

| COUNCIL POLICY | | | |
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| COMMUNITY PROMOTION FUNDS | 000-47 | | 1 of 2 |

PURPOSE:

To establish guidelines for the expenditure of funds for community event promotion and support.

REFERENCE:

Policy 000-09, Special Event and Film Production on City Property – Permits.

POLICY:

- A. The annual appropriation for community promotion is approved by the City Council each year during the budget process.
- B. All requests for support from Community Promotion Funds shall be submitted on the established application form, include all required materials and be received by established deadline(s) determined by the City Manager or designee.
- C. The City Manager or designee shall provide public notice and outreach of the process to request funds no less than four weeks prior to the application deadline(s). The application and all required materials shall be submitted as described on the application.
- D. Applicants shall be non-profit organizations as defined by Internal Revenue Code and no individual or group of individuals shall be enriched from the grant of funds.
- E. Community Promotion Funds shall be used primarily to pay for City services that are needed due to the event
- F. Applicants may request cash, City services or both. For City services, the event shall pay the full cost of the service to the City and shall be reimbursed up to the amount awarded.
- G. The Community Promotion Fund Review Committee shall convene as needed to review applications and award funding.
- H. Each event shall apply for funds annually as needed, and shall be evaluated annually, based on its own merits with funding not guaranteed from year to year.
- I. The following criteria shall be used to determine recipients and award amounts:
 - The event shall take place within the city
 - The event shall be free to attend
 - The event develops and/or promotes community culture and/or provides a community service
 - Funding is mainly needed for City services to support the event
- J. Funded organizations shall obtain all necessary permits; funding approval does not indicate that an event has been permitted.
- K. Organizations receiving funds shall submit a post-event report within 30-days after event indicating the following outcomes: how funds were used, if goals were met, number of participants/attendees.
- L. If an organization fails to provide required application documents or a post-event report, misses deadlines, or is otherwise unresponsive, the City reserves the right to withdraw its support of an event. The City shall not incur any expenses or assume any liability because of an organization's failure to follow this policy.
- M. The granting of Community Promotions Funds is solely a monetary contribution and not a sponsorship by the City of any event or activity, unless there is a separate agreement duly negotiated and approved.

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Amended by Resolution No.
Adopted by Resolution No. 24632

Dated:
Dated: November 21, 2000