

City of Anaheim

COUNCIL POLICY

Subject: Special Event Financial Support

Policy # 1.5
Adopted Date: 06/27/95
Amended: 06/05/07
10/06/15

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It is the City policy to value and encourage events, programs and services that benefit residents of the City. Historically, the City has supported various community events either with in-kind support or financial support based on citywide community need and budgetary allocations. In order to ensure equitable opportunity for organizations to submit proposals, the City is formalizing the process in which organizations/groups receive City support. This policy will provide the basis for the City to enter into a (1) **Formal City Sponsorship** relationship, with monetary support; or 2) **Informal Co-Sponsorship** support for City sponsored special events. Requests for support will be approved in an equitable manner, ensuring a variety of programs, services and community organizations receive the available support.

A. REQUIREMENTS

The City may provide **Formal City Sponsorship** via monetary funding and/or **Informal Co-Sponsorship** of in-kind services to support nonprofit entity events, programs or services that benefit Anaheim residents. City sponsorship for monetary assistance will be administered by means of written agreements (“Agreements”) that set out what a community partner can expect of the City and what the City requires of its partners. All Agreements must comply with all applicable City regulations and policies. Agreements may not commit the City to additional operating and/or maintenance responsibilities, ongoing financial obligations, or program or service responsibilities beyond the current fiscal year.

Informal Co-Sponsorship relationships may be approved by the Director of Community Services. The City periodically provides support to an event or program through the use of Informal Co-Sponsorship which does not provide monetary support, but may include: waiving of facility rental fees, city staff support to provide advice and/or logistical guidance, or permission to use the City logo on marketing materials. The Director of Community Services may approve the Informal Co-Sponsorship relationship with an organization or group that provides an event, program or service that is open to the public.

The amount of funding allocated for approved events may range from a minimum of \$1,000 to a maximum of \$10,000. Total value of City support shall not exceed \$10,000 per organization per fiscal year, and may not exceed the City approved budget (this includes but is not limited to waiver of facility rental fees, staff costs and/or equipment rental fees). The value of resources provided by the City in support of a partner event, program or service shall not exceed the value of the partner’s contribution.

The City has the sole discretion to determine whether an event benefits its residents and should therefore be a recipient of support under this policy and reserves the right to decline any request for Formal City Sponsorship or Informal Co-Sponsorship (in-kind support) if acceptance is determined

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not to be in the best interest of, or would create a conflict of interest for, the City. In addition, the City will not sponsor any event if doing so would cause the City to violate Article XIII, Section 24 of the California Constitution or the First Amendment to the United States Constitution.

B. ELIGIBILITY

In determining an organization's eligibility for Formal City Sponsorship or Informal Co-Sponsorship, a recommendation shall be made by City staff to the City Council based upon the following criteria:

1. The requestor is an incorporated nonprofit organization with a 501(c)(3) designation; or a California certified tax-exempt nonprofit organization; or a public agency, including public schools or school foundations in school districts; or a committee formally established by City Council or an established club, association or organized group that provides services and programs directly to Anaheim for the benefit of its residents. Preference and priority will be given to organizations based in Anaheim.
2. A requestor that is a commercial enterprise would not qualify unless the event, program or service is open to the general public, benefits the greater Anaheim community and provides no commercial benefit to requestor.
3. The requestor's mission and goals in providing the event, service or program:
 - a. Are compatible with the City's priorities;
 - b. Enhance current City programs or core services by providing additional programming, financial and/or in-kind resources, community outreach, staffing, volunteers or other tangible support to the City.
4. The requestor's event is open to the public and does not require any entrance fees paid for admittance.
5. The requestor's event provides significant citywide value, presented for the anticipated enjoyment and participation by a broad spectrum of the Anaheim community; the event shall not intentionally nor by design be presented for or intended to draw participation from a specific neighborhood area or region within the City and shall not exclude the participation of any segment of the community.
6. The requestor's prior relationships with the City have been successful (e.g., fees timely paid, documentation submitted complete and timely)
7. The requestor can provide verification of availability of City facility or capacity of programmatic function.
8. The requestor understands that City support is not for individual gain, and is not intended to provide City support for business purposes or commercial enterprise.
9. The requestor may receive support once per fiscal year; any previous support does not guarantee any ongoing future support.

