



Special Events Funding Application

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IMPORTANT DATES AND INSTRUCTIONS

Application Deadline

- ***The SEFA submission is due, by email, no later than January 8, 2019 at noon***

Internal Review

- ***December - January***

Funding Decisions Announced

- ***April***

Essential Information

- Events applying under this cycle ***must take place between July 1, 2019 and June 30, 2020***, which is the City's upcoming fiscal year.
- Events applying for support shall use this application and abide by its deadlines.

NOTE: The City has limited public resources available and is the steward of those limited funds.

It is within the City's sole discretion to determine which events to sponsor, whether to approve recurring events and to determine the level of support for every Event.

SEFA Submission

- All proposals ***SHALL be submitted via e-mail by the above deadline***. The special events funding application page (attached) and all attachments (i.e. maps, routes, etc.) associated with the proposal must be scanned and included. Please email the entire packet to kara.osipovitch@cityofrochester.gov.
- Any submission that includes an incomplete application or insufficient supporting documentation may be eliminated from consideration.

SPECIAL EVENT APPLICATION PACKET SUBMISSION

- ***Submit the associated special event application and the fee to the Special Events Office no later than 60 days prior to the event. Download it at www.cityofrochester.gov/eventpermit***

ALL SEFA FUND RECIPIENTS ARE ENCOURAGED TO PURCHASE GOODS AND SERVICES IN ROCHESTER.

Section One- What is the Special Events Funding Application and Why Does the City support Special Events?

The Special Events Funding Application (SEFA) was created to assist the City of Rochester's Bureau of Communications and Special Events in its annual review of eligible events that request City sponsorship. It is the intention of the City to encourage the production of free and low cost special events that enhance quality of life, provide entertainment and other leisure activities, promote local economic health, attract visitors, and contribute to the dynamic atmosphere of the community ("Events").

All funding requests will be considered as a part of this annual, competitive application process.

NEW! Section Two: Types of Support the City Can Provide

City support may take the form of a cash grant, or a credit, in the same amount as the cash grant, toward the event's Rochester Police Department (RPD) services and other City services. Applicant shall indicate on their submission which funding option they are seeking.

OPTION 1: Event may opt to take City support in the form of direct funding by the City:

- Applicant is hereby advised that going forward, this event funding *may not be paid until after the event has been held.* Applicants should be prepared to provide their own funding for expenses that must be paid before the event, including City of Rochester Police Department services.
- As is normal practice, applicants who opt for cash funding MUST pre-pay RPD costs, and must reimburse the City for all other costs of equipment and services, including but not limited to Rochester Fire Department and Department of Environmental Services.

OPTION 2: Event may opt to take City support in the form of a credit toward services:

- If the event requires services from the Rochester Police Department, the cost of those services will be deducted from the amount of City funding of the event. Any funding balance after RPD services are paid may, at applicant's option, be applied to other City services or equipment expenses or taken as a direct funding payment.
- If the amount of City support does not fully cover the event's RPD service cost, the event shall pay the remainder of those services PRIOR to the event.

NOTE: The City may also determine that it will support an event with in-kind value that can be applied to equipment rental, venue rental, and other non-public safety costs.

Section Three – Who is Involved?

The Bureau of Communications and Special Events (the “Bureau”) is responsible for the administration of the Special Events Funding Application and the subsequent internal review of the applications.

Before recommending sponsorship for approval by the Mayor and by City Council, the Bureau may contact external stakeholders, including neighborhood organizations and community groups, the business community, and internally to other departments who will be impacted by the Event, or participate in its coordination, including Rochester Police Department and Rochester Fire Department.

Members of the Rochester Police Department, Rochester Fire Department, and other appropriate City departments may be asked for input throughout the process. After a comprehensive review of applications, the Bureau will make funding recommendations to the Mayor’s Office, which makes final decisions.

All funding is subject to City Council’s final approval of the operating budget in May each year.

