

**CITY OF ANGELS
CITY COUNCIL
RESOLUTION No. 23-34**

**A RESOLUTION OF THE CITY OF ANGELS CITY COUNCIL SPECIAL EVENTS SUPPORT
PROGRAM**

WHEREAS, the City of Angels does not directly facilitate special events; and

WHEREAS, Special Events can have a positive impact on businesses, residents, and revenues for the City; and

WHEREAS, supporting these types of events is a benefit to the City and community; and

WHEREAS, the cost of these events can be difficult or impossible for not for profits or volunteer organizations to afford; and

WHEREAS, the City can provide support by way of grants to help offset the financial burden; and

WHEREAS the City has drafted an application and policy to facilitate this program as attached;

NOW, THEREFORE, BE IT RESOLVED, that the City of Angels City Council does hereby approve the City of Angels Special Events Support Program.

PASSED AND ADOPTED this 21st day of March 2023, by the following vote:

AYES: *Herndon, Moncada, Brogio, Schirato, Tiscornia*
NOES: *None*
ABSTAIN: *None*
ABSENT: *None*



Jennifer Herndon Mayor



Rose Beristanos,
City Clerk



HOME OF THE JUMPING FROG



City of Angels Special Event Support Program Guidelines

I. City of Angels Special Event Support Program (“Program”)

Description

The primary purpose of this Program is to provide support in the form of grants for special events from start-up to self-sufficiency in the City of Angels. Distinction is made between ticketed and free admission special events. The event must fall within a fabric of events consistent with family-oriented themes, entertainment and/or activities, promotes the City of Angels, and/or engages in substantial economic benefit to the City of Angels as determined by the City Administrator, or his/her designee(s). Two types of support are available for award, and are defined as follows:

- A. Services provided by City of Angels staff and/or departments; and/or,
- B. Monetary awards where an applicant has demonstrated a need that exceeds City services support.

II. Special Event Support Grant Award Criteria

- A. Economic Impact: Hotels, number of rooms; Visitor spending; Local spending; Operational Spending; Other
- B. Involvement: Volunteer Program; Sponsorship Program; Other
- C. Media Exposure Value: Television Plan; Print Plan; Other Plan
- D. Performance Rating: Participants Plan; Spectators Plan; Media Plan; City Departments Support Required
- E. Documents: Business Plan; Marketing Plan; Financial Plan; Logistics Plan
- F. Value of Event to Community: Recognition/Image; Spectators; Signature Event
- G. Planning Event and Execution History: Past Event Success; Past Event Reliability; Past Ability to Deliver Event;

H. Support Requested: Funds; In-Kind

III. Program Parameters

A. This Program is only available for events within the City limits.

B. Funding is capped at the annual amount determined by Council.

C. Grant awards are made in the following priority order:

1. Services provided by City of Angels staff and/or departments that can be reimbursed through Grant funds;
2. Monetary awards in rare cases where the applicant has demonstrated a need that exceeds city services support; and,
3. Free admission special events will receive priority over ticketed special events.

D. Funding support for a special event may be revoked at any time if it is determined that the event does not fit within the criteria of the Guidelines, or the event applicant falsified information provided to the funding program.

E. Additional information may be requested at any time during the screening process. Failure to provide information at any time during the application and screening process will result in rejection of the application for the funding cycle in which it was originally submitted.

F. The City Administrator, or his/her designee(s), may elect to provide funding from one to three years in a descending amount. The event must show growth potential to justify continued support within event criteria parameters. Funding may be extended based upon continued growth and/or growth potential.

G. Special event application and analysis

1. Paid and unpaid media advertising will be analyzed by the City, including television, radio, print, and Internet.
2. The marketing plan, which must include media and public relations components will be analyzed by the City, including pre and post

analysis among spectators, participants, media and the general public. The applicant is responsible for the submission of a complete media report to the City.

3. Financial information provided by the applicant will be reviewed by the City to determine if the event is break-even, has carryover profit, and/or provides cost recovery to the City.
4. The proposed event must have a detailed business plan attached to the application. Additional information may be requested at any time during the application process. All elements will be carefully reviewed, including cost, economic impact (hotel room nights), visitor spending, operational spending, parking impact and traffic among other elements.

IV. Application Process

- A. 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 grant application after panel review is completed
- B. Announcements concerning application period(s) will be made by e-mail and/or the web site of the City of Angels.

