

# FY 2020 Special Event Support Program

## Program Overview

The City of Newport Beach (City) recognizes the social and economic benefits associated with special events. The Special Event Support Program provides financial support to two categories of Newport Beach-based events: **The opportunity to apply will open at 8:00am on Thursday, April 4, 2019. The application deadline will be Thursday, April 25, 2019 at 5pm.**

1. **Community and Charitable** - Serve or benefit locally based organizations and causes and/or provide recreational, cultural, social benefits to Newport Beach residents. Newport Beach-based organizations and events that serve the Newport Beach community specifically, and those that pay or incur City of Newport Beach fees.
2. **Signature Events** - Large-scale events, based in Newport Beach, that promote Newport Beach regionally, attract visitors, and provide measurable, economic benefits to the City. Signature events must demonstrate the following:
  - o The event does or can attract visitors from throughout Southern California (Los Angeles, San Diego, Riverside and San Bernardino) and ideally, the Southwestern United States;
  - o It must have at least 3,000 participants;
  - o The event organizers have a strategic, measureable marketing plan and can immediately produce the plan and metrics from past years (if applicable) upon the City's request; and
  - o Event organizers must clearly demonstrate how the event will provide substantive and measureable economic benefits to the City by supporting tourism, generating room nights, supporting local business, and providing measurable exposure.

## I. Types of Special Event Support

**A. Community and Charitable** – Grants will be available at set, not-to-exceed levels that correlate to the amount of City fees the applicant is expected to pay. Successful applicants will be awarded grants in the form of credits toward their City fees. (The City does not provide cash to grant awardees.) Grants awarded are not intended to cover all of an event organizers' costs associated with City oversight. If an awardee incurs costs (fees) higher than the grant award, they will owe the City the difference. If the awardee's costs are lower than was projected during the grant award process, the City will retain the difference.

For events that are required to pay City fees under a Special Event Permit, funding support may be assigned to an event at a level between \$100 and \$15,000. The review of funding will take into account the size and scope of the event and how well it otherwise meets the program's evaluation criteria. The City may require an agreement with grant awardees. All agreements will include right to audit language and that the organizer submit an event conclusion report, which includes the event's balance sheet and income statement.

**B. Signature Events** – Grants will be available at set, not-to-exceed levels based upon an evaluation of the event budget, the estimate of City fees, and the estimated economic benefits to the City of having the event based in Newport Beach. The City's financial support should represent no more than 25 percent of the overall event budget. The City may enter multi-year agreements with grant awardees. All agreements, whether for one year or multiple years, will include right to audit language and include measurable objectives and performance measures for evaluating the event's marketing and economic impact.

## II. Eligibility Criteria

To be eligible to receive City support, applicants must demonstrate that:

1. All of the Community and Charitable event takes place within Newport Beach. All or a majority of the Signature event (51 percent of related activities) takes place within Newport Beach.
2. The event is scheduled to take place between July 1, 2019 and June 30, 2020 and the exact date(s), time(s) and location within Newport Beach have been determined.
3. The event is not financially dependent on receiving City support.
4. The event is sponsored, hosted and organized by a Newport Beach or Orange County-based non-profit organization\* or a Newport Beach community or neighborhood organization\*.
5. The applicant has no outstanding debt due to the City of Newport Beach.
6. The event does not need to be free of charge, but should be accessible to the entire community/public.

\*The City of Newport Beach will give preference to volunteer-based organizations.

### **Ineligibility**

The City will not provide financial support to:

- Events that benefit for-profit enterprises.
- Events that serve a political purpose or are sponsored by political organizations.
- Event organizers and organizations that have not fulfilled previous City sponsorship or special event obligations or have an outstanding debt to the City of Newport Beach.
- Individuals.
- Invitation-only events - those not open to the general public.

### **III. Qualification Criteria**

To qualify to be considered to receive City special event support, all applications must comply with the following:

1. Are submitted online, on time and are 100 percent complete. Late, incomplete or applications that do not fully comply with the instructions will not be considered.
2. Must include a copy of the complete event budget, which clearly states the anticipated revenues and expenditures. Potential City support should not be listed as a revenue line item.
3. Must demonstrate strong financial management over the event, including cost effectiveness.
4. Only one event per application; however, there is no limit to the number of applications an organization can submit.
5. Signature Event applications must include the event's proposed measurable objectives and performance measurements from the prior year.

### **IV. Evaluation Criteria**

#### **A. Community & Charitable Events**

Applications will be reviewed and evaluated based on the following criteria:

1. The event serves, involves, and / or promotes Newport Beach, its residents, schools and/or businesses.
2. The event directly or indirectly benefits the Newport Beach community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
3. The event benefits a Newport Beach or Orange County-based non-profit organization or Newport Beach community or neighborhood organization.
4. The event pays City fees.

## B. Signature Events

Applications will be reviewed and evaluated based on the following criteria:

1. The event delivers substantive and measurable economic benefits to the City.\*
2. The event organizers utilize strategic and measurable marketing practices in planning and implementing the event.\*
3. The event enhances the quality of life within Newport Beach with cultural, social or educational activities of interest to the community.
4. The event attracts visitors to Newport Beach from the regional market (Southern California and ideally, the Southwestern United States).
5. The event promotes Newport Beach as a highly desirable place to live, visit, work and recreate.
6. The event directly or indirectly benefits or promotes Newport Beach businesses.
7. The submitted event measurable objectives and performance measures must demonstrate how the event will provide substantive and measurable economic benefits to the City.

\*Successful applicants must enter into an agreement with the City that will include the submitted and mutually agreed upon performance measures for the event. Event organizers will be required to submit a post-event report indicating how the event met or did not meet the agreed upon performance measures.

## V. Other Requirements:

Successful applicants—under both Community and Charitable and Signature events—will be expected to follow the City’s separate, [Special Event Permit Process](#) and submit all necessary forms, insurance and fees as required. Applications that do not meet the requirements and are not submitted within the specified deadlines risk forfeiting their City Special Event support.

### Signature Event Recipients Only:

- Signature event grant recipients will be required to enter into an agreement with the City and consent to the City’s terms and conditions. (Applicants can view an example of the grant agreement.)
- The agreement will include the submitted and mutually agreed upon performance measures for the event. Event organizers will be required to demonstrate how the event met, or did not meet, the agreed upon performance measures in a required, post-event report.
- Signature event grant recipients must agree to provide the event’s financial statements and allow the City to conduct its own review of them, if requested.

## VI. Applying for a Grant

1. Applications are available online
  - [Community and Charitable Event Support Application](#)
  - [Signature Event Support Application](#)
2. This call for applications is for special events that will be held in Newport Beach between July 1, 2019 and June 30, 2020.
3. The deadline for applications (and all required attachments) is Thursday, April 25, 2019 at 5 p.m.

## VII. Additional Information

There is no guarantee that the City will be able to provide all, part, or any of the financial support requested by each applicant. Thus, applicants should not make commitments on the expectation of receiving City support. Recurring events do not automatically receive funding. Signature Grants are provided based on analysis of related City fees and economic benefits the City will derive from the event.

All applications received by the deadline will be evaluated based on the eligibility, qualification and evaluation criteria and requirements as outlined. Recommendations will be forward to the City Council for final review and approval. The City Council can approve, amend or deny any recommendation.

City co-sponsored events that do not have associated City permit or related fees, or events hosted by City support groups (such as the Friends of the Library or the Newport Beach Public Library Foundation) of which the City Council or City Manager has approved waiving City permit or related fees, do not have to apply for a Special Event Support grant.