



**CITY ADMINISTRATOR'S OFFICE
CITY OF CARMEL-BY-THE-SEA**

September 13, 2016

TO: Mayor Dallas and Council Members
FROM: Janet Bombard, Library and Community Activities Director
SUBJECT: SR 2016-1173 (titled SR 2016-1234 on page 94)

Two attachments for agenda item SR 2016 have been amended and are being replaced with the following attached documents:

- Attachment 2: Draft Community Promotions Fund Special Event Support Program Guidelines and Grant Application
- Attachment 4: Draft special Event Policy Brochure with Community Activities and Cultural Commission recommended changes

ATTACHMENT 2



City of Carmel-by-the-Sea

Community Promotions Fund Special Event Support Program

Guidelines and Grant Application

Overview

The City of Carmel-by-the-Sea (City) supports and encourages events that have a significant economic, charitable, or community benefit while maintaining the values and unique character of the village. The City's Special Event Support Program provides support in the form of credits toward event fees to the following categories of Carmel-by-the-Sea events:

- Community & charitable event – A 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).

Funding

Grants will be available at set, not-to-exceed levels that correlate to the amount of City fees the applicant is expected to pay. Successful applicants will be awarded grants in the form of credits toward their City fees (the City does not provide cash to grant awardees). The City's financial support should represent no more than 25% of an event's overall budget.

Event support is categorized into the following four- tiered system:

Tier 1: Funding requests up to \$500 (overall event budget of \$2000 or less)

Tier 2: \$501 - \$2,500 funding requests (overall event budget between \$2001 and \$10,000)

Tier 3: \$2501 - \$5,500 funding requests (overall event budget between \$10,001 and \$22,000)

Tier 4: \$5,501 and above funding requests (overall event budget \$22,001 and up)

Successful applicants will be awarded grants in the form of credits toward their City fees. Event support shall not exceed the fiscal year amount budgeted by the City Council for such purpose nor exceed the

limits in the following categories:

Total funding for small-scale events	Up to 60% of available funds (\$30,000 total in fiscal year 16/17)
Total funding for all large-scale events	Up to 40% of available funds (\$20,000 total in fiscal year 16/17)

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.

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.

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:

- Must be submitted by the stated deadline 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 a detailed event budget for the entire program/event listing all income and expense sources.
- Must include a proposed promotion/marketing plan which includes a description of how your organization will acknowledge the City's support
- Must include proposed 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.

- Must include non-profit tax ID number if the event is organized by a non-profit organization.

Evaluation Criteria

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

Community & Charitable events

- The Event Organizers meet the above Qualification 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 Qualification 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.

Note: 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.

Additional Information

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 specified deadlines risk forfeiting the City's Special Event support.

The City may receive applications and/or requests for grant support amounts in excess of what it can to 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 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 a mutually agreed-upon marketing plan, and measurable objectives and performance measures for evaluating the 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.

The City shall retain the right to withhold or revoke funds where a recipient violates any terms of the City's Special Event Support Program policy, or any special event permit requirement.

Applying for a Grant

This call for applications is for special events that will be held in the City of Carmel-by-the-Sea between July 1, 2016 and June 30, 2017.

The Grant Application follows this document. Please submit five (5) copies of the attached application and five (5) copies of your event budget, proposed promotion/marketing plan and proposed performance measures for use by the evaluating committee.

All applications received by the deadline will be evaluated and ranked. Funding recommendations made to the City Council will be based upon how well the application meets the established criteria, in competition with other applications, and the amount of funding allocated by the Council to support the Community Promotions Fund in the Fiscal Year budget. The City Council can approve, amend or deny any recommendation.

The deadline for applications is <date> at 5:00 p.m. You can mail or hand deliver your five (5) completed application packets to the Community Activities Department located at the Harrison Park Branch Library on the corner of Sixth and Mission, or City Hall on Monte Verde between Ocean and 7th. Address: P.O. Box CC, Carmel, CA 93921.

LATE AND/OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.



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

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017

Please complete the entire application, answering all requests for information and mail or hand deliver five (5) complete packets including application form, event budget, promotional/marketing plan, and proposed performance measures.

APPLICANT INFORMATION

Name _____ Email Address _____

Organization Name _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____ Cell Number _____

Website address _____ Non-Profit Tax I.D. # _____

EVENT INFORMATION

Event Title _____

Number of expected attendees _____ Requested grant amount _____

Event Start Date _____ Time _____ AM PM Event End Date _____ 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.*

SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017

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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? _____
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? _____

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

SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017

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

If you answered yes, please explain how:

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:

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 _____ Date _____

Please print name _____

ATTACHMENT 4

HOW DO I KNOW IF I'M ELIGIBLE TO APPLY FOR CITY SUPPORT FOR MY EVENT?

- To be eligible to receive City support, applicants must demonstrate that:
- The event takes place within the City
 - The event is scheduled during the fiscal year for which it is funded and the date, time & location have been determined
 - The event is not financially dependent on receiving City support
 - The event directly or indirectly benefits the community by supporting its schools, cause-related or non-profit organizations
 - The applicant has no outstanding debt to the City
 - The event is accessible to the community/public, but need not be free of charge
 - Participation in the organization requesting funding may 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.

Please note that the City will not provide support to individuals; events that benefit for-profit enterprises; invitation-only events not open to the public; and event organizers/events that have not fulfilled previous special event obligations.

HOW DO I APPLY?

