



# CITY OF CARMEL-BY-THE-SEA

## COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Chair Judy Refuerzo, Commissioners Linda Califiore,  
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 7<sup>th</sup> Avenues

### REGULAR MEETING 12/13/2016 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 11/8/2016 meeting.

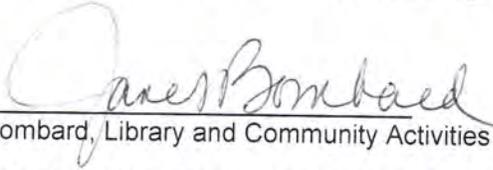
**ORDERS OF BUSINESS** Orders of Business are agenda items that require Commission discussion, debate, direction to staff, and/or action.

2. Review and consider Fiscal Year 2016/17 Special Event Support grant funding applications; make a recommendation to the City Council regarding grant funding amounts.
3. Receive and discuss event reports from staff, provide after action input:
  - A. Special Events
    1. Veterans Day Ceremony, Friday, November 11, Devendorf Park
    2. 46<sup>th</sup> Annual Homecrafters' Marketplace., Saturday, November 19, 9:00 am to 3:00 pm – Sunset Center North Lot
    3. Tree Lighting, Friday, December 2, 4:30 pm – Ocean Avenue and Devendorf Park.

#### FUTURE AGENDA ITEMS

## ADJOURNMENT

This agenda was posted at City Hall located on Monte Verde Street between Ocean and 7<sup>th</sup> 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 5<sup>th</sup> Avenue between Dolores Street and San Carlos Street, and the City's webpage <http://www.ci.carmel.ca.us/carmel/> on 12/9/2016 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-adjudicative 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-adjudicative 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, November 8, 2016

**I. CALL TO ORDER AND ROLL CALL**

PRESENT: Commissioners: Calafiore, Folster, Jett, Lee, Refuerzo  
ABSENT: None  
STAFF PRESENT: Janet Bombard, Library and Community Activities Director  
Margi Perotti, Community Activities Coordinator  
Lori Aiello, Community Activities Assistant

**II. EXTRAORDINARY BUSINESS**

New Commissioner Bonnie Folster was introduced.

**III. PLEDGE OF ALLEGIANCE**

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

**IV. APPEARANCES**

No appearances.

**V. CONSENT AGENDA**

1. Approve the minutes of the September 13, 2016 regular meeting.

It was moved by Calafiore and seconded by Lee to approve the minutes of the September 13, 2016 regular meeting. The motion carried by the following roll call vote:

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

**VI. ORDERS OF BUSINESS – NEW BUSINESS**

1. Consider the idea of holding a City street dance event on a regular basis and make a recommendation to the City Council.

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

Following discussion, it was moved by Commissioner Jett to send a recommendation to the City Council to: 1) hold the dance on a Saturday in September, from 5:00 – 8:00 p.m.; 2) allow a vetted nonprofit organization to sponsor the sale of alcohol and keep the

profits from the alcohol sales; 3) if the City is unable to find a nonprofit sponsor, hold the dance without alcohol sales; 4) The location of the street dance should include Devendorf Park, Mission Street between Ocean and Sixth, and Sixth between Mission and Junipero; 5) the City will be responsible for the event expenses, including the band. The motion was seconded by Chair Refuerzo and carried by the following roll call vote:

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

2. Receive and discuss verbal reports from staff, provide direction as necessary.
  - a. Staff member Bombard informed the commission that the Vista Lobos roof is being sealed to address the roof leaks.
  - b. Staff member Perotti provided post-event reviews of the Pumpkin Roll, the 56<sup>th</sup> Annual Sandcastle Contest, and the 2016 Centennial Celebration events. Perotti also reported that the Carmel High School parade was cancelled this year.

X. **ADJOURNMENT**

There being no further business to come before the Commission, the meeting was adjourned at 10:17 a.m.

Respectfully submitted,

Margi Perotti, Community Activities Coordinator

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Approved by:

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Judy Refuerzo, Chair



# CITY OF CARMEL-BY-THE-SEA

## Community Activities and Cultural Commission

### Staff Report

December 13, 2016

**TO:** Community Activities and Cultural Commissioners

**FROM:** Janet Bombard, Community Activities Director

**SUBJECT:** Review and consider Fiscal Year 2016/17 Special Event Support grant funding applications; make a recommendation to the City Council regarding grant funding amounts.

### BACKGROUND / SUMMARY

At its June 7, 2016 meeting, the City Council adopted City Policy C16-01: City of Carmel-by-the-Sea Special Events Policy. A section of that policy defines and outlines an annual Special Event Support Program (Community Promotions Fund) - a granting process that provides financial support for event organizers' costs in the form of credits toward their special event fees (see Attachment 1).

At its July 26, 2016 meeting, the Community Activities and Cultural Commission (CA&CC) reviewed the draft Community Promotions Fund grant guidelines and application form, which was subsequently approved by the City Council at its September 13, 2016 meeting.

City Policy C16-01 guidelines specify that 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 guidelines also stipulate that 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; or event organizers and organizations that have not fulfilled previous special event obligations.

In addition, to qualify for consideration for special event support, all applications must comply with the following:

- Must be submitted by the stated deadline in the format required, and be 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.

Upon meeting the criteria above, 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.

Finally, the guidelines state that the City's financial support should represent no more than 25% of an event's overall budget.

The official grant application period for Fiscal Year 2016/17 special events opened on September 29, 2016 and ran through November 7, 2016. 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. A press release was sent to the media, 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.

Three organizations submitted an application:

- Big Sur International Marathon (Run in the Name of Love)
- Carmel Art Association (Carmel Art Festival)
- Monterey County Vintners and Growers Association (Monterey Winemakers Celebration)

City Policy C16-01 states that a staff committee will evaluate all qualified application received by the deadline and funding recommendations will be made based upon the application and the amount of funding that the City Council allocated to the Community Promotion Funds. Results will be presented to the CA&CC for review, and the commission's recommendation will submitted to the City Council for final funding determination. The commission may also choose to make additional recommendations with regard to the applications, including areas such as performance measures and marketing plans.

The grant applications, with staff's recommended funding, are attached to this report. Staff has also attached blank charts which reference the grant guideline criteria to assist the commission with further evaluating the applications.

## FISCAL IMPACT

The City Council has set aside \$27,500 to fund the Fiscal Year 2016/17 Special Event Support Program grants. Staff recommendations for funding total \$24,000: \$4,000 for Run in the Name of Love, and \$10,000 each for Carmel Art Festival and the Monterey Winemakers Celebration; however, the Commission may choose to recommend different amounts based on its considerations of each event.

## ATTACHMENTS

1. Full text of City Policy C16-01 referencing the Special Event Support Program.
2. Community Promotions Fund Special Event Support Program Guidelines and Grant Application
3. Application from Big Sur International Marathon, Run in the Name of Love
4. Staff evaluation chart: Big Sur International Marathon Run in the Name of Love
5. Application from Carmel Art Festival
6. Staff evaluation chart: Carmel Art Festival
7. Application from Monterey County Vintners and Growers Association, Monterey Winemakers Celebration
8. Staff evaluation chart: Monterey County Vintners and Growers Association, Monterey Winemakers Celebration
9. Blank charts for evaluation of applications

the original submitted application and shall include the reasons for disagreeing with the responses and include any supporting documents.

Upon receipt of the appeal, the City Council will hear the matter at an upcoming meeting. The decision of the City Council is final.

### **REVOCAION OF PERMIT**

Any conditions not met as set out in the approval of the application may be grounds for revocation of the permit by the City.

### **COST RECOVERY**

Through permit review, the Staff Committee will estimate direct costs (labor, equipment and materials) for trash, portable toilets, and City departments Public Safety (Police and Ambulance), Forest and Beach, Community Activities, Public Works and Administration. Permit applications will be billed for staff hours, equipment, and associated costs.

