

**RESOLUTION NO. 2024-26**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANOR, TEXAS ESTABLISHING A CITY SPONSORSHIP PROGRAM; APPROVING THE POLICY AND AGREEMENT; APPROVING AN APPLICATION PROCESS; APPROVING THE AMOUNT OF FUNDING ALLOCATED FOR EVENTS; AND PROVIDING FOR RELATED MATTERS.**

**WHEREAS**, the City of Manor, Texas (the “City”) is a home rule municipality; and

**WHEREAS**, the City Council of the City (the “City Council”) desires to establish the City Sponsorship Program (the “Program”) for the purpose of providing financial support to organizations and groups through formal and informal monetary sponsorship; and

**WHEREAS**, the City Council finds that the Program allows the opportunity for the City to provide Formal City Sponsorship via monetary funding and/or Informal Co-Sponsorship of in-kind services to support nonprofit entity events, programs, or services that benefit Manor residents; and

**WHEREAS**, the City Council has determined that the creation of the Program is in the best interest of City residents for the City to support community events in an equitable manner; and

**WHEREAS**, it is the intent of the City Council that the creation of the Program will attain the goals referenced above and will provide the City Council with valuable citizen input related thereto.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MANOR, TEXAS, THAT:**

**SECTION 1.** The City Council hereby approves the recitals contained in the preamble of this Resolution and finds that all the recitals are true and correct and incorporate the same in the body of this Resolution as findings of fact.

**SECTION 2.** The City Council hereby establishes the City Sponsorship Program (the “Program”) as further described in **Exhibit A**, attached hereto and incorporated herein as if fully set forth as a program of the City to provide financial support to organizations and groups through formal and informal monetary sponsorship.

**SECTION 3.** The City Council hereby approves the policy and agreement provided in **Exhibit B**, attached hereto and incorporated herein as if fully set forth.

**SECTION 4.** The City Council hereby approves the application provided in **Exhibit C**, attached hereto and incorporated herein as if fully set forth and the application process further described in the Program and the policy and agreement.

**SECTION 5.** The City Council hereby declares the following as eligible for the City Sponsorship Program:

- Incorporated nonprofit organizations with a 501(c)(3) designation;
- Texas certified tax-exempt nonprofit organizations;
- Public agencies, including public schools or school foundations in Manor’s school districts;
- Committees formally established by the City Council;
- Established clubs from Manor; and
- Associations or organized groups that provide services and programs directly to Manor for the benefit of its residents.

**SECTION 6.** The City Council hereby declares that the Program will have a panel comprised of City staff, to be designated by the City Manager, shall review and recommend proposals to the City Council in accordance with proposed fiscal year budget based on proposals being submitted to the Community Development Department no later than June 30<sup>th</sup> of each fiscal year for staff to allocate upcoming resources accordingly; and the amount of funding allocated for an event shall be in the range of \$1,000 to \$10,000.

**SECTION 7.** If any section, article, paragraph, sentence, clause, phrase or word in this resolution or application thereof to any persons or circumstances is held invalid or unconstitutional by a court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this resolution; and the City Council hereby declares it would have passed such remaining portions of the resolution despite such invalidity, which remaining portions shall remain in full force and effect.

**SECTION 8.** This resolution shall take effect immediately from and after its passage, and it is duly resolved.

**PASSED AND ADOPTED** by the City Council of Manor, Texas, at a regular meeting on the 7<sup>th</sup> day of August 2024, at which a quorum was present, and for which due notice was given pursuant to Texas Government Code, Chapter 551.

**CITY OF MANOR, TEXAS**

\_\_\_\_\_  
Dr. Christopher Harvey, Mayor

**ATTEST:**

\_\_\_\_\_  
Lluvia Almaraz, City Secretary

**Exhibit A**  
**City Sponsorship Program**  
**[attached]**



## City Sponsorship Program

The City values and encourages events, programs, and services that benefit Manor residents. Historically, Manor has supported various community events either with in-kind support or financial support based on citywide community needs and budgetary allowances. In order to ensure equal opportunity for organizations to submit their proposals for approval and obtain support, organizations will need to complete an application and follow certain guidelines.

