

## City of Hayward

### Special Event Support and Grant Program Guidelines

#### I. Program Purpose

The City of Hayward recognizes the social and economic benefits that may result from special events. They can provide cultural enrichment, promote economic vitality, and enhance community identity. Special events may also provide funding opportunities for service organizations. Cooperation between the City, event organizers and sponsors, and the community is vital to successful events.

To continue to encourage special events in the City, a Special Event Support and Grant Program has been established to support qualified events through an annual application, review and funding process. The purpose of the Special Event Support and Grant Program (herein referred to as the "Program") is to provide funding support for qualified special events and to assist with the City fees associated with executing a special event in the City of Hayward. The Program is conducted once each fiscal year to align with the annual budget process. The Program is not intended to fund the entirety of a special event and Grant Awards shall not be awarded for the purpose of covering all a special event's associated City Fees. 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.

#### II. Program Overview

Funding for the Program is subject to budget constraints. Based on the limited amount of funding available, applications will be reviewed in consideration of all application submissions, and the submission of a complete application does not guarantee funding. The City reserves the right to accept or reject any or all applications received. Successful applicants will receive grant funds at a set amount based on the criteria established below.

A Special Event is defined as any planned activity that requires the use of public property which is not within the normal and ordinary use of the property or which, by nature of the activity, may have a greater impact on City services or resources, neighborhoods, businesses or the community as a whole than would have occurred had the activity not taken place, including but not limited to, parades, gatherings, arts and crafts shows/fairs, festivals, and athletic events, car shows, musical or cultural events.

#### III. Funding

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. This, applicants should not make commitments based 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.

Special Event Support and Grants may be awarded in the following ways:

1. Financial Grant Awards
2. Fee Waivers
3. Financial Grant Awards + Fee Waivers

**Financial Grant Awards** – A Special event may receive no more than five (5) years of grants with cash assistance being provided. Financial Grant Awards are available up to the following maximum amounts:

1. New Events (as defined below) – Up to \$10,000 cash Grant may be awarded to an event. A new event may receive the new event amount one year and the recurring event amount for up to four (4) years.
2. Recurring Events – Up to \$5,000 cash Grant may be awarded to an event.
3. Grant requests for cash assistance shall not exceed 20 percent of the total estimated event cost. Total estimated event costs shall not include valuations for volunteer hours for planning or implementing the event or in-kind city services and may not include payment or reimbursement for applicant-provided resources, such as office space, staff and other operational expenses. Total costs shall include expenses to be paid directly by the organizer to third party vendors.
4. A “New Event” is defined as an event that has been newly established and has been initially developed within no more than three years of the date of the first grant request to the City. An event previously located outside the City of Hayward but moving to a location within the City for the first time is considered a new event. A change of location within the City does not classify the event as “new” for the purposes of eligibility for this grant.

**Fee Waivers** – A Special event may receive no more than seven years of fee waivers being provided.

1. Fee waivers are for encroachment permit and facility fees only.
2. Direct costs including but not limited to staff time such as required Police presence for event, City Maintenance crews, etc. are not eligible for fee waiver or reduction under this policy.

**Financial Grant Awards + Fee Waivers** – A special event may be awarded a combination of both a financial grant award and fee waiver within the same year, however, in no case may an event receive either award if they have previously met the maximum amount of years for receiving a designated type or support.

The payment schedule of grant awards will be stated in the Grant Agreement.

Support for a special event may be revoked at any time if it is determined that the event does not fit within the Eligibility Criteria, or the event applicant falsified information provided to the Program.