Section Four- Event Eligibility

Qualifying events:

1. Events that take place between July 1, 2019 and June 30, 2020. Events held outside of the funding year cannot apply. No exceptions.
2. Events that are open to and of interest to the general public, and serve at least 1,000 people.
3. Events that are located in the city of Rochester.
4. Events that are free or feature a free or low cost component. If an Event is ticketed without any free component, 10% of revenue generated from the ticket price or registration fee must be returned to the City.

Section Five- Event Ineligibility

Ineligible events:

1. Parades (these are 1st Amendment-protected events that the City already supports with police and equipment).
2. Block parties.
3. Trade shows, conventions, conferences, workshops, etc.
4. Indoor ticketed concerts, shows, theatres, theatrical performances, etc.
5. Annual luncheons, conferences, holiday parties, etc.
6. Class or family reunions.
7. School, athletic league, or other sporting events or tournaments.

This is a partial list. It is within the Bureau’s sole discretion to determine the eligibility of an Event.

Section Six- Special Considerations

1. Preference may be given to organizations located in the City of Rochester.
 2. Preference may be given to organizations with nonprofit, §501 (c)(3) status.
 3. Preference may be given to Events that have been previously funded or otherwise supported by the City.
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Section Seven- Review Criteria

1. Overall Event concept and purpose.
2. Community/cultural benefit of the Event.
3. Economic benefit/impact of the Event, including the community's return on investment from the Event.
4. Community support for the Event.
5. Description of free or low-cost offerings.
6. The feasibility of the Event and the likelihood of its success, given the Event's resources and staff.
7. The City's experience with the Event, the organization, or the organizer in the past including but not limited to timeliness of application and supporting documentation submission, timeliness of bill payment, cooperation with supporting City departments, etc.
8. The applicant's ability to leverage other types of funding or support.
9. **NOTE: THE CITY HAS LIMITED PUBLIC RESOURCES AVAILABLE AND IS THE STEWARD OF THOSE LIMITED FUNDS. IT IS IN THE CITY'S SOLE DISCRETION TO DETERMINE WHICH EVENTS TO SPONSOR, WHETHER TO APPROVE RECURRING EVENTS, AND TO DETERMINE THE LEVEL OF FUNDING.**

Section Eight – Proposal Requirements

Proposals must be submitted with clearly labeled sections that follow the requirements below:

1. Executive Summary (limited to 300 words)

- a. Provide the name and email address of the main point for the Event. Provide the name, title in the organization, and mailing address for the potential signatory to the funding contact. Provide a summary of the Event and the funding amount the applicant is requesting.

2. Community/Cultural Impact Statement (limited to 300 words)

- a. Explain the impact the Event has on the community, including its primary purpose (i.e. music, arts and crafts, social, family, cultural, etc.).
- b. Explain the unique offerings the Event provides to the community.
- c. Describe the quadrant/neighborhood of the city where the Event takes place , and explain why it is important or beneficial to the neighborhood for the Event to be held in that location.

3. Economic Impact Statement (limited to 300 words)

- a. Explain the economic impact the Event has on Rochester. If possible, include data on items such as number and demographic breakdown of attendees, local businesses participating, supporting or benefiting directly from the Event, amount of money infused into the local economy related to the Event, etc.

4. Community Support

- a. Provide evidence of support from the neighborhood/quadrant in the form of letters or written statements from relevant sources like neighborhood associations, business associations, or other stakeholders in the neighborhood who support the Event.
- b. For Events involving a street closure, provide documented community support as required by the Special Events Office.

5. Free or Low Cost Offerings (limited to 300 words)

- a. Describe the free or low cost offerings.
- b. If the Event is ticketed without a free component, provide a statement acknowledging that 10% of ticket or registration proceeds will be returned to the City.

6. Event Feasibility and Success (limited to 300 words)

- a. Provide names and titles of the Event's main coordinators: promoter, major subcontractors, vendors, board members if applicable, neighborhood group/leaders if applicable, etc., and describe the relevant experience for each.

7. Event Detail (limited to 1000 words)

- a. Provide a detailed description of the Event including duration, hours, anticipated street closures, number of vendors, type of vendors, number of stages/performances, etc.
- b. Provide information on the Event's organizational structure- promoter/producer, community group, board, and logistics staff.

