



## COMMUNITY DEVELOPMENT DEPARTMENT MEMORANDUM

**MEETING DATE:** November 18, 2015

**TO:** Mayor and City Council

**FROM:** Kimberly Johnson, Community Development Director  
Lee McMichael, Tourism Director

**SUBJECT:** Events Funding

**ATTACHMENTS:** None

### BACKGROUND

In the Fall of 2014, the City Council held a work session to discuss the role of the then Tourism Board and event advertising/marketing grant guidelines and application form. It was the consensus of the Council that these guidelines and application form should be the topic of a joint session of the City Council and the Tourism, now Community Development Advisory Board. The following is a summary of the comments from that work session:

- The Event Advertising Grant Application was never approved
- 90/10 broad/local requirement was not favored
- Some events are more focused on local and immediate area, some are better suited to bring people into the area
  - Balloon Regatta is local and broad
  - Rodeos, cultural center is more local, some tourists may go once they are here, but are not coming for the event
- Perhaps there should be two separate applications, one for local events and one for tourism events
- With an expanded role, the board will focus on local and broad events and issues, so funding will not be as one dimensional
- Perhaps the City should provide in-kind services but not provide grant funds
- Provide seed money to assist an event get off the ground the first few years but taper funding over three years
- Each event should be measured on what they bring to the community and what their specific needs are-maybe they don't need marketing money, but a service or equipment, etc.
- This is an opportunity to recreate the guidelines, prioritization of funding, procedure, etc.
- The 15% of the 1% is for Economic Development and Tourism
- City Council will make all funding decisions based on CDAB recommendations

### COMMUNITY DEVELOPMENT ADVISORY BOARD (CDAB)

The CDAB has been discussing the Events Funding Policy and Application process over the past several months. The Board has developed a list of questions for exploration at the joint meeting. Discussion and answers to these questions will help Staff and the Board develop a funding policy and application process that meets the concerns of the City Council and expedites the event funding process for event organizers and non-profit organization leaders.

The questions have been organized by category to facilitate discussion as follows:

#### Type of Event

- Should community oriented events (Fall Festival) and outside events (1/2 marathon) be treated differently? If so, in what way?
  - **Process?**
  - **Amount/type of funding?**
  - **Separate Application forms?**
  - **Same/different process/criteria** for determining/justifying funding?
- Should **non-profit entity** activities/operations (not technically events) be funded through a different process/mechanism (Lake Powell Concert Association, balloon regatta, SBDC)

#### Type of Assistance

- The policy or guidelines should establish what types of assistance are available. Types of assistance may include the following:
  - **Cash**, in this case, it should be determined how much, for what purposes, and in what manner cash would be provided. Does the Council prefer to reimburse for expenses? What types of expenses should be reimbursed-promotions and marketing, operating expenses, equipment purchase rentals, etc.
  - **In-kind services**, such as public works equipment/personnel, trash facilities and pick-up, police/fire personnel, etc.
  - **Specific promotional items** such as a banner over Lake Powell Blvd., a specific predetermined marketing package, etc.
  - Should the City dictate how City funds should be spent on promotions/advertising (% local vs % outside of community)?
  - **Other?**
- What types of assistance should be offered? Should assistance types vary by request type?

#### Criteria for Determining Funding

- What criteria are important to determine if an event should be funded initially?
- What criteria are important to determine repeat-funded, on-going funding?
- Should events be repeat funded? If so, how many times? Same amount of funding, or should a repeat funding be decreased as the event/organization becomes stronger/more successful?

#### Process

- How should the event funding process tie into the Special Event Application process currently in place?
- What event details are needed to determine funding? Event budget? Marketing plan? Traffic/participant/visitor estimates? Intended market? Site plan/vendor layout? Traffic plan?
- How far in advance should event organizers be required to submit an application? Things to consider are staff allocation if police/fire/public works assistance is requested, if needed for marketing, a plan should be submitted with relevant deadlines, if City offers a banner design and fabrication timelines will need to be considered.

**REQUESTED COUNCIL DIRECTION**

Staff would like to hear from the City Council and Community Development Advisory Board a consensus regarding the questions posed in this memorandum, and any other direction necessary to draft Policies and documents related to event funding.