#### **IV. Eligibility Criteria**

To be eligible to receive City of Hayward support, applicants must:

1. Submit an application by the deadline stated, in the format required, and are 100% complete. Applications that are late, incomplete, or do not fully comply with the instructions will be disqualified and will not be considered.
2. Include a copy of the complete event budget with an explanation of projected income and expenses.
3. Include proposed promotion/marketing plan
4. Performance measures.
5. Include non-profit tax ID number if event is organized by a non-profit.
6. Demonstrate that the special event must take place within the City of Hayward.
7. Demonstrate that the event is scheduled to take place between the Fiscal Year granting period (July 1 through June 30) and the date(s), time(s) and location with the City have been determined.
8. The event is not financially dependent upon receiving City of Hayward support.
9. The applicant has no outstanding debt due to the City of Hayward at the time of the application period.
10. The event organizers and organizations have fulfilled previous City support or special event obligations.
11. The event is accessible to the community/public but need not be free of charge.
12. 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.
13. Agree to sign a Grant Agreement if funding is awarded. All grant agreements will include grantees to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required. Applicants must obtain all other necessary permits including but not limited to business license, health permit, fire permit and liquor license. Applications that do not meet the requirements and are not submitted within the specified deadlines as laid out in the Grant Agreement risk forfeiting their City Special Event Support and Grant. Should the event not be held, all grant money received from the City of Hayward for the event must be returned immediately.

#### **V. Ineligible requests**

The City of Hayward will not provide support to:

1. Individuals
2. Events that benefit for-profit enterprises
3. Events that serve a political purpose or are sponsored by political organizations.
4. Events that serve a religious purpose or are sponsored by religious organizations.
5. Event organizers and organizations that have not fulfilled previous City Support or special event obligations or have an outstanding debt to the City of Hayward at the time of the application period.

6. Invitation-only events that are not open to the general public.

## **VI. Application Process**

All applicants must submit the appropriate documents during the designated application submittal period prior to the desired event date to be considered for this Program. Applicants will be notified as to the status of their Special Event Support application after the review period is completed.

1. Call for Applications – On January 13, 2020, the City shall open its annual Call for Applications for the Program for special events seeing program support from July 1, 2020 – June 30, 2021.
2. Final Application Submission – To qualify for consideration to receive City special event support, all applications must be submitted electronically by 11:59 pm (PST) March 31, 2020. All applications must include an event budget, cover letter and detailed location information for the event for evaluation.
3. Award Recommendation – All applications will be reviewed by the Special Event Support and Grant committee and will make funding and support recommendations to the Deputy City Manager for review and approval.

## **VII. Evaluation Criteria**

Eligible applications will be reviewed and evaluated based on the following criteria:

1. The event directly or indirectly benefits the City of Hayward community, cause-related or non-profit organizations, offering educational, cultural or arts experiences, or providing recreational or social activities.
2. The event benefits a City of Hayward based non-profit organization or community or neighborhood association/organization.
3. The event serves, involves, call attention to and promotes the City of Hayward, its residents, youth, non-profits, schools and/or organizations.
4. The event enhances the quality of life within the City of Hayward with cultural, social, recreational or educational activities of interest to the community.
5. The event attracts visitors to the City of Hayward.
6. The quality of the promotion/marketing plan, budget and performance measures.
7. The event calls attention to and promotes the City of Hayward as a highly desirable place to live, visit, work, play and do business.
8. Priority will be given to requests pertaining to marketing and promotional efforts for the event in order to drive visitors and tourists to the City of Hayward.
9. Additional consideration will be given to organizations celebrating an anniversary or grand opening.

## **VIII. Other Requirements**

1. Please note that integration of the City's logo and the City's support of the event are required in order to receive grant funding.
2. The event applicant, if approved to receive funding and/or support from the City of Hayward, must provide a detailed post event reports within 30 days after the event for analysis by the City of Hayward. Analysis elements may include economic/and or social impact on the community, review of hotel occupancy levels, incident logs, financial summary with specifics on actual revenue and expenditures and the number of spectators attending the event. These requirements of the post event analysis will be identified in the Grant Agreement.
3. The event applicant is required to maintain a comprehensive media log and advertising affidavit for both paid and unpaid advertising.