Fees are established by Resolution of the City Council. These fees shall apply to short-term use for special events. Exceptions: Cost recovery will not be required for City-sponsored events (e.g., Fourth of July celebration, Sandcastle contest, Halloween parade and birthday party, Tree-lighting Ceremony).

## **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

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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.

## **EVENT DETAILS**

### **PERMITS**

The Event Organizer is responsible for obtaining all necessary required permits. Depending on the event, these may include, but are not limited to, the following:

- Sign or banner approval from the City's Community Planning and Building Department.
- Encroachment permits from the City's Community Planning and Building Department.
- Monterey County Environmental Health Department permit.
- Department of Alcoholic Beverage Control (ABC) permit.

The Event Organizer is also responsible for ensuring that event vendors obtain all required permits including, but not limited to, Temporary Event Food Permit and Temporary Seller's Permit. Event Organizer must also ensure that event vendors have a current City of Carmel-by-the-Sea business license.

### **ALCOHOL**

The sale of alcohol is allowed by permit only. The Event Organizer:

- Must obtain a permit from the State of California Alcoholic Beverage Control (ABC).
- Must post signs at all exits that "Alcohol is NOT Allowed Beyond this Point."
- Will be responsible for maintaining controls as specified by the Alcoholic Beverage Control Board.

Hours of sale will be regulated by the Carmel-by-the-Sea Police Department. Police may close the sale of alcohol at any time during the event in the interest of public safety or if they determine that these controls are not being followed.

The ABC Permit application must be submitted to the City for approval at least 30 days prior to the event. A copy of the temporary license must be provided to the Community Activities Department at least 10 days in advance of the event.

### **CROWD MANAGEMENT / EVENT SECURITY / TRAFFIC CONTROL**

The Event Organizer must develop an event security plan in cooperation with the Police Department, and should incorporate an on-site private security plan for final Police Department approval. The plan should also include how vehicular and pedestrian traffic will be directed, whether there will be shuttle buses, and location of pick-up and drop-off areas. The City may require the Event Organizer to retain uniformed police personnel as needed for traffic, alcohol control and event security.

### **STREET CLOSURES**

Permits will not be issued for such thoroughfares as San Antonio Street, Junipero Avenue,



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.

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- 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 three (3) copies of the attached application and three (3) 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 **November 7, 2016** at 5:00 p.m. You can mail or hand deliver your three (3) 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 7<sup>th</sup>. 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*

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:**

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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:**

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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:**

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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

Page 3

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

**If you answered yes, please explain how:**

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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:**

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**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 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 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 \_\_\_\_\_

For internal use only

DATE:

TRACKING NUMBER:



# 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 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 6/18 Time 7 AM  PM  Event End Date 6/18 Time 11 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.

Attached

**SPECIAL EVENT SUPPORT GRANT APPLICATION**  
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017

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:

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- 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? 6
- 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:

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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:

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- 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

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

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 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 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 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 Susan Love Date 10/17/16

Please print name Susan Love

## 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 seventh 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 18<sup>th</sup>, 2017 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 8:25 AM and the 2K, with an expected number of 200 participants, will begin at 8:45 AM. As in the past six 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 4:30 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.

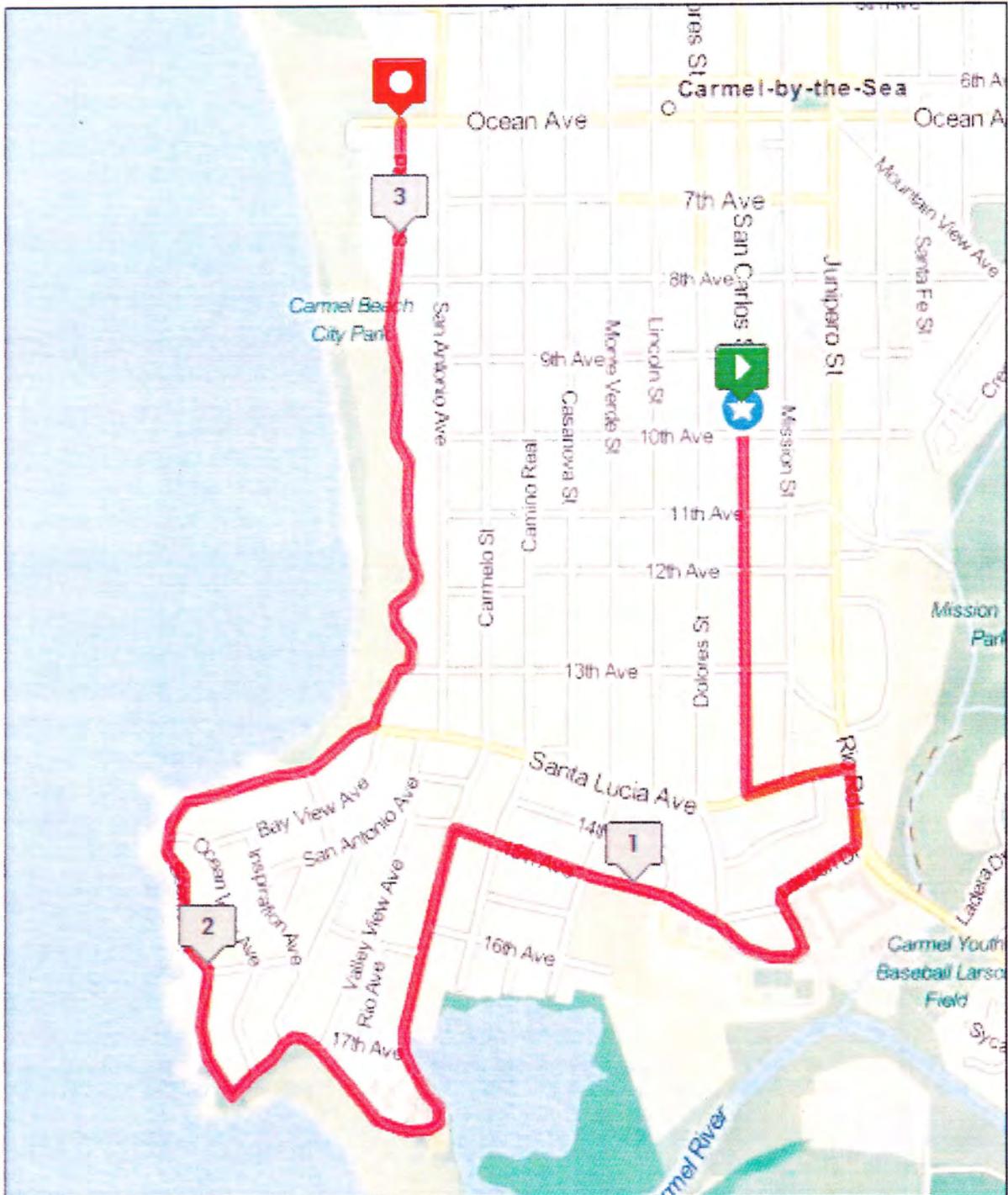
Course maps are attached.

