

# Community Events Fund Grant Guidelines

## 1. Purpose

The purpose of the Community Events Fund is to help implement the Norcross council policy for city-sponsored events. The City of Norcross recognizes the economic and social benefits that can be derived from events held within the City. This Fund provides resources and strengthens local community-driven events and festivals that increase targeted customer traffic to Norcross, promote the city's branding vision, and enhance community participation and social cohesion within the City of Norcross.

## 2. Event Support Types

There are three types of event support that the City of Norcross can provide to event organizers:

1. Financial Support – Cash Grants
  - a. Financial support by the way of providing a cash grant, conditional on agreed performance criteria to be met by the event organizer.
2. In-Kind Services
  - a. Logistical support; city staff (planning, day of physical assistance), venue, utility services.
3. Promotional Support
  - a. Supporting events through promotion via the City of Norcross' own marketing campaigns.

## 3. Eligibility Criteria

The City of Norcross encourages and invites applications from organizations and businesses for support of events that meet the following criteria:

1. Applicant must be either a Non Profit Organization; Trust or Association; or a licensed business (certificate or documentation of proof must be supplied)
2. The funding must be used for promoting, advertising and/or marketing an actual event.
3. Demonstrate that the event will benefit the City of Norcross residents.
4. Funding will typically be granted for one year only. Applicants should indicate if the intention is to apply for more than one year.
5. The maximum amount of funding any organization or group may apply for annually is \$3,000.00; the amount may be less if the total event budget is small.
6. The event must use public places within the City of Norcross and meet the "Purpose" guidelines above. [Tour of Homes would not meet the "held in public places" stipulation]
7. The event must be open to anyone who wishes to attend and not restricted to particular sectors of the community, and attendance must be free.
8. Applications cannot be retrospective - the event must not have started before an application for funding is assessed.
9. Applicants must disclose the details of funding successfully applied for or under consideration from any other funding source

#### **4. Assessment Criteria**

The Community Events Fund Committee [as named in the policy statement] will assess each application and make decisions based on the following criteria:

1. Economic Benefit & Visitation: the degree to which the event or activity provides measurable economic benefit to the City of Norcross and supports the city's branding campaign.
2. Uniqueness: the degree to which the event is unique to the City of Norcross.
3. Profile – Media Opportunities: the extent to which the event provides opportunity to raise positive awareness of or increase the profile of the City of Norcross.
4. Timing of Event: when the event is to be held during the calendar year, i.e. during off-peak or high peak periods of events within the City and region.
5. Viability of Event-Other Funding Support: the degree to which the event is financially viable and sustainable with or without the City of Norcross funding.
  - o Other possible sources of funding available to the organization or group and its fund-raising capabilities
6. Community, Social & Cultural Benefits: community support for the application (demonstrated by funds raised, volunteer support, other donations and support).
7. Risk profile: the expertise and capability of the event organizer to manage the event and associated risks (e.g. weather, health and safety) and realize the event objectives.
  - o independent assessments or comments sought from relevant government or community agencies or groups
8. The level of compliance of any previous grant from the City of Norcross.

#### **5. The following will be ineligible for funding:**

1. Applications from past funding recipients who have outstanding debts to the City of Norcross or who have not fully met previous funding requirements;
2. Events of primarily a political or religious nature;
3. Administrative costs, i.e. telephone, electricity, employment costs, vehicle costs; prize monies; food and beverage costs; vehicles and travel costs; feasibility studies; uniforms/costumes/t-shirts and fund-raising costs; (this list is but a sample of non-eligible items).
4. Events that have already occurred or will occur prior to notification of the outcome to the application; retrospective costs.
5. Facility development or funding for capital works (i.e. the cost of buildings or items necessary to operate the facility);
6. Elimination of accumulated debt or debt servicing;

**Ineligible applications will be returned to the applicants with no further action.**

#### **6. Accountability and Compliance**

Organizations must adhere to the following minimum accountability requirements:

1. Funds must be used only for the purpose for which they were approved and in accordance with any terms or conditions imposed by the City of Norcross.

2. Funds must be used by the recipient for the purposes for which they were intended [isn't this redundant with the 1<sup>st</sup> bullet?]
3. A complaint must be filed with the appropriate authority if any funds received under this procedure are stolen or misappropriated. The City of Norcross must be notified of all such complaints.
4. The recipient must allow an audit on the use of the funds should the City of Norcross request such an audit.
5. The recipient must recognize the support of the City of Norcross as a sponsor in all publicity material, annual reports and similar publications and at the event.
6. The recipient must provide accountability Post Event report to the City of Norcross, outlining the use and benefits to the community of the funds no later than 3 months after the event has concluded. (See below)

## **7. Closing Dates**

There are two funding rounds annually:

1. For events in the period **April 1<sup>st</sup> through September 30<sup>th</sup>** (Round ONE) application deadline is **February 1<sup>st</sup>**.
2. For events in the period **October 1<sup>st</sup> through March 31<sup>st</sup>** (Round TWO) application deadline is **August 1<sup>st</sup>**.

**Please note that late applications will not be accepted.**

## **8. How to Apply**

Applications for funding are to be completed by the applicant and will be accepted at any stage during City of Norcross' financial year (January - December). Processing applications can take up to two months and the City will only consider events with at least a three month lead time. The application is then considered by the Community Events Fund Committee and successful applicants will be required to enter into a written funding agreement that details roles, obligations and responsibilities and payment schedules. Funding is usually paid in installments, with the final installment being paid after the event has been conducted and the post evaluation received.

## **9. Post Event Report**

All successful applicants are required to submit a post event report which includes the following information on the completed event:

1. Event evaluation by organizers (including feedback from event attendees);
2. Inventory of marketing/promotional achievements; list and include copies of newspaper ads or articles; approximate number of radio and television ads; all promotional material (brochures, posters, programs); website use if appropriate and all other marketing material and achievements; Attendance figures (spectators and event participants) including a breakdown of confirmed figures and estimated totals.

10. Community Events Fund Committee

This committee will award grants from the Hotel/Motel budget and will include the following members:

1. Director, NCACC, Chairman
2. Downtown Manager
3. Economic Development Manager
4. DDA Promotions Committee Member
5. At Large member (to be named by existing committee members)

524446\_1