

COUNCIL POLICY			
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COMMUNITY PROMOTION <u>FUNDINGFUNDS</u>	000-47	<u>11/21/00</u>	1 of <u>42</u>

PURPOSE:

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

REFERENCE:

Policy 000-09, Procedures for Permitting Special Events and Film Production on City Property – Permits and Obtaining City Sponsorship.

POLICY:

- A. ~~\$125,000 is the current total contribution for Community Promotion by the City Council and can be changed by action of the City Council.~~ The annual appropriation for community promotion is approved by the City Council each year during the budget process.
- B. ~~All requests for support or continued support from the Community Promotion Funds shall reviewed annually during the budget hearing process.~~ 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.
- ~~G-D.~~ The organization 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. Proof of non-profit status must accompany the request.
- ~~D.~~ The organization shall submit a list of the Board of Directors and a complete budget for the current fiscal year, for the entire organization (income and expenditures), to the City for review in advance of their appearance before the City Council. Such a budget shall also indicate specifically how City funds are proposed to be used.
- ~~E.~~ All requested background material shall be submitted to the City not later than March 1 in order that it be given proper consideration within the City's established budget process.
- ~~F.~~ The organization must show, but submitting evidence satisfactory to the Council, that it is not asking the City to be the sole support of the project or activity which the organization seeks to finance.
- ~~G.~~ The requested grant will reflect to the promotional benefit of the City and be reflective of the goals of the City.
- ~~H.~~ Each event should be evaluated annually, based on its own merits, and not guaranteed from year to year.
- ~~E.~~ Community Ppromotion Ffunds should shall be used primarily to fund-pay for City services that are needed due to the event
- ~~I-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.
- ~~J-G.~~ The ACity Council The Community Promotion Fund Review Committee should shall convene as needed to review applications and award funding. include at least one City Council member with experience on the committee in a prior year. The assignment should be rotated among Council members.

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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.

~~K-I.~~ The following guidelines-criteria shall be used to determine recipients and award amounts:
~~aid the City Council in determining recipients and amounts:~~

- ~~– The activity 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
- ~~– The activity should generate revenue to the City.~~
- ~~– The activity should have broad-based community participation and be open to the public.~~
- ~~– The activity should take place within the City.~~

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.

Amended by Resolution No.

Adopted by Resolution No. 24632

Dated:

Dated: November 21, 2000