### Who is eligible to apply for the City Sponsorship Program?

- Incorporated nonprofit organizations with a 501(c)(3) designation
- Texas certified tax-exempt nonprofit organizations
- Public agencies, including public schools or school foundations in Manor's school districts
- Committees formally established by the City Council
- Established clubs from Manor
- Associations or organized groups that provide services and programs directly to Manor for the benefit of its residents

### What kind of event is eligible for support?

Events that meet the following criteria are eligible:

- Enhances current City programs or core services by providing additional programming, financial and/or in-kind resources, community outreach, staffing, volunteers, or other tangible support to the City
- Is open to the public and does not require any entrance fees paid for admittance
- Provides significant citywide value, presented for the anticipated enjoyment and participation by a broad spectrum of the Manor community; the event shall not intentionally nor by design be presented for or intended to draw participation from a specific neighborhood area or region within the City and shall not exclude the participation of any segment of the community

### What kind of support can I receive if my application is approved?

- The City may provide **Formal City Sponsorship** via monetary funding and/or **Informal Co-Sponsorship** of in-kind services to support nonprofit entity events, programs, or services that benefit Manor residents.

- **Informal Co-Sponsorship**, which does not provide monetary support, but may include:
  - waiving of facility rental fees
  - city staff support to provide advice and/or logistical guidance
  - permission to use the City logo on marketing materials

### **What is the maximum amount of support I can receive for my event or program?**

- The amount of funding allocated for approved events may range from a minimum of **\$1,000** to a maximum of **\$10,000**.
- The total value of City support shall not exceed **\$10,000** per organization per fiscal year and may not exceed the City approved budget. This includes but is not limited to the waiver of facility rental fees, staff costs, and/or equipment rental fees.
- The value of resources provided by the City in support of a partner event, program, or service shall not exceed the value of the partner's contribution.

### **How do I apply for support?**

Applications for **Formal City Sponsorship** must be submitted no later than **June 30<sup>th</sup>** to apply for support for the following fiscal year (fiscal year runs October – September).

### **Informal Co-Sponsorship** applications are due **60 days prior to the date of the event.**

- Complete the application with necessary and supportive documents
- Return the completed application to:
  - Community Development Department
  - City of Manor
  - 105 E. Eggleston St.
  - Manor, Texas 78653
- Postmarks or incomplete application will not be accepted

**Exhibit B**  
**Policy and Agreement**  
**[attached]**



## **City Sponsorship Program POLICY & AGREEMENT**

It is the City policy to value and encourage events, programs, and services that benefit residents of the City. Historically, the City has supported various community events either with in-kind support or financial support based on citywide community needs and budgetary allocations. In order to ensure equitable opportunity for organizations to submit proposals, the City is formalizing the process in which organizations/groups receive City support. This policy will provide the basis for the City to enter into a (1) Formal City Sponsorship relationship, with monetary support; or 2) Informal Co-Sponsorship support for City sponsored special events. Requests for support will be approved in an equitable manner, ensuring a variety of programs, services, and community organizations receive the available support.

### **A. REQUIREMENTS**

The City may provide Formal City Sponsorship via monetary funding and/or Informal Co-Sponsorship of in-kind services to support nonprofit entity events, programs or services that benefit Manor residents. City sponsorship for monetary assistance will be administered by means of written agreements (“Agreements”) that set out what a community partner can expect of the City and what the City requires of its partners. All Agreements must comply with all applicable City regulations and policies. Agreements may not commit the City to additional operating and/or maintenance responsibilities, ongoing financial obligations, or program or service responsibilities beyond the current fiscal year.

Informal Co-Sponsorship relationships may be approved by the City Manager or designee. The City periodically provides support to an event or program through the use of Informal Co-Sponsorship which does not provide monetary support, but may include: waiving of facility rental fees, city staff support to provide advice and/or logistical guidance, or permission to use the City logo on marketing materials. The Community Development Director may approve the Informal Co-Sponsorship relationship with an organization or group that provides an event, program or service that is open to the public.

The amount of funding allocated for approved events may range from a minimum of \$1,000 to a maximum of \$10,000. Total value of City support shall not exceed \$10,000 per

organization per fiscal year, and may not exceed the City approved budget (this includes but is not limited to waiver of facility rental fees, staff costs and/or equipment rental fees). The value of resources provided by the City in support of a partner event, program or service shall not exceed the value of the partner's contribution.