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C. APPLICATION PROCESS

Application and Proposals - An application for Formal City Sponsorship of Community Events, Programs and Services must be submitted no later than March 31 to apply for support for the following fiscal year (fiscal year runs July – June respectively). Application and Agreement procedures described are administrative and may be modified by the Director of Community Services, or designee, when appropriate.

1. Organizations must submit an application along with a written proposal to the Director of Community Services for Formal City Sponsorship for Community Events;
2. Proposal must include description of organization, including full legal name and address of the organizing group along with a description of the organization including its purpose and goals or mission (including any applicable 501(c)(3) number) along with names, phone numbers, address and email address of each person on the organizing group and the name of the representative with the organizing group that is prepared to meet and work with a City representative;
3. Summary of proposal to include the description of the event, program or service, and how it benefits the Anaheim community;
4. List of City funding and/or in-kind services requested (this includes but is not limited to waiver of facility rental fees, staff costs and/or equipment rental fees, plus any monetary funding; please note the combined total may not exceed \$10,000 per organization, per fiscal year);
5. Description of how the City's sponsorship and funding will complement other in-kind and monetary support already attained or to be attained for successful event implementation;
6. Proposed event date(s), including dates for event load-in and load-out, location, event size and scope, anticipated public attendance of Anaheim residents;
7. Summary of event organizer's experience planning and implementing the proposed event or an event of similar size and scope;
8. Description of the number of volunteers and volunteer hours anticipated for event coordination and implementation; and
9. Description of how the event will be marketed and indicate through what venues will the City have the opportunity to be recognized on marketing materials. Community organizations must adhere to the City's branding and logo guidelines and must seek permission prior to using the City logo. City has final approval of materials with City logo prior to distribution.

D. SELECTION PROCEDURE AND PROPOSAL ASSESSMENT

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A panel comprised of city staff, to be designated by the City Manager, shall review and recommend proposals to the City Council in accordance with proposed fiscal year budget. Proposals must be submitted to the Director of Community Services **no later than March 31 of each fiscal year** for staff to allocate upcoming resources accordingly. The amount of funding allocated to a proposed event will be determined based on need and overall benefit to the community. All proposals are contingent upon the approval of the City budget. In assessing proposals and the amount of funding that may be provided, the City will consider the following criteria, in no particular order of importance.

1. Production of measurable outcomes in alignment with City budget and priorities;
2. Ability to meet community needs;
3. Demonstrated public support for the service or program;
4. Level of community partner's contribution to the project;
5. Organizational capacity of the group or entity applying for the support;
6. Operational sustainability (ability of collaborator to offer the event in the absence of City support);
7. Commitment to ensuring ongoing public access;
8. Financial viability;
9. Project timelines;
10. Costs versus benefits of the event or program;
11. Impact on existing City operations, assets and facility resources;
12. Media exposure opportunities;
13. Involvement by other entities including partners, contractors and/or sponsors;
14. Event planning and execution history;
15. Proposal submitted by March 31 deadline;
16. Any other factors deemed relevant to the collaboration;
17. Number of Anaheim residents the program or event serves; and
18. Financial need of the group or entity applying for support.

E. AGREEMENT

An Agreement will be developed containing the material terms and obligations for approval by authorized representatives of the requesting party and the City. The Agreement will include a description of the contractual relationship, roles and responsibilities of the City and the community group/organization. Indemnification and insurance will be required as part of the Agreement in accordance with City policy. Funds will not be released until proof of insurance is received by the City.