



MEMORANDUM

City of Angels City Council

Date: September 2, 2025

To: City of Angels Planning Commission

From: Amy Augustine, AICP – City Planner

Re: **RESOLUTION 25-67 FOR A \$25,000 BUDGET AMENDMENT TO FUND THE CITY'S SPECIAL EVENTS SUPPORT PROGRAM**

RECOMMENDATION

Approve a \$25,000 budget amendment funding the City of Angels Special Events Support Program established by City Council Resolution 23-34.

BACKGROUND

The City Council established the Special Events Support Program on March 21, 2023, pursuant to Resolution 23-34. It is a grant program including a formal application, policy, and standards for implementation adopted by Council in conjunction with the resolution. Under the program, the City Administrator, or his/her designee, reviews grant applications and approves or denies the applications based on established criteria as funding allows. Annual program funding was set at \$25,000 from the general fund in 2023.

Prior to the Special Events Support Program, multiple, individual, fee waiver requests would come before the City Council for often-extensive discussion. The process did not include standards for approvals or denials or criteria for which agencies should/should not receive city funds. In response, the City Administrator proposed, and the City Council adopted, the Special Events Support Program.

Staff is requesting that funding be allocated to the program in accordance with Resolution 23-34. Three grant requests are currently pending with at least two more anticipated involving the Angels Camp Business Association, Bret Harte High School Boosters, Bret Harte High School, and a local non-profit seeking to raise money for Utica Park shade structures.

DISCUSSION

The purpose of the grant program is to provide support in the form of grants for special events from start-up to self-sufficiency (i.e., City support would decrease over time as the special event gains support and can become self-sufficient).

Per the program guidelines, events must be consistent with family-oriented themes, entertainment and/or activities, promote the City of Angels, and/or engage in substantial economic benefit to the City as determined by the City Administrator or his or her designee(s).

Two types of support are available:

- Services provided by City staff and/or departments, and/or
- Monetary awards where an application demonstrates a need exceeding City services support

Grant Criteria includes:

- Economic impact
- Involvement (volunteers, sponsorships, other)
- Media exposure
- Performance rating (participants, spectators, media plans; city department support required)
- Documents (business, marketing, financial, logistics plans)
- Value of event to Community (recognition/image, spectators, signature event)
- Planning and execution history
- Support requested (monetary, in-kind)
- Priority
 1. Services that can be reimbursed through grant funds
 2. Monetary awards where a need exceeds city services support
 3. Free admission events receive priority over ticketed events

Guidelines:

- Program is available only for events within the city limits
- Funding is capped at an annual amount determined by Council
- Funding may be revoked at any time if the event determined to not fit guidelines or applicant has falsified information
- Additional information may be requested during screening.
- City Administrator or his/her designee may elect to provide funding from 1-3 years in descending amounts. The event must show growth potential to justify continued support.

Upon approval by Council, in accordance with the program; the City will post the City of Angels Special Event Support Program Notice of Grant Availability on its website and Facebook page.

FISCAL IMPACT:

\$25,000 in general fund dollars will fund the program. Individual grant applications and post-event monitoring and audits will estimate how much economic development results for the city in response to the grants awarded.

ENVIRONMENTAL FINDING:

The program does not meet the definition of a project pursuant to the California Environmental Quality Act (CEQA) and city and state guidelines for the implementation of CEQA and is, therefore, exempt from additional review.

ATTACHMENTS:

- A. Resolution 23-34 and supporting documents
- B. Resolution 25-67