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

# Run Love

*in the name of*

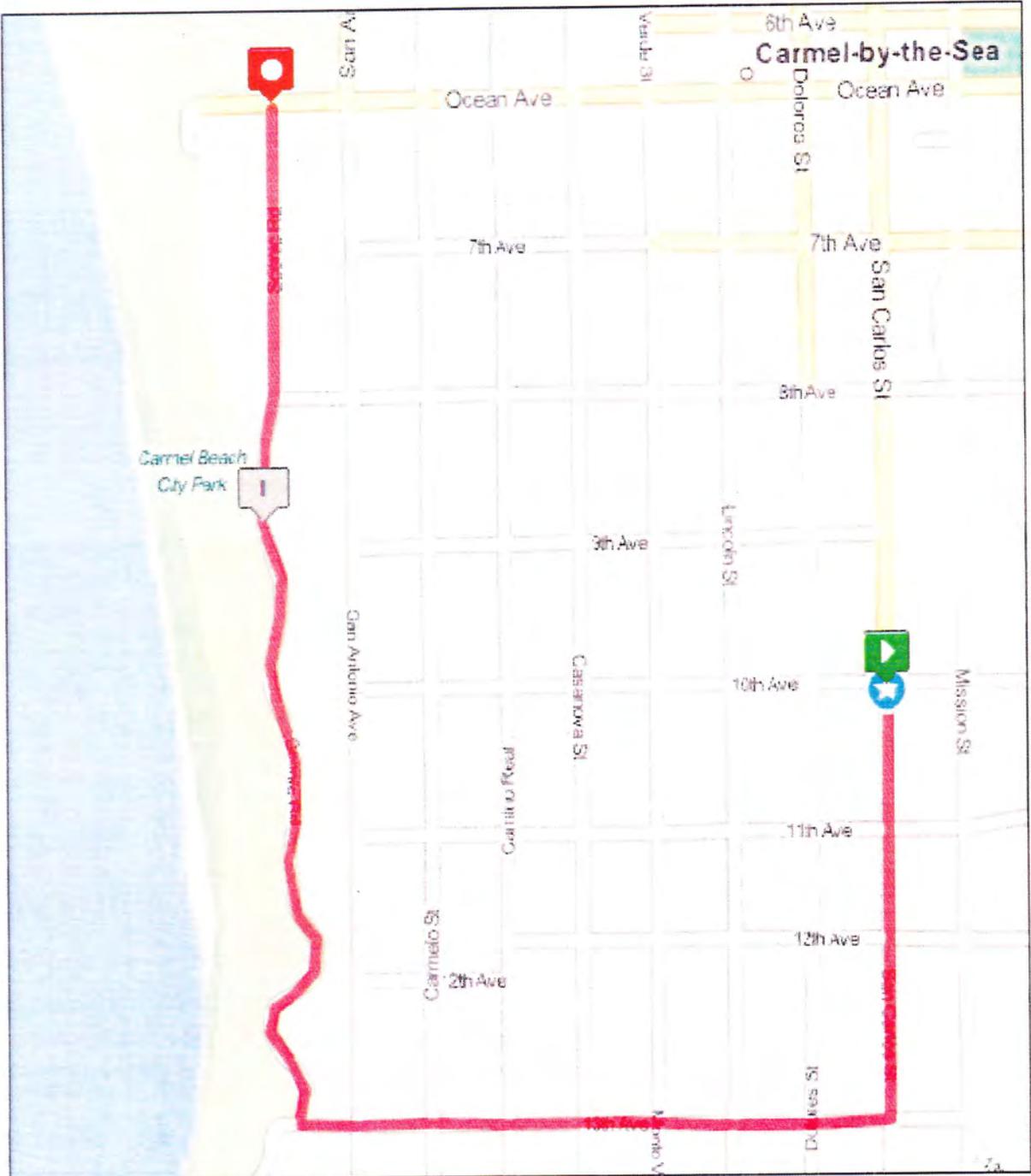
## 5K Course



# Run Love

*in the name of*

## 2K Course



3

**RUN IN THE NAME OF LOVE  
ESTIMATED BUDGET  
2017**

**REVENUE**

5K Race Entry Fees (600 @ \$40)	\$ 24,000
2K Race Entry Fees (200 @ \$35)	\$ 7,000
Sponsorships and Donations	\$ 8,000
Dog Shirts, Merchandise and Tribute Bibs	\$ 2,000
Silent Auction and Raffle	
<b>TOTAL REVENUE</b>	<b>\$ 41,000</b>

**EXPENSES**

City Fees/Parking Lot Fees	\$ 5,464
Timing Company	\$ 2,800
Awards	\$ 500
Finisher Medallions	\$ 2,500
Shirts - Participant and Volunteer + Printing	\$ 5,650
Porta Poties and Fencing	\$ 2,100
RRCA Insurance	\$ 560
Website and Domain Fees	\$ 400
Printing and Postage	\$ 730
Marketing and Advertising -Postcards, Pine Cone	\$ 2,200
Signage/Banners	\$ 650
Hospitality	\$ 850
Food Bags	\$ 375
Medical	\$ 50
Announcer/Sound Systems	\$ 750
Truck Rental	\$ 500
Trash Containers	\$ 200
Monterey County Permit	\$ 300
Dog Bandanas/Printing	\$ 250
Dog Shirts/Printing	\$ 500
Grant Group - Intersections	\$ 300
Video Production	?
<b>TOTAL EXPENSES</b>	<b>\$ 27,269</b>
<b>EXPECTED PROFIT (100% to JUST RUN)</b>	<b>\$ 13,731</b>

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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)

## PROPOSED PERFORMANCE MEASURES

Following the past two Run in the Name of Love events, a professionally conducted Exit Poll was emailed to all of the participants. The complete survey results are available upon request. This year, 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."

3

9. The anticipated charitable contributions from Run in the Name of Love 2017 are \$13,700.

**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.)

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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 past 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 this 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)

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## 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](http://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.

# ATTACHMENT 4

ORGANIZATION: Big Sur International Marathon

EVENT: Run in the Name of Love

COMMUNITY & CHARITABLE EVENT? Yes LARGE SCALE EVENT? no OFF SEASON EVENT? no SMALL SCALE EVENT? Yes

Does event take place in City?	Fiscal Year event is scheduled to take place	Have event dates, times, locations been determined?	Is event financially dependent on City support?	Does event directly or indirectly support Carmel schools, cause-related or nonprofit organizations?	Does applicant have outstanding debt to City?	Is event accessible to the community?	Does the organization restrict participation to any legally protected classes?	Does the organization serve Carmel by the Sea (93921) residents?
yes	fy 2016/17	yes	no	yes. See # 10 in application	no	yes	no	yes. See # 15 in application

Marketing Plan attached?	Performance Measures attached?	Does event benefit a for-profit or is it being put on by an individual?	Has the organization/event organizer fulfilled previous special event obligations?	Does the funding request represent 25% or less of the event's overall budget?	Does the event benefit a City or sphere of influence based nonprofit organization?	Will the event attract visitors to the City?	Copy of detailed budget attached?	Does the event promote the City, its residents, nonprofits, schools and/or organizations?
yes	yes	no	Yes	yes	yes. see # 10	yes	yes	yes

# ATTACHMENT 4

Does event call attention to and promote the City as a desirable place to live, visit, work, play & do business?	Does the event directly or indirectly benefit or promote City of Carmel businesses?	Does the event enhance the quality of life within the City with activities of interest to the community?
yes	yes	yes

REQUESTED AMOUNT: \$4,000

COMMENTS: staff recommended funding: \$4,000

For internal use only

DATE:

TRACKING NUMBER:



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 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 \_\_\_\_\_ Cell Number 831-626-4000  
Website address carmelartfestivalcarmel.com Non-Profit Tax I.D. # 77-0462407

EVENT INFORMATION

Event Title Carmel Art Festival  
Number of expected attendees 2,000 Requested grant amount \_\_\_\_\_  
Event Start Date May 18 Time 2 AM  PM  Event End Date May 21 Time 3 AM  PM   
Event Category: (check one)

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

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.

Addendum A.

SPECIAL EVENT SUPPORT GRANT APPLICATION  
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017  
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:

#3 - see addendum I.  
#4 - see addendums B-7

#5 - we will be taking a survey in 2017

- 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? 23
- 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:

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- 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 that benefit 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 23 years and we have contributed to many non-profits, most recently to Youth Art Collective.

- 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

5

SPECIAL EVENT SUPPORT GRANT APPLICATION  
FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017  
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

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 encourages festival goers to disperse throughout the city benefiting all businesses.

