic and social benefits to a community, including boosting the economy and providing a social gathering place for residents and visitors. As such, the City of Carmel-by-the-Sea has a history of allocating funding to encourage and support special events.

The City's recently adopted special event policy, Policy C16-01, defines and outlines an annual Special Event Support Program -- a granting process that provides financial support to event organizers in the form of credits toward their special event fees (the City does not provide cash awards to grantees).

The Carmel-by-the-Sea Concours on the Avenue event has submitted a request for a multiple year Special Event Support program grant in the amount of \$34,410 per year for three years.

CONSIDERATIONS

While there is no City regulation that specifically prohibits such a request, Commissioners may want to consider the following:

- The request runs contrary to City Policy C16-01 (page 12), which states the following regarding the Special Event Support grant program: "Recurring events do not automatically receive funding each year. Event Organizers of recurring events must apply each year to be considered".
- Cities consider their annual budget allocations based on projected income. Granting the request would bind future City Council budgets, potentially creating problems should revenues decrease.
- Should the request be granted, it would not be fair to the other special event organizers who submitted Fiscal Year 2017/18 Special Event Support grant applications.

METHODS

The Community Activities and Cultural Commission will want to take into account the same considerations and methods outlined in the previous staff report with respect to making a recommendation to the City Council regarding the request for funding:

- City Policy C16-01 states, with regard to grant funding, that “the purpose is not to fund the entirety of an event” (page 12 of the policy). The policy goes on to state that “Grants awarded are not intended to cover all of an Event Organizer’s costs associated with City oversight” (also page 12). To recommend funding the total amount of event fees makes the entire grant application process unnecessary; under those circumstances it would be less work for the City to eliminate special event fees altogether.
- City Councils set fees for City services. A City incurs costs, be it staff time, supplies, equipment, etc., to provide any City service; fees are imposed to cover the cost of providing that service. Fees are also a source of revenue for a City. Fees that go uncollected – in this case the City’s costs to host and facilitate non-City special events - become services that the City must subsidize at taxpayers’ expense.

Methods that might be used to develop a funding recommendation regarding the request from the Carmel-by-the-Sea Concours on the Avenue event include:

Method One: Hard Costs vs. Soft Costs

With respect to special event fees, hard costs include items such as barricades, signs, and staff time; soft costs include streets and parks, with the thought being that fees for hard costs should always be paid but more leeway could be given to not charging for soft costs. However, the disparate nature of the various special events and the locations in the City in which they are held could potentially make for an unequal application of fees. A small event that uses two streets for eight hours for a total cost of \$730, for example, does not derive the same financial benefit that an event that uses Devendorf Park for eight hours at a cost of \$1,600 does.

Method Two: Establish a percentage

Establishing a percentage that could be applied equally to all Special Event Grant applicants would be an easy-to-apply option that could result in a fair and equitable solution with regard to the City’s allocation of credits toward their special event fees. Fee waivers were deemed unconstitutional by the 9th District United States Court of Appeals in part due to what the court saw as the potential for a City Council to engage in what it termed “content-based discrimination” (i.e. applying arbitrary standards) with regard to funding special events. Allocating the same percentage of grant funding to each event eliminates any appearance of content-based discrimination.

Because the City does need to collect fees to offset its costs for facilitating special events, but also wishes to help event organizers hold events in the City, staff applied a formula allocating a grant of 1/3 (33 1/3%) of their estimated special event fees to each of the six organizations that requested Fiscal Year 2017/18 special event support grant funding. Staff recommends applying the same formula to the Carmel-by-the-Sea Concours on the Avenue event’s funding request.

As the body that reviews staff recommendations and, in turn, makes its own recommendations to the City Council, the Commission may, however, alternatively choose to apply method one; a different percentage; or a different method altogether for recommending funding.

Should the Commission agree with staff’s recommendation of allocating a grant of 1/3 of an event’s estimated special event fees to each organization, the Carmel-by-the-Sea Concours on the Avenue would receive a grant of \$10,353 in credits toward its special event fees.