The City Council has the sole discretion to determine whether an event benefits its residents and should, therefore, reserves the right to decline any request for Formal City Sponsorship or Informal Co-Sponsorship (in-kind support) if acceptance is determined not to be in the best interest of, or would create a conflict of interest for, the City. In addition, the City will not sponsor any event if doing so would cause the City to violate the First Amendment to the United States Constitution and/or any City regulations.

## **B. ELIGIBILITY**

1. The requestor is an incorporated nonprofit organization with a 501(c)(3) designation; or a Texas-certified tax-exempt nonprofit organization; or a public agency, including public schools or school foundations in school districts; or a committee formally established by City Council or an established club, association or organized group that provides services and programs directly to Manor for the benefit of its residents. Preference and priority will be given to organizations based in Manor.
2. A requestor that is a commercial enterprise would not qualify unless the event, program, or service is open to the general public, benefits the greater Manor community, and provides no commercial benefit to the requestor.
3. The requestor's mission and goals in providing the event, service or program:
  - a. Are compatible with the City's priorities; or
  - b. Enhance current City programs or core services by providing additional programming, financial and/or in-kind resources, community outreach, staffing, volunteers or other tangible support to the City.
4. The requestor's event is open to the public and does not require any entrance fees paid for admittance.
5. The requestor's event provides significant citywide value, presented for the anticipated enjoyment and participation by a broad spectrum of the Manor community; the event shall not intentionally nor by design be presented for or intended to draw participation from a specific neighborhood area or region within the City and shall not exclude the participation of any segment of the community.
6. The requestor's prior relationships with the City have been successful (e.g., fees timely paid, documentation submitted complete and timely).
7. The requestor can provide verification of the availability of the City facility or capacity of programmatic function.
8. The requestor understands that City support is not for individual gain and is not intended to provide City support for business purposes or commercial enterprise.



9. The requestor may receive support once per fiscal year; any previous support does not guarantee any ongoing future support.

### **C. APPLICATION PROCESS**

Application and Proposals - An application for Formal City Sponsorship of Community Events, Programs and Services must be submitted no later than June 30<sup>th</sup> to apply for support for the following fiscal year (fiscal year runs October – September respectively). Application and Agreement procedures described are administrative and may be modified by the City Council, City Mayor, City Manager, or designee, when appropriate.

1. Organizations must submit an application along with a written proposal to the Community Development Department for Formal City Sponsorship for Community Events;
2. Proposal must include:
  - a. Description of organization;
  - b. Include full legal name and address of the organizing group;
  - c. Description of the organization, including its purpose, goals and/or mission;
  - d. Copy of the organization 501(c)(3), if applicable;
  - e. Full legal names, phone numbers, addresses, and emails of each person of interest in the organizing;
  - f. Full legal name of the representative with the organizing group that is prepared to meet and work with a City representative;
  - g. Full description of the event, including but not limited to name of event, date and time, location, financial breakdown, target audience, timeline, program or/and service providing, safety procedures, marketing plan, etc.;
  - h. Descript how/where the city funds will be used; and
  - i. Descript how it benefits the Manor community.
3. List of City funding and/or in-kind services requested (this includes but is not limited to waiver of facility rental fees, staff costs and/or equipment rental fees, plus any monetary funding; please note the combined total may not exceed \$10,000 per organization, per fiscal year);
4. Description of how the City's sponsorship and funding will complement other in-kind and monetary support already attained or to be attained for successful event implementation;
5. Proposed event date(s), including dates for event load-in and load-out, location, event size and scope, and anticipated public attendance of Manor residents;
6. Summary of event organizer's experience planning and implementing the proposed event or an event of similar size and scope;
7. Description of the number of volunteers and volunteer hours anticipated for event coordination and implementation; and

8. Description of how the event will be marketed and indicate through what venues will the City have the opportunity to be recognized in marketing materials following the requirements provided below:
  - a. Community organizations must adhere to the City's branding and logo guidelines and must seek permission prior to using the City logo.
  - b. City has final approval of materials with City logo prior to distribution.
  - c. Formal City Sponsorship requires that the City logo be added to all marketing materials, including but not limited to flyers, posters, banners, promotional items, maps, social media marketing, shirts, etc.
  - d. City has final approval of marketing materials.