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 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 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 Hella Rothwell Date 10/3/16

Please print name Hella Rothwell

5

A

# *Carmel Art Festival*

PO Box 7191  
Carmel, CA 93921  
Email: [carmelartfestival@gmail.com](mailto:carmelartfestival@gmail.com)

The Carmel Art Festival requests a grant for Special Event fees. We believe that our plein air painting competition helps to keep Carmel a destination for artists and art lovers, as well as continuing Carmel's reputation as an art colony. Carmel was founded in part by its first plein air painter and her husband. By holding the festival outside and also by bringing large sculpture into the park, as well as a live sculpture demonstration, we help make art more accessible to everyone. We donate the proceeds to youth art programs in Monterey County, thus helping train Carmel's next generation of artists as well.

We attract the best plein air artists from around the country and showcase the many local artists that are part of this elite group. We also attract many art buyers from all over the country who stay in local hotels and dine in local restaurants as well as purchase almost \$100,000.00 in art (half of which goes to the artist and half to the festival) which adds to the city's sales tax revenue.

Thank-you for your continuing help and consideration,

Tammi Tharp, President  
Hella Rothwell, Secretary  
Pamela Crabtree, treasurer

34

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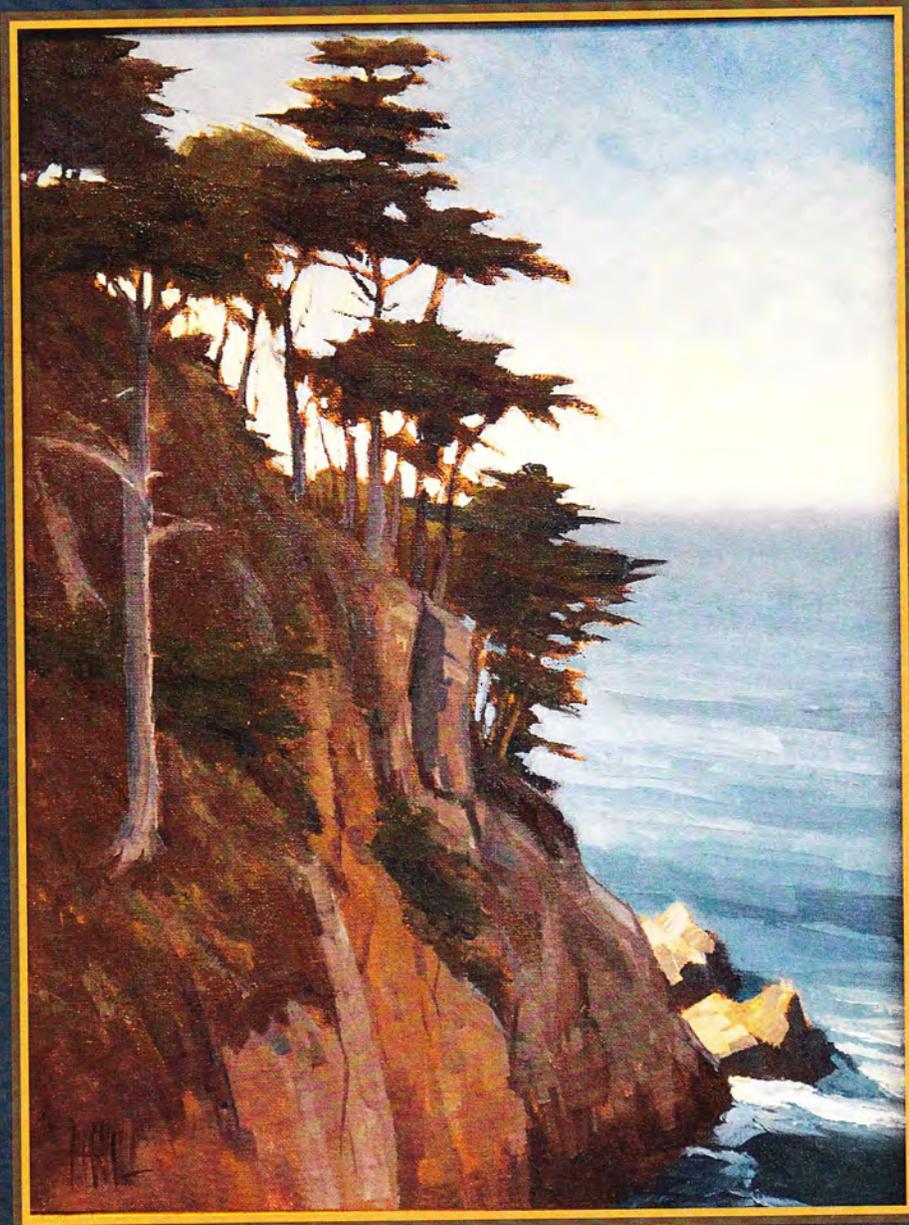
B

# PLEIN AIR COMPETITION & AUCTION

## 23<sup>rd</sup> Annual Carmel Art Festival

Carmel-by-the-Sea, CA

May 13<sup>th</sup>-15<sup>th</sup> 2016



"Living on the Edge" by Scott 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](http://www.carmelartfestivalcalifornia.com)

Proceeds from the Carmel Art Festival  
benefit youth art programs  
in Monterey County  
The Carmel Art Festival is  
a non-profit 501c3 organization  
P.O. Box 7191, Carmel, CA 93921

Sponsored By

PleinAir  
MAGAZINE

carmel  
**gallery**  
GUIDE

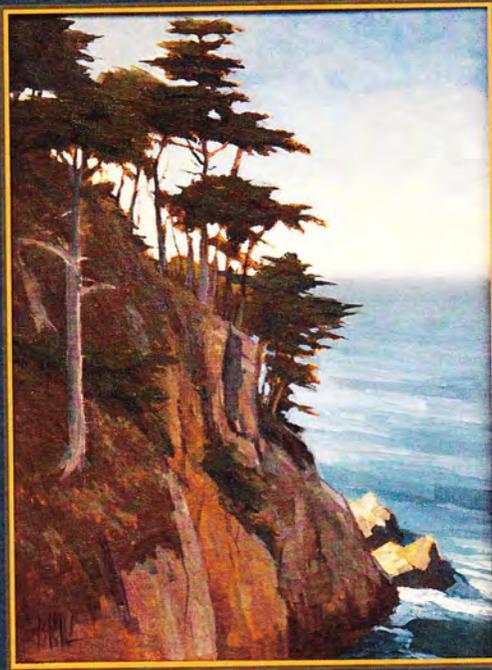
Fine Art  
Connoisseur

# PLEIN AIR COMPETITION & AUCTION

## 23<sup>rd</sup> Annual *Carmel*

## *Art Festival*

May 13<sup>th</sup>-15<sup>th</sup> 2016  
Carmel-by-the-Sea, CA



Sponsored by

PleinAir



Fine Art  
Connoisseur

For a list of participating artists, schedule of events,  
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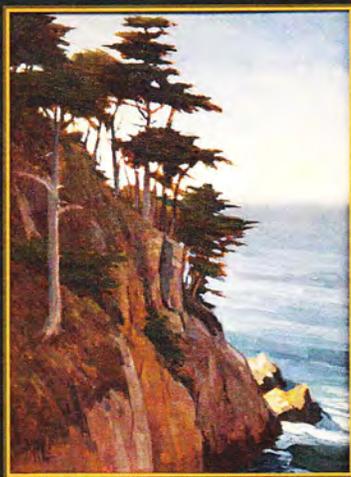
*"Living on the Edge" by Scott Hamill*  
2015 People's Choice Award Winner

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P.O. Box 7191, Carmel, CA 93921

PLEIN AIR COMPETITION & AUCTION

23<sup>rd</sup> Annual Carmel Art Festival

May 13<sup>th</sup>-15<sup>th</sup> 2016  
Carmel-by-the-Sea, CA



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

Sponsored by



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The Carmel Art Festival is a Non-Profit 501(c)(3) organization, PO Box 7193, Carmel, CA 93921  
©2013. All rights reserved. Carmel Art Festival