V. Post Event Review and Analysis

- A. The event applicant, if approved to receive funding and/or support from the City of Angels, must provide a detailed post event report within 30 days after the event for analysis by the City of Angels. Analysis elements 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.
- B. The event applicant is required to maintain a comprehensive media log and advertising affidavit for both paid and unpaid advertising.
- C. An annual review audit will be performed to determine if the event meets the event criteria established by the City of Angels.

VI. Program Guidelines may be amended by the City Administrator, or his/Her designee(s), to improve the program Delivery.

**City of Angels Special Event Support Program
Notice of Grant Availability**

Applications are now available for City of Angels Special Event Support Program grants.

This program provides funding to events that provide a substantial economic benefit to the City of Angels, that are consistent with family-oriented themes, entertainment, activities, and events that emphasize the City. Only events held within the City of Angels are eligible for this grant opportunity.

Funding for this program will principally be used to offset costs for providing city services associated with an event. In certain cases additional monetary support may also be granted. The program's funding budget is \$25,000 per fiscal year to be distributed among grant applicants on an annual basis. The program is funded from the City's General fund. The City reserves the right to limit the number of grants awarded each fiscal year at its sole discretion.

Applications will be accepted on a continuous basis. Applications must be submitted no less than 45 calendar days prior to the event date for consideration by the City. The City encourages interested parties to submit applications as soon as possible.

For more information on the City of Angels Special Event Support Program grant availability, including program guidelines and application materials, go to the following link: TBD
Or contact COA@Angelscamp.gov or 209-736-2181



City of Angels
CITY OF ANGELS SPECIAL EVENT SUPPORT PROGRAM

City Hall
200 Monte Verda, Ste B
Angels Camp, CA 95222
209-736-2181

Application Instructions

Applications will become the property of the City of Angels. Incomplete applications may not be processed. Email a completed application to:

CAO@Angelscamp.gov

Include the event name in the email subject line

Applications will be accepted on a continuous basis. Applications must be submitted no less than 45 calendar days prior to the event date for consideration by the City. The City encourages interested parties to submit applications as soon as possible.

The City of Angels reserves the right to limit the number of grants at its sole discretion. Questions concerning the grant program may be directed to:

Rebecca Callen, City Administrator
City Hall
RebeccaCallen@angelscamp.gov



City of Angels
CITY OF ANGELS SPECIAL EVENT SUPPORT PROGRAM
City Hall
200 Monte Verda, Ste B
Angels Camp, CA 95222
209-736-2181

REQUEST FOR SUPPORT APPLICATION

PLEASE SUBMIT THE FOLLOWING WITH THIS APPLICATION:

1. A full and complete Revenue and Expense Budget
2. A full and complete Business Plan
3. A full and complete Marketing Plan
4. A full and complete Logistics Plan
5. A full and complete list of services provided by the City of Angels staff and/or departments
6. Copy of 501(c) (3)(6) or other not-for-profit tax status, if applicable
7. Note: Past recipients must submit a post event report before any new applications will be reviewed.
8. Note: Incomplete applications may not be processed.

The undersigned hereinafter referred to as the APPLICANT, hereby makes application to request funding support to the CITY OF ANGELS PROGRAM as noted below on the date(s) here specified for the purpose(s) indicated. All applications are subject to approval by the presiding panel of the CITY OF ANGELS PROGRAM.

1. Grant awards are made as reimbursements for actual expenses incurred. Grant funding is awarded to grantees for the following:
 - (a) Services provided by City of Angels staff and/or departments; and/or,
 - (b) Monetary awards where an applicant has demonstrated a need that exceeds City services support, as determined by a screening panel of the CITY OF ANGELS PROGRAM.
2. Reimbursement for City Services are the first priority for funding through this grant.