#### **D. SELECTION PROCEDURE AND PROPOSAL ASSESSMENT**

A panel comprised of city staff, to be designated by the City Manager, shall review and recommend proposals to the City Council in accordance with proposed fiscal year budget. Proposals must be submitted to the Community Development Department no later than June 30<sup>th</sup> of each fiscal year for staff to allocate upcoming resources accordingly. The amount of funding allocated to a proposed event will be determined based on need and overall benefit to the community. All proposals are contingent upon the approval of the City budget. In assessing proposals and the amount of funding that may be provided, the City will consider the following criteria, in no particular order of importance:

1. Production of measurable outcomes in alignment with City budget and priorities;
2. Ability to meet community needs;
3. Demonstrated public support for the service or program;
4. Level of community partner's contribution to the project;
5. Organizational capacity of the group or entity applying for the support;
6. Operational sustainability (ability of collaborator to offer the event in the absence of City support);
7. Commitment to ensuring ongoing public access;
8. Financial viability;
9. Project timelines;
10. Costs versus benefits of the event or program;
11. Impact on existing City operations, assets and facility resources;
12. Media exposure opportunities;
13. Involvement by other entities including partners, contractors and/or sponsors;
14. Event planning and execution history;
15. Proposal submitted by June 30<sup>th</sup> deadline;
16. Any other factors deemed relevant to the collaboration;
17. Number of Manor residents the program or event serves; and
18. Financial need of the group or entity applying for support.

## **E. AGREEMENT**

An Agreement containing the material terms and obligations will be developed for approval by authorized representatives of the requesting party and the City. The Agreement will include a description of the contractual relationship, roles, post-event report details, and responsibilities of the City and the community group/organization. Indemnification and insurance will be required as part of the Agreement in accordance with City policy. Funds will not be released until proof of insurance is received by the City.

**Exhibit C**  
**City Sponsorship Program Application**  
**[attached]**



COMMUNITY DEVELOPMENT DEPARTMENT  
**City Sponsorship Program**  
**Application & Proposal**

**APPLICATION**

**NOTE**  
 Formal City Sponsorship applications for events taking place between October 1<sup>st</sup> and September 30<sup>th</sup> will **NOT BE ACCEPTED** before April 1<sup>st</sup> and after June 30<sup>th</sup>.

**SPONSORSHIP IS NOT GUARANTEED AND IS CONTINGENT UPON AVAILABLE CITY FUNDS**

|   |   |
|---|---|
| <input type="checkbox"/> <b>FORMAL CITY SPONSORSHIP</b><br>Due June 30 <sup>th</sup> at 5:00 p.m. Postmarks will not be accepted. | <input type="checkbox"/> <b>INFORMAL CO-SPONSORSHIP</b><br>Due 60 days prior to event, program or service date. |
|---|---|

**Organization Name (Full Legal Name)**

|  |  |  |  |             |              |                 |
|--|--|--|--|-------------|--------------|-----------------|
| <b>Address (As Listed on Official Paperwork)</b> |  |  |  | <b>City</b> | <b>State</b> | <b>Zip Code</b> |
|  |  |  |  |             |              |                 |

|                       |              |
|-----------------------|--------------|
| <b>Contact Number</b> | <b>Email</b> |
|                       |              |

**Type of Organization**

|  |  |
|--|--|
| <input type="checkbox"/> Public Agency         | <input type="checkbox"/> Club/Association/Organization Group |
| <input type="checkbox"/> Commercial Enterprise | <input type="checkbox"/> Tax Exempt Nonprofit Organization   |
| <input type="checkbox"/> Committee             | 501 (c)(3) Tax ID _____                                      |

**Summarize the organization's mission / purpose / goals.**

|                            |              |
|----------------------------|--------------|
| <b>Representative Name</b> | <b>Title</b> |
|                            |              |

|                |  |  |  |             |             |                 |
|----------------|--|--|--|-------------|-------------|-----------------|
| <b>Address</b> |  |  |  | <b>City</b> | <b>Sate</b> | <b>Zip Code</b> |
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|-----------------------|--------------|
| <b>Contact Number</b> | <b>Email</b> |
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## APPLICATION

Summarize the representative's experience in planning and implementing the proposed event, program or service or other project similar in size and scope.