8. Event History

- a. Provide the date that the Event originally began.
- b. List dates, locations, and attendance for the last 5 years of the Event.
- c. List City funding amounts, including any in-kind support, for the last 5 years of the Event.

9. Certification Section and Other Current City Funding Sources

- a. Include a statement that the Event is willing to be audited by the City's Office of Public Integrity or by a third party auditor (required).
- b. Include a listing of any other City funds (including contracts for service, grants or loans) received by the Event promoter in both the current and upcoming fiscal year, identifying the originating department, a description of the funding, an amount, and the status of the contract, grant, or loan.
- c. Submit a statement agreeing that if selected for funding, the Event agreement and supporting documentation will be returned to the City within 20 days of receipt (required).
- d. Submit a statement agreeing that all City fees will be paid no later than thirty (30) days from the receipt of City invoice- except for Rochester Police Department fees which shall be paid in advance of the Event (required).
- e. Submit a statement agreeing that if required by the Rochester Police Department, a New York State licensed security company will be employed (required).

NOTE: Failure to provide the above required statements and to comply with the above requirements may result in disqualification for funding.

10. Funding Request

- a. **NEW!** Describe the amount of City funding the Event is seeking for Fiscal year 2019-2020, and if how that funding is preferred:
 - OPTION 1: Direct funding payment by the City (Note: This funding may not be paid until after the event. RPD will still require pre-payment for their services.);
 - OR
 - OPTION 2: Funding credit towards services (RPD, and other City services as requested by applicant).
- b. Provide a statement on how the Event intends to reduce reliance on City funding.

11. Other Funding Sources

- a. List and describe all non-City event sponsors, either potential or secured.
- b. List all grants- either secured or in process- including the amount and the granting agency.

12. Plan for City Recognition

- a. Provide a comprehensive listing of promotion plan that will showcase the City as a sponsor of the event- including but not limited to: paid advertising, social media posts, on site signage.

13. Detailed Event Budget (Attached)

- a. Fill out the attached budget form.

14. Completed the SEFA Event Information Form (Attached)

- a. This application shall also include the attached "Required Event Information", which shall be completed with all of the required information, including all dates, applicant and sponsor organizations, contacts, and location information.

| SUPPORT/REVENUE | TOTAL ANTICIPATED SUPPORT/REVENUE |
|---------------------------------|--|
| <i>Requested City funding</i> | |
| Ticket/registration revenue | |
| Vendor fees | |
| Vendor sales/concessions | |
| Fundraising (Individual) | |
| Foundation and corporate grants | |
| Government grants | |
| In-kind contributions | |
| TOTAL | \$0 |

| EXPENSES | TOTAL EXPENSES | EXPENSES to BE COVERED BY REQUESTED CITY FUNDING |
|------------------------|-----------------------|---|
| Site rental | | |
| Tents | | |
| Stage | | |
| Sound/Lighting | | |
| Restrooms | | |
| Insurance | | |
| Refuse disposal | | |
| City equipment rental* | | |
| Police Costs* | | |
| Fire Department Costs* | | |
| Marketing | | |
| Printing | | |
| Staff salaries | | |
| Talent | | |
| Security | | |
| Other expenses | | |
| TOTAL | \$0 | \$0 |

Applicant may add lines to the budget that do not appear here but may not remove any lines.

*If this is a recurring event, please use the event's actual RPD, RFD, and City equipment rental costs from 2018!

SEFA REQUIRED EVENT INFORMATION

You must complete all the fields below.

Event Name: _____

Event Date(s): _____

Event Location: _____

City Area (northwest, northeast, southeast, southwest, Center City): _____

Event Website: _____

Applicant Name: _____

Phone: _____

Email: _____

EVENT TYPE

Festival: ☐ Moving Athletic Event (Race/Walk/Cycling): ☐

Other: ☐ If "other" please specify: _____

ANTICIPATE STREET CLOSURES?

Yes: ☐

No: ☐

ATTENDANCE INFORMATION

Estimated TOTAL Attendance (Includes all attendees, participants, staff, vendors, spectators, etc.):