TODAY'S DATE:
COMPANY/ORGANIZATION:
CONTACT NAME:
ADDRESS:
TELEPHONE NUMBER:
EMAIL ADDRESS:

COMPANY/ORGANIZATION STATUS:

FORM OF BUSINESS ENTITY: CHECK MARK BOX

INSERT INFORMATION

<input type="checkbox"/> NON-PROFIT (COPY OF 501 (C)(3)(6) OR OTHER NOT FOR PROFIT TAX STATUS REQUIRED	<input type="checkbox"/> NON-PROFIT FEDERAL ID#:
<input type="checkbox"/> COMPANY	<input type="checkbox"/> STATE REGISTERED ID#:
<input type="checkbox"/> PARTNERSHIP	<input type="checkbox"/> COUNTY REGISTERED ID#:
<input type="checkbox"/> SOLE PROPRIETORSHIP	<input type="checkbox"/> DATE COMPANY ESTABLISHED:

ASSOCIATION	
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CITY OF ANGELS SPECIAL EVENT SUPPORT PROGRAM EVENT INFORMATION

Event Title:	
Summary/Purpose of Event:	
Requested Date(s) of Event:	
Days of Week:	
Event Hours:	
Set-Up Time/Days:	
<p>Please list all performers and entertainment acts. Performers/entertainment acts may not be changed without prior approval of the City of Festivals Program.</p>	
Estimated Attendance:	
Tickets to be Sold (Circle one): <i>Yes</i> <i>No</i>	Price Per Ticket: \$
<u>Types of Requested City Services:</u>	<u>Estimated Cost:</u>
Road Closure Signs (contact Dave Porovich 209-743-7421)	
Police Services (contact Teresa Johnson 209-736-2567)	

Fire Services (contact Nathan Pry 209-559-3495)	
Public Works for Street Cleaning (contact Dave Porovich 209-743-7421)	
Utilities for Water (contact Dave Porovich 209-743-7421)	
Public Works for Electrical (contact Dave Porovich 209-743-7421)	
Other – Please Specify	
Sub-Total Requested City Services:	\$
<u>Monetary Support Requests (Non-City Services):</u>	<u>Estimated Cost:</u>
<p>Monetary awards reimburse grantees for expenses that are <u>not</u> City services (examples might be equipment rental, private security, etc...). <u>If the grant amount only partially covers the total grant request, requested City services will be earmarked for reimbursement first.</u></p> <p><i>Describe the request and include an estimated cost in the lines below. Additional information may be attached on a separate page.</i></p>	
Sub-Total Requested Monetary Support:	\$
Total Grant Request (City Services + Monetary Support)	\$

CITY OF ANGELS SPECIAL EVENT SUPPORT PROGRAM REFERENCES

Please provide a list of up to four (4) of the most recent events you and/or your organization has produced in the City of Angels in the last five (5) years; or if none within the City, outside the City of Angels.

EVENT NAME	BRIEF DESCRIPTION OF EVENT	DATE/ATTENDANCE	REFERENCE NAME & CONTACT INFORMATION

Applicant hereby represents that he/she has made full and complete disclosure of all information, and that all of the above information and statements are true and correct. Applicant also hereby authorizes a representative of the City of Angels Program to contact references and obtain information as related to this application. *Please allow 30 working days for processing of application.*

Applicant Name (print): _____

Applicant Signature: _____

Title: _____ Date: _____

This application form is subject to change by the City of Angels at any time without notice.

Attached: Business Plan Logistics Plan Marketing Plan
 List of Services provided by the City of Angels Business Plan Checklist (completed)

CITY OF ANGELS SPECIAL EVENT SUPPORT PROGRAM

Business Plan Checklist

This checklist must be submitted with application package

FINANCIAL

- | | |
|--|--------------------------|
| Revenue Sources and Amounts for Entire Event | <input type="checkbox"/> |
| Expense Budget | <input type="checkbox"/> |
| Sponsorship Program | <input type="checkbox"/> |
| Economic Impact to Community | <input type="checkbox"/> |
| Hotel Room Nights (how will you measure) | |
| Visitor Spending | <input type="checkbox"/> |
| Tickets/Non-Ticketed Pricing | <input type="checkbox"/> |

MARKETING

- | | |
|----------------|--------------------------|
| Attendance | <input type="checkbox"/> |
| Media Plan | <input type="checkbox"/> |
| PR Plan | <input type="checkbox"/> |
| Marketing Plan | <input type="checkbox"/> |

LOGISTICAL

- | | |
|-------------------------|--------------------------|
| Location of Event | <input type="checkbox"/> |
| Map of Event Boundaries | <input type="checkbox"/> |
| Parking Needs | <input type="checkbox"/> |
| Proposed Location | <input type="checkbox"/> |
| Partner Organizations | <input type="checkbox"/> |
| Volunteer Program | <input type="checkbox"/> |