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E

# PLEIN AIR COMPETITION & AUCTION

## 22<sup>nd</sup> Annual Carmel Art Festival

Carmel-by-the-Sea, CA

May 14<sup>th</sup>-17<sup>th</sup> 2015



*"Carmel Moonrise" by James McGrew  
2014 People's Choice Award Winner*

### Saturday, May 16

Plein Air Exhibit of  
"Wet Paintings" & Silent  
Auction, 10 am - 6 pm  
Meet the Artists, 3:30-5 pm  
Awards Ceremony, 5 pm  
Live Auction, Immediately  
Following the Silent  
Auction

Music 11:30-2:30pm

### Kids Make Art Day

1pm - 3pm

open to all children at no charge  
under the direction of the YACsters  
*Mission Street*

### Sunday, May 17

### New paintings go up

Quick Draw Painting  
Competition, 9 am  
See paintings completed in 2 hours  
30 Minute Silent  
Auction, 11 am

Music 12:00 - 3:00  
*Mission Street*

### Fri - Sun, May 15-17

Information Table  
Posters, T-shirts, Totes for Sale

Nick Williams Trio  
3:00 - 6:00pm  
*Mission Street*

### Thurs & Fri, May 14-15

Plein Air Painting  
Competition  
*Carmel and other Scenic Locations*

Fine Art  
**Connoisseur**  
THE COUNTRY'S LEADING FINE ART COLLECTOR

Sponsored by

**PleinAir**  
ARTISTS

**k-Mozart**  
KMZT 97.9  
kmozart.com

For a list of the 60 participating artists, further information, or to volunteer, go to the festival's official website:  
[www.carmelartfestivalcalifornia.com](http://www.carmelartfestivalcalifornia.com)

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©2014 All rights reserved, Carmel Art Festival

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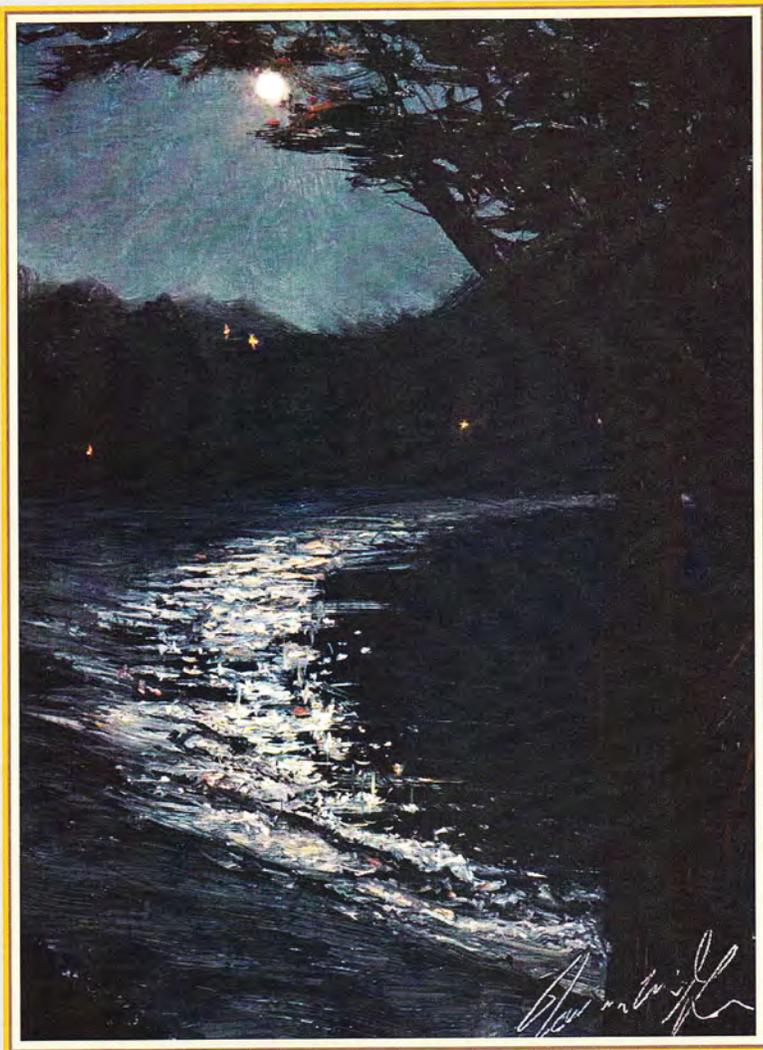
F

# PLEIN AIR COMPETITION & AUCTION

## 22<sup>nd</sup> Annual Carmel Art Festival

Carmel-by-the-Sea, CA

May 14<sup>th</sup>-17<sup>th</sup> 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        |
| Coraly 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**  
THE SPECIALTY MAGAZINE FOR THE INFORMED COLLECTOR

carmel  
**gallery**  
GUIDE

Sponsored by

**PleinAir**  
COLLECTIVE

**k-Mozart**  
KMZT 97.9  
kmozart.com

**The Carmel Pine Cone**

For information, to volunteer or be a sponsor, go to the festival's official website:  
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©2014 All rights reserved. Carmel Art Festival

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G

*K-Mozart*

95.1/95.9/1240

Central Coast

*k-Mozart*

*k-Mozart*

*k-Mozart*

*k-Mozart*

*k-Mozart*

*k-Mozart*

*k-Mozart*

*k-Mozart*

*k-Mozart*

K-MZT 95.1 FM Monterey  
KMZT 1260 AM  
5 Harris Drive Building B  
Monterey, CA 93940  
www.Kmozartmonterey.com

*22 Annual  
Carmel Art Festival  
May 14<sup>th</sup>-17<sup>th</sup> 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

5

H



23<sup>rd</sup> Annual  
**Carmel Art Festival**

May 13<sup>th</sup>-15<sup>th</sup> 2016  
 Carmel-by-the-Sea, CA

Fire Art  
**Connoisseur**

Sponsored by

PleinAir  
ARTISTS ASSOCIATION

ARTISTS  
**gallery**  
GUIDE

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

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5

I

# *Carmel Art Festival*

PO Box 7191  
Carmel, CA 93921  
Email: [carmelartfestival@gmail.com](mailto:carmelartfestival@gmail.com)

## Proposed budget:

Cost of venue -	\$5,500.00
Security -	\$1,825.00
Advertising -	\$8,000.00
Printing -	\$2,400.00
Music -	\$2,000.00
Judge -	\$500.00
Auctioneer -	\$350.00
Insurance -	\$2,000.00
Souvenirs-	\$2,000.00
Awards -	\$15,000.00
Misc-	\$425.00
Charity-	\$6,300.00
<b>TOTAL -</b>	<b>\$46,300.00</b>

Entry fees -	\$6,300.00
Sales -	\$48,000.00
<b>TOTAL -</b>	<b>\$52,300.00</b>

Non-profit's year round operating costs - \$6,000.00

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7

# ARTISTS' & COLLECTORS' THE 2017 ULTIMATE GUIDE TO PLEIN AIR EVENTS AND ORGANIZATIONS

published by:  
**PleinAir**

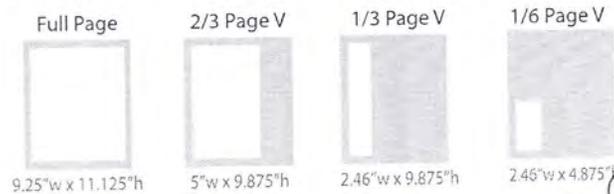
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This is your opportunity to make sure your event or organization receives maximum exposure in 2017 to attract more collectors and make your event known to the top artists.