ATTACHMENTS

1. Carmel-by-the-Sea Concours on the Avenue Special Event Support Grant Application
2. City Policy C16-01, page 12



The Carmel Foundation

March 3, 2017

Carmel-by-the-Sea City Council
P.O. Box CC
Carmel-by-the-Sea, CA 93921

RE: Proposal for multiyear grant for Carmel-by-the-Sea Concours on the Avenue

Carmel-by-the-Sea Concours on the Avenue is a fun community event that is open to the public at no charge. Locals as well as people from all over the United States come to enjoy the fine art that is proudly displayed in the streets of our Village. It not only benefits The Carmel Foundation, a non-profit that supports seniors in our community, but the significant revenue generated serves as a financial boon to our Village. With the extensive press received for this event, this is an opportunity to showcase Carmel-by-the-Sea to a worldwide audience.....priceless.

We are fortunate to have such a world class event at our door step that lends itself to the character of our Village. Now that it is 10 years old, we have a track record of being well planned, well organized and top quality.

The Carmel Foundation would like to request a multi-year grant for the Carmel-by-the-Sea Concours on the Avenue. Thank you for your consideration.

Respectfully submitted,

A handwritten signature in cursive script that reads "Jill Sheffield".

Jill Sheffield
President/CEO
The Carmel Foundation

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RECEIVED
DATE TIME RECEIVED
MAR 03 2017
BY: [Signature] 2:40PM

ATT. 1



CITY OF CARMEL-BY-THE-SEA SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Please complete the entire application, answering all requests for information and mail or hand deliver three (3) complete packets including application form, event budget, promotional/marketing plan, and proposed performance measures.

APPLICANT INFORMATION

Name: Jill Sheffield Email Address: jsheffield@carmelfoundation.org

Organization Name The Carmel Foundation

Address: P.O. Box 1050

City Carmel State CA Zip 93921

Telephone Number 831-620-8700

Website address www.carmelfoundation.org Non-Profit Tax I.D. #94-1225368

EVENT INFORMATION

Event Title CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE

Number of expected attendees 11,000 Requested grant amount \$31,410 per year for 3 years

Event Start Date Tuesday, August 15, 2017 Time 8:30 AM PM Event End Date Tuesday, August 15, 2017 Time 5:00AM PM

Event Category: (check one)

- Athletic/Recreation
- Art/Exhibit
- Car Show
- Festival/Celebration
- Parade/Procession
- Performance
- Run/Walk
- Other (please specify) _____

Event Description: Provide a narrative description of the full scope of your event in the space below. Be as specific and detailed as possible. Attach an additional page as necessary.

The Eleventh Annual CBTS CONCOURS ON THE AVENUE scheduled for Tuesday, August 15, 2017 will feature European Classics (such as German, French or British automobiles) and Classic American Muscle Cars. The vehicles will be displayed on both sides of Ocean Avenue, allowing for pedestrian viewing of the vehicles. Ocean Avenue will require certain street closures to allow for the parking for the vehicles and pedestrian traffic. The event cars will be staged on San Carlos between 8:00am – 11:00am and then systematically staged within the venue. The staging of the vehicles on Ocean Avenue will involve parking the vehicles side by side along the curb line at 60 degree angles. The vehicles will be staged in a single row allowing for emergency traffic along the center median lane of traffic (referred to as the #3 lane of traffic). An awards pavilion will be located at the intersection of Ocean Avenue and Lincoln Avenue. The event will be open to the public for viewing to benefit The Carmel Foundation. Off-site parking for trucks and trailers will be provided by the event organizer. Event organizer will be seeking sponsorship to assist in defraying the cost of the event; however event organizer will abide by all Carmel-by-the-Sea rules and regulations governing signage and corporate sponsorship. No food or beverages will be sold within the venue. Timeline for the day will be provided closer to the event and will include set-

Grant Application Form, Page 1 of 4

City of Carmel by the Sea, Community Activities Dept., PO Box CC, Carmel, CA 93921 (831)620-2020

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up, tear down, judging times and awards presentations. Event organizer with The Carmel Foundation will notify all businesses in the commercial district of the event in the days leading to the event.

REQUESTED FUNDING AMOUNT: \$31,410 per year for a 3-year agreement

SPECIAL EVENT SUPPORT GRANT SCREENING QUESTIONNAIRE

1. Will your event take place in the City of Carmel-by-the-Sea? Yes No
2. Will your event take place between July 1, 2017 and June 30, 2018? Yes No
3. Does your application include a copy of your complete event budget? Yes No
4. Does your application include a copy of your proposed promotion/marketing plan? Yes No see below
5. Does your application include a copy of your proposed performance measures? Yes No

If you answered "No" to any of the above questions, please provide a brief explanation:

#4: Due to the current size of the event, our objective is not to grow the event, so additional advertising or marketing is not required.

