

2012 Special Event Support Overview & Information *Due no later than February 15, 2012 at 5 p.m.*

Overview

The City of Newport Beach continues to support the qualified, local events of community groups through an updated, annual review and funding process. The new process involves a call for applications, a thorough review of all applications by the Special Events Advisory Committee, the identification of a proposed funding amount in the City's next fiscal year budget to be shared among the qualifying events, the assignment of recommended funding levels for each event by a staff committee, and then formal review and approval or amendment by the City Council. The process is conducted once each year, in concert with the City's annual budget development cycle so that the Council-approved event funding is integrated into the City's new fiscal year General Fund budget.

Event organizers can apply for financial support to help cover event costs, such as equipment rentals, City permit fees, etc. The City does not waive or lower fees or provide in-kind support. Therefore, applicants should quantify all elements of their request. There is no guarantee that the City will be able to provide all, part, or any of the financial support requested by each applicant. All applications received by the deadline will be evaluated, ranked and funding recommendations made based upon the ranking of the application and the amount of funding available in the City's budget. The City Council can approve, amend, or deny any recommendation.

What to Expect / Summary of Application Requirements

Each funding request must include a completed Special Event Support application form. The application is divided into these categories:

Section 1: Application Information - Pass or Fail

Accurate contact information; type of entity (for profit corporation, LLC, individual, proprietor, non-profit, and attach proof of status); description of event; etc. Please be sure the information is current and accurate.

Section 2: Benefit Statement & Community Component - 50 points

Description of how the event meets the City's Evaluation Criteria. Description of how the event enhances, serves, involves, benefits and/or promotes a sense of community for the residents of Newport Beach.

Section 3: Economic Impact and Promotion Opportunities - 50 Points

Please include a detailed proposal including exactly how the event will positively promote the City of Newport Beach and encourages participants to shop, dine or stay here. Include a complete event description, operational plan, schedule, projected budget for the entire event (including revenue and expenses).

Evaluation Criteria

The following event criteria will be considered by the Special Events Advisory Committee (SEAC) as each application is evaluated. These criteria have been set forth to ensure that the City of Newport Beach establishes relationships that will mutually benefit Newport Beach and the receiving organization.

1. The event should advance the City of Newport Beach as an exciting place to live, play, learn, work, and visit.
2. The event should give Newport Beach residents and businesses a sense of civic pride and ownership.
3. The event should increase the number of people who would normally come into the city at that time, thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying overnight in Newport Beach are highly desirable.
4. The City's support must be used for implementation of an actual event (i.e. execution, not planning).
5. The City's support should represent no more than 25% of the total event budget. Volunteer hours may not be counted toward the total event budget, but the value of in-kind goods and services may be counted.
6. The request for City support must include a list of other City entities or groups and private sponsors from whom the applicant is seeking financial support.
7. The event need not always be free of charge, but should be accessible to the community/public.
8. The Applicant must demonstrate the ability to produce and market a well-planned, safe event.
9. The Applicant must demonstrate strong financial management and effective management controls, including cost-effectiveness. Successful applicants must agree to provide the event's financial statements and allow the City to conduct its own review, if desired.
10. If the event is charitable in nature, it should benefit a Newport Beach or Orange County-based charitable organization.

Additional Information

- City support will be awarded for one year only. Event organizers must apply annually.
- Successful applicants must obtain all required permits, insurance, and security/police support as determined through the Special Event Application process for the event and are responsible for all related costs.
- Event organizers must submit a post-event evaluation not later than ninety (90) days following the event.
- The event/sponsoring organization must be in good standing on all previous City requirements and invoices.
- The City's support is to be treated as any other sponsor in terms of recognition and benefits. The City reserves the right to negotiate levels of recognition and benefits.

Special Event Support Application and Directions

- Each question should be answered. If a question is not applicable, enter N/A.
- All required information and documents must be included within or attached to the completed application.
- Do not exceed the specified page limits. Any information received in excess of the page limits or any collateral materials (i.e. marketing pieces and programs) submitted will not be considered by the SEAC.
- Submissions received via mail, delivered to City Hall, or submitted electronically will be considered equally.

Online Application – The online application is easy to follow. Users can register to save entered information and return at a later time to complete the application. Directions for completing the online application form:

1. Open the Special Event – Application for Financial Support (<http://fs23.formsite.com/cityofnb/form1/index.html>).
2. It is recommended that you create a login to save your work. At the top of the form, click the blue hyperlink titled “CLICK HERE” and complete the “new user” information (a user name, password, and entering a valid email address).
3. Return to the online application and be sure to login. The application consists of three sections and all form fields need to be completed prior to moving on to the next section by clicking “next” at the bottom of the page. Note: All questions must be answered. If something is not applicable, enter N/A in the form field.
4. Sections 2 and 3 gives the option of filling in the form field or uploading either a Word or PDF document. Note: each section has specific maximum page limits.
5. Click “submit” when the application is complete. An email will be sent to you and to the City with the complete application information. This will be your confirmation.

Printed Application – If you prefer to complete a hardcopy / PDF of the application, the application can be downloaded and printed by visiting www.newportbeachca.gov/specialevents

The completed application (note the maximum page limits) can be delivered or mailed to:

City of Newport Beach
City Manager’s Office
Special Event Funding Request Application
3300 Newport Boulevard, Newport Beach, CA 92663

Important:

- * Only completed funding assistance applications will be accepted and processed.
- * Please note that anything submitted to the City becomes a matter of public record.
- * Applications submitted after the **deadline of February 15, 2012 at 5 p.m.** will not be accepted.

2012 Schedule

This call for applications and review cycle pertains to events that would be supported in the City's FY 13 budget (July 1, 2012 through June 30, 2013).

Applicants must submit applications by the deadline listed below. The Special Events Advisory Committee (SEAC) will then review all applications and provide recommendations to City Council prior to its annual budget meeting.

- December 15, 2011 to February 15, 2012
 - Submit Applications (online or in person) for events: July 1, 2012 through June 30, 2013
- **February 15, 2012**
 - **Applications due no later than 5 p.m.**
- February 27; March 19, 26; April 2, 23, 30*
 - Committee Review Meetings
- May 8 (tentative)
 - SEAC Recommendation to City Council
- May/June (date TBD)
 - City Council budget meeting
 - City Council makes final decisions on funding

*Please note: The meeting schedule is subject to change and all meetings are open to the public. Meeting times and dates can be confirmed by visiting www.newportbeachca.gov and checking the Calendar section.