The 2017 Ultimate Guide will appear in our December 2016/January 2017 issue, and will also be printed as a standalone piece, with 8,000 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 \$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/](http://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

5

Carmel Art Festival – Performance measures:

Over the past 10 years since the Carmel Art Festival has blocked off Mission Street between Ocean and 6<sup>th</sup>, 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](http://www.carmelartfestivalcalifornia.com) – Jan.2014-Octo28, 2016 - 38,600 unique visitors
- 2. Links from other organizations websites:
- 3. [www.seemonterey.com/events/art-festivals/carmel-art](http://www.seemonterey.com/events/art-festivals/carmel-art) 473 2.53%
- 4. [www.carmelcalifornia.com/event-21st-annual-carmel-art-festival\\_59.htm](http://www.carmelcalifornia.com/event-21st-annual-carmel-art-festival_59.htm) 379 2.03%

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5.	<a href="http://www.carmelcalifornia.org/Cultural-Offerings/Carmel-Art-Festival-194">www.carmelcalifornia.org/Cultural-Offerings/Carmel-Art-Festival-194</a>	300 1.61%
6.	<a href="http://www.carmelcalifornia.com/event-23rd-annual-carmel-art-festival_59.htm">www.carmelcalifornia.com/event-23rd-annual-carmel-art-festival_59.htm</a>	276 1.48%
7.	<a href="https://m.facebook.com">m.facebook.com</a>	249 1.33%
8.	<a href="http://www.carmelcalifornia.com/event-22nd-annual-carmel-art-festival_59.htm">www.carmelcalifornia.com/event-22nd-annual-carmel-art-festival_59.htm</a>	247 1.32%
9.	<a href="http://www.carmelartgalleries.com/open.html">www.carmelartgalleries.com/open.html</a>	242 1.30%
10.	<a href="http://www.homesteadcarmel.com/things-to-do_annual-events.htm">www.homesteadcarmel.com/things-to-do_annual-events.htm</a>	198 1.06%
11.	<a href="https://l.facebook.com/l.php">l.facebook.com/l.php</a>	170 0.91%
12.	<a href="https://www.facebook.com">https://www.facebook.com</a>	153 0.82%
13.	<a href="http://paintouts.com/component/eventlist/details/8-carmel-art-festival.html">paintouts.com/component/eventlist/details/8-carmel-art-festival.html</a>	148 0.79%
14.	<a href="http://us.wow.com/search">us.wow.com/search</a>	126 0.68%
15.	<a href="http://www.seemonterey.com/events">www.seemonterey.com/events</a>	107 0.57%
16.	<a href="http://www.seemonterey.com/includes/events/Carmel-Art-Festival/2676">www.seemonterey.com/includes/events/Carmel-Art-Festival/2676</a>	106 0.57%
17.	<a href="http://www.fineartconnoisseur.com/In-Carmel-Paintings-to-Match-the-Views/21542083">www.fineartconnoisseur.com/In-Carmel-Paintings-to-Match-the-Views/21542083</a>	97 0.52%
18.	<a href="http://www.carmelcalifornia.com/annual-events-in-carmel-by-the-sea.htm">www.carmelcalifornia.com/annual-events-in-carmel-by-the-sea.htm</a>	86 0.46%
19.	<a href="http://www.seemonterey.com/event/carmel-art-festival/3877">www.seemonterey.com/event/carmel-art-festival/3877</a>	78 0.42%
20.	<a href="http://www.carmelshopping.com/nav1.html">www.carmelshopping.com/nav1.html</a>	77 0.41%
21.	<a href="http://www.carmelartfestivalcalifornia.com/index.html">www.carmelartfestivalcalifornia.com/index.html</a>	74 0.40%
22.	<a href="http://www.missionranchcarmel.com/links.htm">www.missionranchcarmel.com/links.htm</a>	73 0.39%
23.	<a href="http://www.co.monterey.ca.us/pages/nonprofits.htm">www.co.monterey.ca.us/pages/nonprofits.htm</a>	70 0.38%
24.	<a href="http://www.seamlessexpression.com/blog/2016/5/11/carmel-2016-plein-air-art-festival">www.seamlessexpression.com/blog/2016/5/11/carmel-2016-plein-air-art-festival</a>	67 0.36%
25.	<a href="http://www.seemonterey.com/includes/events/Carmel-Art-Festival/1708">www.seemonterey.com/includes/events/Carmel-Art-Festival/1708</a>	60 0.32%
26.	<a href="http://www.co.monterey.ca.us/how-do-i/find/non-profit-organizations">www.co.monterey.ca.us/how-do-i/find/non-profit-organizations</a>	54 0.29%

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- 27. [home.comcast.net/~artbygretha/website/Home.html](http://home.comcast.net/~artbygretha/website/Home.html) 50 0.27%
- 28. [www.carmelvalleycalifornia.com/navart.html](http://www.carmelvalleycalifornia.com/navart.html) 50 0.27%
- 29. <https://m.facebook.com> 49 0.26%
- 30. [www.carmelcalifornia.org/events/22nd-Annual-Carmel-Art-Festival%2c-Sculpture-in..](http://www.carmelcalifornia.org/events/22nd-Annual-Carmel-Art-Festival%2c-Sculpture-in..)

**OTHER ONLINE PRESENCE:**

**Constant Contact Mailing list: 1,187** – These are people who have contacted US to be on mailing list.

Mailings go out throughout the year.

**Twitter: 1,261 followers.** These are people who requested to follow us.

**2,023** that Carmel Art Festival is following.

**Facebook: 115 “likes”.** Haven’t done much with it, we just have a page up.

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5

**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

5

+

# *Carmel Art Festival*

PO Box 7191  
Carmel, CA 93921  
Email: [carmelartfestival@gmail.com](mailto:carmelartfestival@gmail.com)

## Proposed budget:

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Security -	\$1,825.00
Advertising -	\$8,000.00
Printing -	\$2,400.00
Music -	\$2,000.00
Judge -	\$500.00
Auctioneer -	\$350.00
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Souvenirs-	\$2,000.00
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published by:  
PleinAir

7

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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](http://www.carmelartfestivalcalifornia.com) – Jan.2014-Octo28, 2016 - 38,600 unique visitors
2. Links from other organizations websites:
3. [www.seemonterey.com/events/art-festivals/carmel-art](http://www.seemonterey.com/events/art-festivals/carmel-art) 473 2.53%
4. [www.carmelcalifornia.com/event-21st-annual-carmel-art-festival\\_59.htm](http://www.carmelcalifornia.com/event-21st-annual-carmel-art-festival_59.htm) 379 2.03%

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5.	<a href="http://www.carmelcalifornia.org/Cultural-Offerings/Carmel-Art-Festival-194">www.carmelcalifornia.org/Cultural-Offerings/Carmel-Art-Festival-194</a>	300 1.61%
6.	<a href="http://www.carmelcalifornia.com/event-23rd-annual-carmel-art-festival_59.htm">www.carmelcalifornia.com/event-23rd-annual-carmel-art-festival_59.htm</a>	276 1.48%
7.	<a href="https://m.facebook.com">m.facebook.com</a>	249 1.33%
8.	<a href="http://www.carmelcalifornia.com/event-22nd-annual-carmel-art-festival_59.htm">www.carmelcalifornia.com/event-22nd-annual-carmel-art-festival_59.htm</a>	247 1.32%
9.	<a href="http://www.carmelartgalleries.com/open.html">www.carmelartgalleries.com/open.html</a>	242 1.30%
10.	<a href="http://www.homesteadcarmel.com/things-to-do_annual-events.htm">www.homesteadcarmel.com/things-to-do_annual-events.htm</a>	198 1.06%
11.	<a href="https://l.facebook.com/l.php">l.facebook.com/l.php</a>	170 0.91%
12.	<a href="https://www.facebook.com">https://www.facebook.com</a>	153 0.82%
13.	<a href="http://paintouts.com/component/eventlist/details/8-carmel-art-festival.html">paintouts.com/component/eventlist/details/8-carmel-art-festival.html</a>	148 0.79%
14.	<a href="http://us.wow.com/search">us.wow.com/search</a>	126 0.68%
15.	<a href="http://www.seemonterey.com/events">www.seemonterey.com/events</a>	107 0.57%
16.	<a href="http://www.seemonterey.com/includes/events/Carmel-Art-Festival/2676">www.seemonterey.com/includes/events/Carmel-Art-Festival/2676</a>	106 0.57%
17.	<a href="http://www.fineartconnoisseur.com/In-Carmel-Paintings-to-Match-the-Views/21542083">www.fineartconnoisseur.com/In-Carmel-Paintings-to-Match-the-Views/21542083</a>	97 0.52%
18.	<a href="http://www.carmelcalifornia.com/annual-events-in-carmel-by-the-sea.htm">www.carmelcalifornia.com/annual-events-in-carmel-by-the-sea.htm</a>	86 0.46%
19.	<a href="http://www.seemonterey.com/event/carmel-art-festival/3877">www.seemonterey.com/event/carmel-art-festival/3877</a>	78 0.42%
20.	<a href="http://www.carmelshopping.com/nav1.html">www.carmelshopping.com/nav1.html</a>	77 0.41%
21.	<a href="http://www.carmelartfestivalcalifornia.com/index.html">www.carmelartfestivalcalifornia.com/index.html</a>	74 0.40%
22.	<a href="http://www.missionranchcarmel.com/links.htm">www.missionranchcarmel.com/links.htm</a>	73 0.39%
23.	<a href="http://www.co.monterey.ca.us/pages/nonprofits.htm">www.co.monterey.ca.us/pages/nonprofits.htm</a>	70 0.38%
24.	<a href="http://www.seamlessexpression.com/blog/2016/5/11/carmel-2016-plein-air-art-festival">www.seamlessexpression.com/blog/2016/5/11/carmel-2016-plein-air-art-festival</a>	67 0.36%
25.	<a href="http://www.seemonterey.com/includes/events/Carmel-Art-Festival/1708">www.seemonterey.com/includes/events/Carmel-Art-Festival/1708</a>	60 0.32%
26.	<a href="http://www.co.monterey.ca.us/how-do-i/find/non-profit-organizations">www.co.monterey.ca.us/how-do-i/find/non-profit-organizations</a>	54 0.29%