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List the names and contact information of each person involved in planning and implementation. Attach copies of this form to include additional names as needed.

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|----------------|--|--------------|--|
| <b>Name</b>    |  | <b>Role</b>  |  |
| <b>Address</b> |  |              |  |
| <b>Phone</b>   |  | <b>Email</b> |  |
| <b>Name</b>    |  | <b>Role</b>  |  |
| <b>Address</b> |  |              |  |
| <b>Phone</b>   |  | <b>Email</b> |  |
| <b>Name</b>    |  | <b>Role</b>  |  |
| <b>Address</b> |  |              |  |
| <b>Phone</b>   |  | <b>Email</b> |  |
| <b>Name</b>    |  | <b>Role</b>  |  |
| <b>Address</b> |  |              |  |
| <b>Phone</b>   |  | <b>Email</b> |  |
| <b>Name</b>    |  | <b>Role</b>  |  |
| <b>Address</b> |  |              |  |
| <b>Phone</b>   |  | <b>Email</b> |  |

**PROPOSAL**

**Name of Event, Program or Service**

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**Location**

**Date(s)**

**Hours**

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**Load-In Date**

**Load-Out Date**

**Anticipated Attendance**

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**Target Audience**

Citywide

Other (describe): \_\_\_\_\_

Neighborhood: \_\_\_\_\_

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**Scope of Event**

Open to the Public

Entertainment

Insurance

Alcohol Service

Admission/Fees

If approved, is the organization able to provide proof of insurance?

Traffic Closures

Parade/March /Procession

Yes       No

Carnival Rides

Food / Merchandise / Crafts

**How will the event, program or service meet a community need?**

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**How will the event, program or service benefit the Manor community?**

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**What percentage of the event, program or service's attendees are Manor residents?**

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**How many years has this event, program or service taken place?**

**How many years has this event, program or service taken place in Manor?**

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**Combined total support from the City may not exceed \$10,000 per fiscal year and will not exceed the value of your organization's contributions.**

**Funding and/or In-Kind Services Requested**

**Descriptions may be added in the space provided if necessary.**

Monetary Request

Police/Traffic support

Facility Rental

Electrician

City Staffing

City Equipment

**How many volunteers, volunteer duties, and volunteer hours are anticipated for coordination and implementation?**

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**PROPOSAL**

**Describe how the City's sponsorship and funding will complement other in-kind and monetary support already attained or to be attained for successful implementation.**

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**List all other in-kind support**

**List all other sponsorship/income**

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**Describe how the event, program or service will be advertised and indicate through what avenues will the City have the opportunity to be recognized on marketing materials.**

*Organizations must adhere to the City's branding and logo guidelines and must seek permission prior to using the City logo. The City has final approval of materials prior to distribution.*

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## APPLICANT AFFIDAVIT

The applicant and, if applicable, the professional event organizer, must complete, sign and date this application before submitting to:

Community Development Department  
City of Manor  
105 E. Eggleston St.  
Manor, Texas 78653

\*All requests for Formal City Sponsorship must be submitted by 5:00 p.m. on June 30<sup>th</sup>.

### CERTIFICATION STATEMENT

I certify the information contained in the foregoing application is true and correct to the best of my knowledge and that I have read, understand and agree to abide by the rules and regulations governing the proposed Event under the Manor Municipal Code. I understand this application is made subject to the requirements, eligibility, application process and selection procedure established by the City Council Policy ("City Supported Event Policy & Agreement") adopted on **August 7, 2024**.

I certify I am authorized to submit this application on behalf of the Organization and to be bound by the information contained herein, and therefore, agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the event to the City of Manor.

I acknowledge that sponsorship is not guaranteed and is contingent upon available City funds.

Organization (Full Legal Name)

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Organization's Representative (Full Legal Name) and Title

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Representative's Signature

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Date: \_\_\_\_\_

Name of Professional Event Organizer (if applicable)

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Professional Event Organizer's Signature

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Date: \_\_\_\_\_