#5: Performance will be measured by the number of car entrants and attendees. As a community event, residents can enjoy works of art proudly displayed in our Village free of charge.

6. Is this the first year the event will take place in the City of Carmel? Yes No
7. If not, how many years has the event been held in the City? 10 years
8. Will the event benefit a City or sphere-of-influence-based non-profit organization? Yes No

If you answered "No", please provide a brief explanation:

Over the past 10 years, over \$300,000 in charitable contributions have been directly donated to The Carmel Foundation, a local non-profit that serves over 3,300 seniors in Carmel by the Sea as well as throughout the Monterey Peninsula. Services provided include 50 units of low-income housing, an on-site lunch program, a meal delivery program to those home-bound, and free medical equipment loans.

9. What are the anticipated direct or indirect charitable contributions from your event that will support Carmel's schools, cause-related, or non-profit organizations? Over the past 10 years, over \$300,000 in charitable contributions have been directly donated to The Carmel Foundation. The Carmel Foundation would anticipate receiving approximately \$25,000 in donations from the 2017 event.

10. Has your event previously received City funding support in the form of reduced fees? Yes No

If you answered "Yes" to this question, attach the following documentation to this application: A. name of charitable organization(s), B. amount(s) of actual charitable contribution(s) since the inception of the event.

If you did not attach documentation, please provide a brief explanation:

Over the past 10 years, over \$300,000 in charitable contributions have been directly donated to The Carmel Foundation. As the gathering point for seniors from throughout the Peninsula, The Carmel Foundation provides a gathering place for seniors to gather and enjoy a variety of activities and services in an environment of respect and camaraderie.

11. Is your event financially dependent upon receiving City support? Yes No

Grant Application Form, Page 2 of 4

City of Carmel by the Sea, Community Activities Dept., PO Box CC, Carmel, CA 93921 (831)620-2020

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12. Does your organization have an outstanding debt to the City of Carmel-by-the-Sea? Yes No

13. Will admission be charged (including any sort of pre-payment/registration or sponsorship plan)? Yes No

There is no admission cost for attendees. Car entrants pay an entry fee. Sponsorships are TBD.

14. Will your event be open to the community/public? Yes No

15. Does your organization serve Carmel-by-the-Sea residents? Yes No

If you answered yes, please explain how:

Carmel by the Sea residents are able to enjoy a fun-filled event that is open to our community at no charge. Locals have the opportunity to mingle with their neighbors and business colleagues while enjoying a world-class event in their home town.

Those within the community are also served by the benefits of The Carmel Foundation, the non-profit beneficiary of the event. The Foundation's mission is to provide a place for seniors to gather and enjoy a variety of activities and services in an environment of respect and camaraderie. Studies have demonstrated the importance of socialization for the health and well being of seniors. The Carmel Foundation provides a safe environment for seniors to learn something new and make new friends. By being amongst their peers, seniors can reverse the effects of listlessness and loss of enthusiasm for life and its adventures. For those with financial struggles, 50 units of low-income housing is made available so those who have made our community what it is today are able to stay in the area they've called home. Support services provides assistance for those who need assistance with meals via delivery to homebound seniors, for those who need to borrow medical equipment, or for those who could benefit from a support group. These programs and services create opportunities for seniors to thrive.

16. Will your event be sponsored, hosted and organized by a non-profit organization? Yes No

If you answered yes: a. What is the name of the organization? b. Please explain how it will benefit the organization.

CONCOURS ON THE AVENUE offers The Carmel Foundation additional awareness within our community and the U.S. The Carmel Foundation receives donations made by car entrants and other supporters throughout the world which helps further reduce our deficit enabling us to continue serving senior citizens in our community.

17. Will your event benefit any for-profit enterprises? Yes No

18. Will your event serve, involve, call attention to and promote the City of Carmel, its residents, non-profits, schools and/or organizations? Yes No

19. Will your event attract visitors to the City? Yes No

20. Will the event directly or indirectly benefit or promote City of Carmel businesses? Yes No

If you answered yes, please explain how:

The combination of 11,000 spectators and 170 car entrants from throughout the United States results in a significant increase in spending for City of Carmel businesses. Because of the event, there are 3 additional days of hotels being filled at top dollar with visitors shopping in the village's stores and dining in local restaurants. Having national and international journalists in Carmel for the event results in tremendous exposure for Carmel by the Sea as a destination.