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|--|----------|
| 27. <a href="http://home.comcast.net/~artbygretha/website/Home.html">home.comcast.net/~artbygretha/website/Home.html</a>   | 50 0.27% |
| 28. <a href="http://www.carmelvalleycalifornia.com/navart.html">www.carmelvalleycalifornia.com/navart.html</a>   | 50 0.27% |
| 29. <a href="https://m.facebook.com">https://m.facebook.com</a>  | 49 0.26% |
| 30. <a href="http://www.carmelcalifornia.org/events/22nd-Annual-Carmel-Art-Festival%2c-Sculpture-in..">www.carmelcalifornia.org/events/22nd-Annual-Carmel-Art-Festival%2c-Sculpture-in..</a> |          |

**OTHER ONLINE PRESENCE:**

**Constant Contact Mailing list: 1,187** – These are people who have contacted US to be on mailing list.

Mailings go out throughout the year.

**Twitter: 1,261 followers.** These are people who requested to follow us.

**2,023** that Carmel Art Festival is following.

**Facebook: 115 “likes”.** Haven’t done much with it, we just have a page up.

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**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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ORGANIZATION: Carmel Art Festival

EVENT: Carmel Art Festival

COMMUNITY & CHARITABLE EVENT? Yes LARGE SCALE EVENT? no OFF SEASON EVENT? no SMALL SCALE EVENT? Yes

Does event take place in City?	Fiscal Year event is scheduled to take place	Have event dates, times, locations been determined?	Is event financially dependent on City support?	Does event directly or indirectly support Carmel schools, cause-related or nonprofit organizations?	Does applicant have outstanding debt to City?	Is event accessible to the community?	Does the organization restrict participation to any legally protected classes?	Does the organization serve Carmel by the Sea (93921) residents?
yes	fy 2016/17	yes	no	Indirect. Youth Art Collective	no	yes	no	yes

Marketing Plan attached?	Performance Measures attached?	Does event benefit a for-profit or is it being put on by an individual?	Has the organization/event organizer fulfilled previous special event obligations?	Does the funding request represent 25% or less of the event's overall budget?	Does the event benefit a City or sphere of influence based nonprofit organization?	Will the event attract visitors to the City?	Copy of detailed budget attached?	Does the event promote the City, its residents, nonprofits, schools and/or organizations?
yes	yes	no	Yes	See below*	no	yes	yes	yes

Does event call attention to and promote the City as a desirable place to live, visit, work, play & do business?	Does the event directly or indirectly benefit or promote City of Carmel businesses?	Does the event enhance the quality of life within the City with activities of interest to the community?
yes	yes	yes

REQUESTED AMOUNT: \*No amount requested

COMMENTS: staff recommended funding: staff would recommend 25% of budget after removing the budget line item for Charity (\$6,300) which would be \$10,000

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For internal use only  
DATE:  
TRACKING NUMBER:



**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 Kim Stemler Email Address Kim@montereywines.org  
Organization Name Monterey County Vintners & Growers Association  
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. # 94-2323441

EVENT INFORMATION

Event Title Monterey Winemakers Celebration  
Number of expected attendees 1,000 Requested grant amount \$10,000 - enough to cover fees  
Event Start Date 5/7/2017 Time 12 AM  PM  Event End Date 5/7/2017 Time 4 AM  PM   
Event Category: (check one)

- Athletic/Recreation
- Art/Exhibit
- Car Show
- Festival/Celebration
- Parade/Procession
- Performance
- Run/Walk
- Other (please specify) educational/cultural experience about Monterey Wine Country

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 25th Annual Winemakers' Celebration, a premier outdoor wine and food festival, will be held on 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 downtown Carmel. All tickets were sold out prior to the event and was well received by the participants and City.

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 tapas style dishes that are reflective of the region. There are also other mini-workshops incorporated throughout the program.

**SPECIAL EVENT SUPPORT GRANT APPLICATION**  
*FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017*  
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:**

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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? 3 yrs
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:**

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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? All extra funds will go to Monterey County Vintners & Growers Foundation to fund scholarships for graduating high school seniors. In 2015, a scholarship was awarded to a Carmel High School student. It was the largest scholarship she received.

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:**

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11. Is your event financially dependent upon receiving City support? Yes  No  - We would need funds through other sponsors
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  
Page 3

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

**If you answered yes, please explain how:**

We serve Carmel by the Sea businesses. Some of these are business owners who may rent/own in the city.

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:**

Connects out of town guests with local hotels and inns through packages. Connects both local and out of town guests with local restaurants - strategically timing the event to "feed" into meal times benefiting nearby businesses/restaurants.

**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 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 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 Kim Stemler Date November 2, 2017

Please print name Kim Stemler

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2017 MCVGA Winemakers Celebration Budget (11/2016)			
<b>Income</b>			
	Glass Sponsor	\$4,000	
	General Sponsor	\$7,500	
	Tickets Sales	\$45,000	
			\$56,500
<b>Expenses</b>			
	Advertising	\$11,000	
	Brochure & Poster	\$2,500	
	Event Planning/Mngt.	\$8,000	
	Event Supplies	\$7,750	
	Permits, fees, taxed	\$3,000	
	Rentals	\$11,000	
	Services	\$12,400	
	Signs	\$300	
			\$55,950
	Net Proceeds to MCVGF		<b>\$550</b>

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**Proposed Marketing Plan**

TASKS	TIMELINE
<b>Pre-Event</b>	<b>Nov-Jan</b>
1. Design logo	
2. Develop electronic collateral	
3. Print collateral (cards & posters)	
4. Construct website home page	
5. Develop ticketing page	
6. Set up social media infrastructure	
7. Put together social media toolkit for partners (we ask all participating wineries, restaurant and hotels to promote)	
8. Create media alert and press package	
9. Schedule Rotary presentations in Central Valley and Bay Area between Feb - April	
<b>Event Launch</b>	<b>Jan 15</b>
1. Launch email (10k list; plus 2000 former attendee list)	
2. Launch on social media, including partners (over 100k reach)	
3. Send out media alert	
4. Encourage partners to send out	
<b>Day-to-Day until Event</b>	<b>Jan- May</b>
1. Regular email, social	
2. Earned activities	
3. Paid promotion	
LOCAL (Digital & Print)	
a. Edible	
b. KRML	
c. Coast Weekly	
d. Salinas Californian	
e. Carmel Chamber	
f. Carmel Pine Cone	
REGIONAL (Digital & Print)	
a. Sacramento Media	
b. Wine & Travel	
c. Delta Tribune	
d. Bay Area Media Group	
4. Other Promotional Activities	
a. Promote on KRML – Spots & Vintners Minute & Pub Talk	
b. Promote through Californian monthly column	
c. Promote at all events local and regional	
d. Go to regional Rotaries and promote	
5. Paid social media promotion	
6. Encourage partners to promote regularly	
7. Influencer outreach	
<b>Last Call</b>	<b>May</b>
1. Final email blast, social	
2. Attendee referrals	