All applications must be submitted by specified deadlines, and must include the following:

- A complete event budget with explanation of income and expenses
- A proposed economic/marketing plan and mutually agreed-upon performance measures for evaluating the event's marketing and economic impact on the City
- Anticipated direct or indirect charitable contributions to Carmel community schools, cause-related or non-profit organizations

To receive a complete list of details regarding the granting process, schedule, deadlines, and all other requirements contact the Community Activities Department at (831) 620-2020 or (831) 624-1366.



FOR MORE INFORMATION ABOUT SPECIAL EVENT REQUIREMENTS, THE CITY'S SPECIAL EVENT SUPPORT PROGRAM, AND TO RECEIVE A COPY OF THE SPECIAL EVENT POLICY PLEASE CONTACT THE COMMUNITY ACTIVITIES DEPARTMENT AT

(831) 620-2020

OR EMAIL

MMPEROTTI@CI.CARMEL.CA.US

OR

LAIELLO@CI.CARMEL.CA.US

CITY OF CARMEL-BY-THE-SEA

P.O. BOX CC

CARMEL, CA 93921



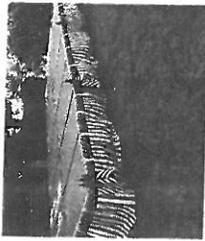
City of Carmel-by-the-Sea

SPECIAL EVENT PLANNING GUIDE



WHAT YOU NEED TO KNOW ABOUT HOLDING A SPECIAL EVENT IN THE CITY OF CARMEL-BY-THE-SEA

PLANNING YOUR SPECIAL EVENT



Thank you for your interest in holding a special event in the City of Carmel-by-the-Sea. The City supports and encourages events that have economic, charitable or community benefits while maintaining the values and unique character of the village.

HOW DO I GET STARTED?

A Special Event Permit is required for:

- Exclusive use of any portion of any City property to the exclusion of the general public
- Support of any commercial enterprise; e.g., caterer, portable restrooms, etc.
- Sound equipment use requiring greater than a 12-volt system
- Erection of any structure; e.g., stage, tents, etc.
- Any request that involves outside or City support; e.g., traffic control, cones, barricades, signage, extra trash pickup, etc.
- Any request that involves the use of a stationary internal combustion engine; e.g., gas generator
- A gathering or assemblage of 50 people or more

You can obtain a Special Event Application Form from the Community Activities Department: at (831) 620-2020. Or you may email mmperotti@ci.carmelcaus.org or laiello@ci.carmelcaus.org.

IS THERE A TIMELINE FOR APPLYING FOR MY SPECIAL EVENT PERMIT?

Applications for small-scale events drawing fewer than 2,000 people and/or requiring the closure of no more than 2 City blocks are to be submitted at least 90 days in advance of your event. Applications for large-scale events drawing 2,000 people or more and/or requiring closure of more than 2 City blocks must be submitted at least 180 days in advance of your event.

Please note that the City is not obligated to accept applications submitted less than 90 days in advance, and that Special Event Permit applications may not be submitted more than one year in advance of the date of the proposed event.

WHAT HAPPENS AFTER I SUBMIT MY APPLICATION FOR A SPECIAL EVENT PERMIT?

A staff committee will review your event application no later than 30 days from which your application was received. After review of your application the Community Activities Director will notify you in writing of approval or denial of your special event. For a complete list of criteria for review of your application please refer to page 7 of the City's Special Events Policy, available from the Community Activities Department.

If your event is approved, the staff committee will schedule a pre-event meeting with you to review details of the application and determine next steps, including, but not limited to review by the Community Activities and Cultural Commission and the City Council at regularly scheduled meetings. Please note that all events that require downtown street closures, have a significant impact on public facilities, require a significant amount of City staff support, or require an exemption from City codes or policies require City Council approval at a regular meeting.

WHAT ELSE WILL I, AS THE EVENT ORGANIZER, NEED TO DO?

As the Event Organizer you will also need to do the following:

- Submit all necessary forms, insurance and fees as required by the City.
- Meet all City-required timelines (see page 20 of the City's Special Event Policy for a complete list).
- Provide public notification to affected residents and businesses of your proposed event, if required.
- Obtain any necessary permits such as sign or banner approval, encroachment permit(s), coastal development permit: Health Department permit; Alcoholic Beverage Control permit; and business license(s).
- Develop an event security plan in cooperation with the Police Department.
- Work with the City's waste management provider to address recycling and waste diversion during your event.
- Secure portable restrooms for your event.

WILL THE CITY PROVIDE ANY TYPE OF FINANCIAL SUPPORT FOR MY EVENT?

A Special Event Support Program is funded annually through the City's budget process by a "Community Promotions Fund" grant process.

Successful applicants will be awarded grants in the form of credits toward their event fees. If event 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.

WHAT TYPES OF EVENTS ARE COVERED UNDER THE GRANT PROGRAM?

The following types of events are covered under the support program:

- Small or large-scale events that serve or benefit locally based organizations and causes and/or provide recreational, cultural and social benefits to Carmel residents.
- Large-scale events that call attention to and promote the City regionally, attracting visitors as well as residents, and provide measurable economic benefits to the City.
- Off-season events held during the months of November through March when the City is not already impacted by a major event, holiday or peak visitor time. These events also receive priority in funding.
- Small-scale events drawing fewer than 2,000 people which require less than two hours of total staff time for pre-event preparation and/or post-event cleanup, and do not exceed six hours in duration.