OTHER REQUIREMENTS

17. Successful applicants must follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required.

18. Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions that will include language granting the City the right to audit financials. The agreement will include a mutually agreed-upon promotion/marketing plan that will incorporate promotion of the City on the event/event organizer's website, and performance measures for evaluating the event's marketing and economic impact.

19. Event organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. Event organizers that are granted funding will be required to submit such a report to the City within 60 days of the event's conclusion.

ACKNOWLEDGEMENTS

I certify that the above information is true and correct to the best of my knowledge.

I certify that participation in this organization is not predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2017 - JUNE 30, 2018

Page 4

I understand that this Special Event Support grant application is for preliminary review only, and does not guarantee that my event will be approved to move forward through the Special Event Grant process. If approved, I understand that any change in the scope of the event must be reported to the Community Activities Department and additional permits and fees may be required.

Applicant Signature J. Sheffield

Date 3/3/2017

Please print name Jill Sheffield

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REVENUE	2017 Budget
Ticket Sales	none
Application for Entry Fees	\$ 50,000.00
Brand Partnerships	\$ 135,750.00
Patrons	\$ -
TOTAL REVENUE	\$ 185,750.00

EXPENSES	2017 Budget
Awards	\$ 7,200.00
Golf Carts, Special Parking Lot, Security, Convoy	\$ 10,000.00
Windshield Placards	\$ 7,000.00
Judge and Volunteer Gear	\$ 900.00
Commission to Brand Partnership	\$ 3,500.00
Convention / Trade Show Services*	\$ 75,000.00
Hotel-Event Team Inc F&B	\$ 34,000.00
City Park Restroom Maintenance, Street Cleaning / Janitorial	\$ 2,700.00
Bank Fees	\$ -
Office Supplies	\$ -
Bicycle Bells	\$ -
Credentials	\$ 2,100.00
Onsite Computer	\$ -
Flowers for Awards Pavilion	\$ 9,000.00
Back Office Support at Event (Bob)	\$ 1,000.00
Architectural Expense	\$ 1,500.00
Website, Domains, Etc.	\$ 1,500.00
Advertising or Photography	\$ 750.00
Event Pins	\$ 1,250.00
Carmel PD Overtime and or Special Event Permit	\$ 12,000.00
Additional Security	\$ 1,500.00
Misc. Cash / Gratuity	\$ 1,000.00
Accounting / Tax Prep	\$ 1,200.00
Audio Visual	\$ 25,000.00
Carmel Business License	\$ 250.00
Insurance	\$ 2,500.00
Chamber of Commerce Membership	\$ 415.00
Survey	\$ 5,000.00
Rental Car, Airline Tickets, Misc.	\$ 2,500.00
Judges, Volunteers, Staging Team Hospitality	\$ -
Gifts for Judges	\$ 3,200.00
Gifts for Entrants	\$ -
Volunteer & Judge Hats	\$ -
Pre-Event and Event F&B Hospitality	\$ 3,000.00
Consulting / Legal Services	\$ 500.00
Shipping	\$ 700.00
Labor	\$ -
Sub-TOTAL EXPENSE	\$ 216,165.00

GAIN / < LOSS > <30415.00>

Zero value for principals, back office or home base cost included

* Construct awards pavilion, Rental chairs, Refuse handling, Street layout, Garbage can setup, Optidomes, Storage and delivery of event supplies, Misc.

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Carmel by the Sea Concours on the Avenue Marketing Plan

As noted in our Special Event Support Grant Application previously submitted, due to the size of the event, our objective is not to grow the event. Our website (<http://carmelconcours.com/>) provides a wealth of information about the event and the event's beneficiary, The Carmel Foundation. The Foundation also provides information about the event via weekly e-blasts and a printed monthly newsletter that reaches more than 3,300 individuals and various local businesses. Event-related information is provided on the Foundation website. The Carmel Chamber of Commerce website and visitors guide also features information about the event. Concours on the Avenue is noted in all local publications that feature Car Week.

In appreciation of funding received from the City, the City will be identified and appropriately thanked as a funding partner. Amongst other ways, a link will be provided on the Foundation website that recognizes City support for the event.