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2017 MCVGA Winemakers Celebration

**Proposed Performance Measures**

Measure	Goal
1. Total Attendance	1,000 Guests
2. Survey Attendees In our 2015 WMC attendee survey conducted on Survey Monkey, we received an 81 net promoter score on the event; while the average Survey Monkey score is 36 Score is in the top 25 The feedback was very positive. There was nothing less than Good. <ul style="list-style-type: none"><li>• 67%: Excellent</li><li>• 27.4%: Very Good</li><li>• 5.48% : Good</li></ul>	Be in the top 25 of events of Survey Monkey
3. Revenue	Net at least \$500
4. Media Coverage	At least 5 earned media stories

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MCVGA Addendum

Hi Janet,

In response to your inquiry, here is some clarification to two questions.

10b. In 2015 we contributed \$1695 to the Monterey County Vintners & Growers Foundation for the scholarship program. We then proceeded to provide a \$2,000 scholarship to a Carmel High School Senior. In 2016 we had extra unanticipated expenses, so we didn't make any money on the event. In general, this is not a money-making event – yet. We would need to attract several large sponsors to make it so. It is truly an educational and cultural event.

#15. We partner with and promote the Carmel businesses extensively.

- We promote the hotels prior to the event and this year want to work on packages.
- We promote the participating restaurants prior to the event and encourage guests to make reservations for after the event.
- Both In the general promotion of the event we encourage guests to stay in Carmel and visit the shops (as well as staying over night).
- Also the ambiance created by the event, encourages strolling around the charming village of Carmel and visiting the shops.

Thank you for this opportunity and our partnership.

Warmly,

Kim Stemler

Executive Director

Monterey County Vintners & Growers Association

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ORGANIZATION: Monterey County Vintners and Growers Association

EVENT: Monterey Winemakers Celebration

COMMUNITY & CHARITABLE EVENT? Yes LARGE SCALE EVENT? no OFF SEASON EVENT? no SMALL SCALE EVENT? Yes

Does event take place in City?	Fiscal Year event is scheduled to take place	Have event dates, times, locations been determined?	Is event financially dependent on City support?	Does event directly or indirectly support Carmel schools, cause-related or nonprofit organizations?	Does applicant have outstanding debt to City?	Is event accessible to the community?	Does the organization restrict participation to any legally protected classes?	Does the organization serve Carmel by the Sea (93921) residents?
yes	fy 2016/17	yes	no	yes	no	yes	no	yes

Marketing Plan attached?	Performance Measures attached?	Does event benefit a for-profit or is it being put on by an individual?	Has the organization/vent organizer fulfilled previous special event obligations?	Does the funding request represent 25% or less of the event' overall budget?	Does the event benefit a City or sphere of influence based nonprofit organization?	Will the event attract visitors to the City?	Copy of detailed budget attached?	Does the event promote the City, its residents, nonprofits, schools and/or organizations?
yes	yes	no	yes	yes	no	yes	yes	yes

Does event call attention to and promote the City as a desirable place to live, visit, work, play & do business?	Does the event directly or indirectly benefit or promote City of Carmel businesses?	Does the event enhance the quality of life within the City with activities of interest to the community?
yes	yes	yes

REQUESTED AMOUNT: \$10,000

COMMENTS: staff recommended funding: \$10,000

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ORGANIZATION:

EVENT:

COMMUNITY & CHARITABLE EVENT? Y N LARGE SCALE EVENT? Y N OFF SEASON EVENT? Y N SMALL SCALE EVENT? Y N

Does event take place in City?	Fiscal Year event is scheduled to take place	Have event dates, times, locations been determined?	Is event financially dependent on City support?	Does event directly or indirectly support Carmel schools, cause-related or nonprofit organizations?	Does applicant have outstanding debt to City?	Is event accessible to the community?	Does the organization restrict participation to any legally protected classes?	Does the organization serve Carmel by the Sea (93921) residents?

Marketing Plan attached?	Performance Measures attached?	Does event benefit a for-profit or is it being put on by an individual?	Has the organization/event organizer fulfilled previous special event obligations?	Does the funding request represent 25% or less of the event's overall budget?	Does the event benefit a City or sphere of influence based nonprofit organization?	Will the event attract visitors to the City?	Copy of detailed budget attached?	Does the event promote the City, its residents, nonprofits, schools and/or organizations?

Does event call attention to and promote the City as a desirable place to live, visit, work, play & do business?	Does the event directly or indirectly benefit or promote City of Carmel businesses?	Does the event enhance the quality of life within the City with activities of interest to the community?

REQUESTED AMOUNT:  
COMMENTS:

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ORGANIZATION:

EVENT:

COMMUNITY & CHARITABLE EVENT? Y N LARGE SCALE EVENT? Y N OFF SEASON EVENT? Y N SMALL SCALE EVENT? Y N

Does event take place in City?	Fiscal Year event is scheduled to take place	Have event dates, times, locations been determined?	Is event financially dependent on City support?	Does event directly or indirectly support Carmel schools, cause-related or nonprofit organizations?	Does applicant have outstanding debt to City?	Is event accessible to the community?	Does the organization restrict participation to any legally protected classes?	Does the organization serve Carmel by the Sea (93921) residents?

Marketing Plan attached?	Performance Measures attached?	Does event benefit a for-profit or is it being put on by an individual?	Has the organization/event organizer fulfilled previous special event obligations?	Does the funding request represent 25% or less of the event's overall budget?	Does the event benefit a City or sphere of influence based nonprofit organization?	Will the event attract visitors to the City?	Copy of detailed budget attached?	Does the event promote the City, its residents, nonprofits, schools and/or organizations?

Does event call attention to and promote the City as a desirable place to live, visit, work, play & do business?	Does the event directly or indirectly benefit or promote City of Carmel businesses?	Does the event enhance the quality of life within the City with activities of interest to the community?

REQUESTED AMOUNT:  
COMMENTS:

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ORGANIZATION:

EVENT:

COMMUNITY & CHARITABLE EVENT? Y N LARGE SCALE EVENT? Y N OFF SEASON EVENT? Y N SMALL SCALE EVENT? Y N

Does event take place in City?	Fiscal Year event is scheduled to take place	Have event dates, times, locations been determined?	Is event financially dependent on City support?	Does event directly or indirectly support Carmel schools, cause-related or nonprofit organizations?	Does applicant have outstanding debt to City?	Is event accessible to the community?	Does the organization restrict participation to any legally protected classes?	Does the organization serve Carmel by the Sea (93921) residents?

Marketing Plan attached?	Performance Measures attached?	Does event benefit a for-profit or is it being put on by an individual?	Has the organization/event organizer fulfilled previous special event obligations?	Does the funding request represent 25% or less of the event's overall budget?	Does the event benefit a City or sphere of influence based nonprofit organization?	Will the event attract visitors to the City?	Copy of detailed budget attached?	Does the event promote the City, its residents, nonprofits, schools and/or organizations?

Does event call attention to and promote the City as a desirable place to live, visit, work, play & do business?	Does the event directly or indirectly benefit or promote City of Carmel businesses?	Does the event enhance the quality of life within the City with activities of interest to the community?

REQUESTED AMOUNT:  
COMMENTS:

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