MEMO

Finance

To: Common Council

From: Finance Director

Date: 10/17/2023

Re: Event Support Process (Financial or In-Kind City Services) Proposal

In our previous meeting on September 5, 2024, I presented a proposal aimed at establishing a structured process to effectively manage, assess, and align donation requests with the City's objectives and goals while ensuring increased transparency in tracking the impact of our support. After that meeting, I have collaborated with various stakeholders, including the Community Enrichment team, Engineering/DPW, Legal department, and the mayor, to develop a comprehensive framework that fulfills the requirements we identified.

Background

The City of Kaukauna routinely receives a multitude of requests for support from a diverse range of organizations, groups, and individuals, all seeking assistance for various causes, events, and projects. Although we have consistently demonstrated our commitment to enhancing the community, the absence of a structured procedure has often led to inconsistent decision-making and challenges in resource allocation.

Key Insights from the Initial Proposal

1. **Clarifying "Donations"** – In our discussions, it was suggested that we refer to these contributions as "financial support" to provide clarity. Additionally, we recognized the importance of distinguishing whether these requests are intended to support new events or sustain existing ones. This distinction can be framed as "Seed" for new initiatives and "Survival" for existing endeavors.

2. **Inclusion of In-Kind Services** – We acknowledged the significance of incorporating any in-kind services offered by the City as part of this support request. This ensures a comprehensive approach to assistance.

3. **Transparency on Financial Impact** – We also highlighted the importance of sharing the financial impact of the supported event within a specified timeframe after its completion, enabling a transparent assessment of the contribution's effectiveness.

4. **Proposed Workflow –** We discussed commencing the request process with the Finance and Personnel Committee and subsequently forwarding it to the Council for final evaluation.

Attached is the recommended process, which combines the essential elements of the original proposal and the insights from our meeting. Our plan is to house this process on the City's website and direct potential requestors to this webpage. Additionally, the request form will be designed for online submission, making it convenient for applicants to apply and for the City to manage requests efficiently.

We believe that this enhanced framework will greatly improve our ability to manage requests, ensure alignment with our community goals, and foster transparency in our support initiatives.

Please feel free to reach out if you have any questions or require further information.

Financial Support or In-kind City Service Request Process

If you are seeking financial support or in-kind City Services for an upcoming event in the City of Kaukauna, please follow the outlined process to submit your request for funding or services. Please note that this process may take up to 8 weeks for approval, so it's advisable to submit your request well in advance for thorough consideration. Should you have any questions about this process, please feel free to contact the City Finance Director.

1. Submission of Financial Support Requests
    a. Support Request Form: Start by using the standardized Request Form at the link below the official document for your request. This form will collect essential information including the purpose of the request, intended community impact, requested amount, and other pertinent details.
    b. Submission Throughout the Year: Requests may be submitted at any time throughout the year.

2. Initial Submission Review and Recommendation
    a. Upon receiving a request, the Financial Department staff will review the submission to determine if it meets the basic requirements and aligns with the City's goals and policies.
    b. Once all required submission information is gathered, the request will be reviewed by the Mayor and Senior Management Advisory Team for consideration and recommendation.
    c. Upon recommendation by the Mayor and Senior Management Team, Finance Director will indicate how the funding can be accomplished for the request within the City budget.
    d. Once recommended and financing identified, the request will be forwarded on to the Finance and Personnel Committee for review and recommendation to the Common Council.

3. Approval Process
    a. Review by Finance and Personnel Committee
        i. Staff presents the submission request to the committee for review.
        ii. It is recommended that the event requestor be present at the meeting to provide more background and answer questions if committee requests.
        iii. Committee may discuss, request more information or make recommendation to Council to approve or deny the request.
    b. Review by Council for approval
        i. Upon recommendation to Common Council for consideration, Councill may discuss, approve, or deny the request.

4. Budget Allocation
    a. The city will allocate a predetermined budget amount for requests each year. Requests can be approved if they fall within this budgeted amount.

5. Reporting and Accountability
    a. Post-Event Reporting: Recipients who receive funds or in-kind City Services exceeding $1,000 must submit a detailed event and financial report to the City Finance Director within sixty (60) days after the successful conclusion of the event or project funded. This report should outline the outcomes, attendance and participation, benefits to the community, what specific costs the City's contribution was allocated to, and any other relevant information.
    b. Financial Details for Large Requests: For requests surpassing $5,000, the recipients should include financial details of the event or project in their report which includes details on all revenues and expenses, demonstrating responsible and transparent use of the funds.
    c. All reports received from recipients (including those for requests over $1,000) will be reviewed by the Finance Director. Summaries of these reports will be included in the City Council's agenda for informational purposes, ensuring transparency and accountability to the community.
    d. We encourage the event manager to attend this council meeting to provide a short summary on how the event turned out.

This Financial Support management process is intended to effectively evaluate, approve, and monitor request while maintaining financial responsibility and transparency. This process allows City staff and the Common Council to ensure that funds are distributed in alignment with the City's objectives and use of City funds are accounted for in an accordance with the direction and intent of the Common Council.

NoteAny event that has over 250 people, open to the public or needs street closure or public space occupancy will require a special event application submitted for review and approved before funds will be issued. Please contact the Community Enrichment and Recreation Director for more information on this application.

Event Financial or In-kind Support Submission Form

Organization Name: _____ Date of Request: _____

Contact Person: _____

Contact Email: _____Contact Phone Number: _____

Request Details:

Purpose of Request:_____

_____

_____

_____

Amount Requested: _____

Services Requested: _____

Has this request been previously requested? (Yes / No)

Is this support to help get a new event started or to keep an existing event surviving?

Check one: New event _____   Survival ____

Organization Information:

Organization's Mission or Cause: _____

_____

Brief Description of Organization:_____

_____

_____

How will the financial support be utilized (Itemize the expenses)?

_____

_____

Event Information

Event Name: _____Date of Event: _____

Location: _____

Brief Description of Event:_____

_____

_____

Additional Information (Optional):_____

_____

_____

_____

☐ By checking this box, recipient agrees to report back to City staff and council on
the event success. Any support request over $5,000 will requires the update to
include the financials of the event.

Internal Use Only

Estimated cost to city operations (Police, Fire, DPW, etc.) _____
(Staff time and other known expenses)

Is this request funded by the budget ? (Yes / No)

What account will fund this request? _____

Approvals/Recommendations

Recommended by Mayor_____   Date:_____

Date spending approved by Council_____