Carmel by the Sea Concours on the Avenue Performance Measures

Carmel by the Sea Concours on the Avenue will gauge its performance by the following:

- Providing local residents a fun-filled, safe and clean event that is open to the public.
- Welcoming visiting attendees who have traveled from all over the United States to enjoy the fine art displayed at the event.
- Executing a well-planned and detail-oriented event, as has been successfully done the past 10 years.
- Ensuring that The Carmel Foundation continues to receive financial support from the event, enabling the Foundation to provide a host of services to our community's seniors.
- Having an appropriate number of car entrants and attendees at the event (targeting 11,000 guests at the event).
- Providing information about the Village for attendees and guests via distribution of the Guide to Carmel as well as providing a Chamber and Foundation informational tables at the event.
- Conducting a review after the event to make improvements and necessary changes for the following year.

Estimated Fees for Concours on the Avenue 2017

Special Event Processing Fee (non Refundable)	\$ 155.00
Block closures (\$365 per block) 15 blocks	\$ 5,475.00
Sound Permit	\$ 27.00
Barricades (30) at \$65 each	\$ 1,950.00
No Parking Signs (350) @ \$3.00 each 50% of total charged to Pebble Beach	\$ 525.00
A-Frames (10) @ \$25.00 each	\$ 250.00
150 Delineators (\$10 each)	\$ 1,500.00
Portable toilets (one unit= 2 deluxe & one ADA) toilet with hand sanitizer \$671/unit	
6 units needed for 11,000 + people at a minimum (6 units x 671) plus 1 ADA on San Carlos north of 8th	\$ 4,151.00
Devendorf Deposit*	\$ 351.00
Devendorf Park Rental from August 16 @ 12:00 a.m. to August 16 at 9:00 pm (total 21 hrs)	\$ 401.00
Devendorf Rental for 1st four hours is \$401	\$ 5,100.00
Devendorf Rental after four hours \$300 per hour X 17 hours	\$ 95.35
Encroachment Permit	\$910.00
PW/FB/BM Regular overtime all staff 14 hours	\$ 520.00
Community Activities overtime staff hours (2 staff x 4 hrs ea day of 8 x \$65)	\$ 7,000.00
PD Overtime hours	\$ 3,000
Shuttle service	\$ 3,000
SUBTOTAL	\$ 31,410.35
* not eligible for Community Promotions Fund grant	\$ 351.00
TOTAL	\$ 31,059.35

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A T T A C H M E N T 2

Small and Large-scale events

- The Event Organizers meet the above qualifying criteria.
- The event enhances the quality of life within the City with cultural, social, recreational or educational activities of interest to the community.
- The event benefits a City- or sphere-of-influence-based non-profit organization.
- The event attracts visitors to the City.
- The event calls attention to and promotes the City as a highly desirable place to live, visit, work, play, and do business.
- The event directly or indirectly benefits or promotes City of Carmel businesses.

GRANTING PROCESS & SELECTION COMMITTEE

Deadlines for funding requests correspond to the City's budgeting cycle. The Staff Committee will evaluate all qualified applications received by the deadline and funding recommendations will be made based upon the application and the amount of funding that the City Council allocates to the "Community Promotions Fund". Results will be presented to the Community Activities & Cultural Commission for review and its recommendations will be given to the City Council for final funding determination. The Council can approve, amend or deny any recommendation.

FUNDING LEVELS

Combined event support shall not exceed the amount budgeted annually for the "Community Promotions Fund" nor exceed the limits in the following categories:

Total funding for small-scale events	Up to 60% of available funds
Total funding for all large-scale events	Up to 40% of available funds

FUNDING

Grants provide funding support through a "Community Promotions Fund" for qualified events to advertise and promote the City, and/or provide recreational, cultural, social benefits to residents, and offset City fees associated with executing an event in the City of Carmel. The purpose is not to fund the entirety of an event and grant awards may not cover all of an event's cost.

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 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.

Successful applicants will be awarded grants in the form of credits toward their City fees. Grants awarded are not intended to cover all of an Event Organizer's costs associated with City oversight. If event costs (fees) are higher than the grant funding, the City will be owed the difference. If event costs incurred are lower than was projected during the grant process, the City will keep the difference.

The City shall retain the right to withhold or revoke funds where a recipient violates any terms of this Special Event Support Program policy, or any special event permit requirement. Compliance with this requirement shall be determined by the Community Services Director.

OTHER REQUIREMENTS

Successful applicants (while grants are under review) 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