



ORIENTATION

August 29, 2018 5:30 pm

Public Safety Building, Community Rooms A&B

WHAT'S NEW FOR 2019?

- Changes to gift cap (\$10,000)
- Tier 1 - Sustainability Plan question
- Consideration of City Fees



WHAT IS THE ACE FUND?

The Arts, Culture and Events (ACE) Fund, formerly known as the Signature Events Fund (SEF), was established to provide funding to support community events within Salt Lake City.

Designed to support:

- Larger events that provide significant economic and/ or cultural contributions to the community
- Smaller community events that, due to their nature and scope, are unable to generate the needed revenue to cover presentation costs



WHAT IS THE ACE FUND? CONT.

Over the past six years, sponsorships have been awarded to multiple events in amounts ranging from \$100 to \$15,000 (lowered to \$10,000 for 2019.)

Each fiscal year, approximately \$170,000 has been allocated to the ACE Fund. In 2018, the annual fund was increased to \$200,000.

Awardees are selected by the City's ACE Fund Selection Committee, comprised of select City representatives.



CITY'S GOALS AND VISION

The City's goals and vision include:

- Promoting overall city economic development
- Supporting art opportunities for all communities
- Promoting diversity and cultural identity
- Bridging the digital divide
- Healthy environment (air, water, land, recycling, etc.)
- Supporting local economies
- Health and wellness of city residents
- Creating neighborhood and community unity
- Education opportunities for young people

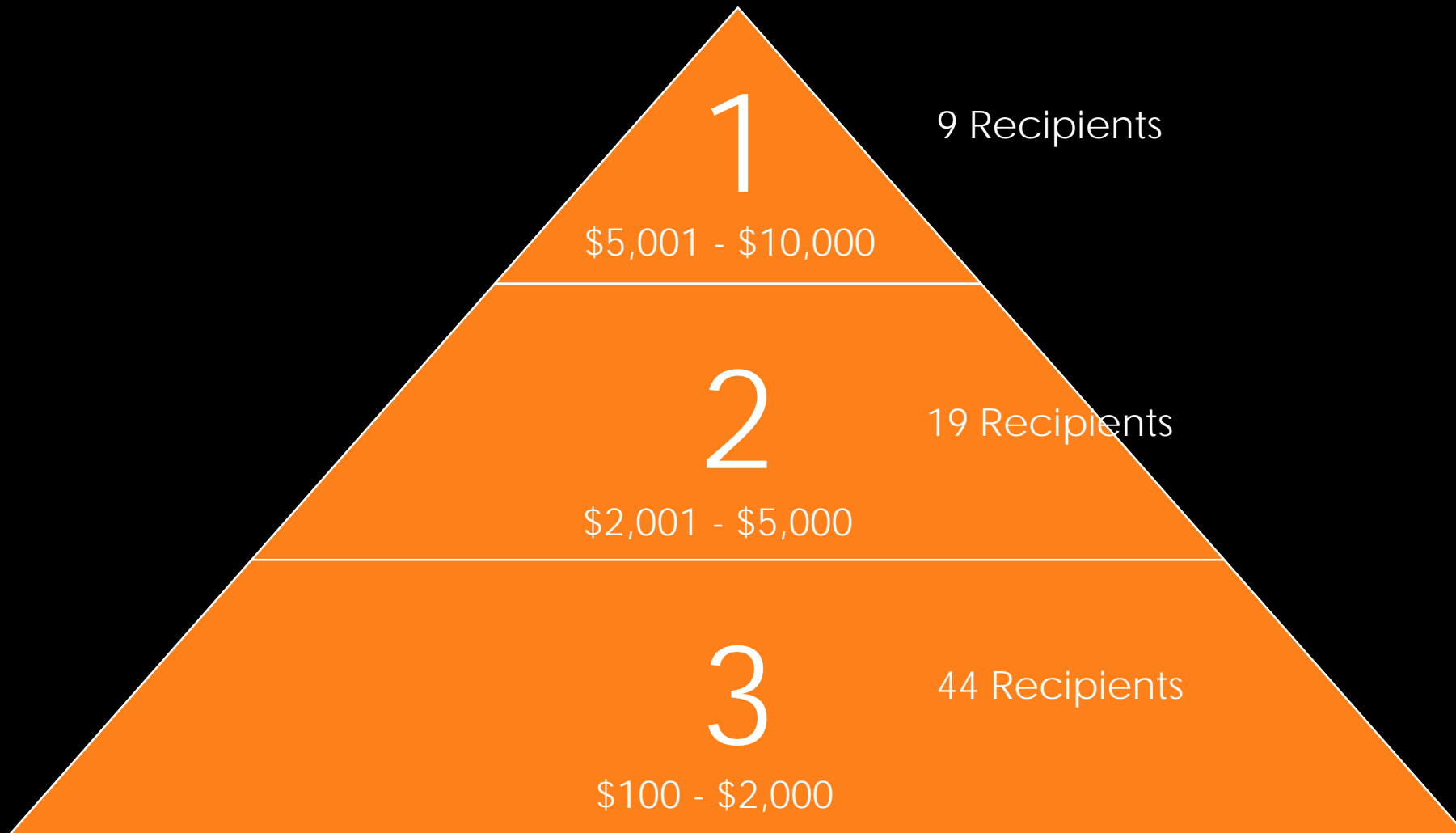


ACE FUND SELECTION COMMITTEE

Simone Butler	SLC Mayor's Office
Matthew Rojas	SLC Mayor's Office Communications
Moana Uluave-Hafoka	SLC Mayor's Office Community Empowerment
Galina Urry	Community & Neighborhoods
Kelsey Ellis	Arts Council
Lia Summers	SLC Mayor's Office Art
Annie Davis	Economic Development

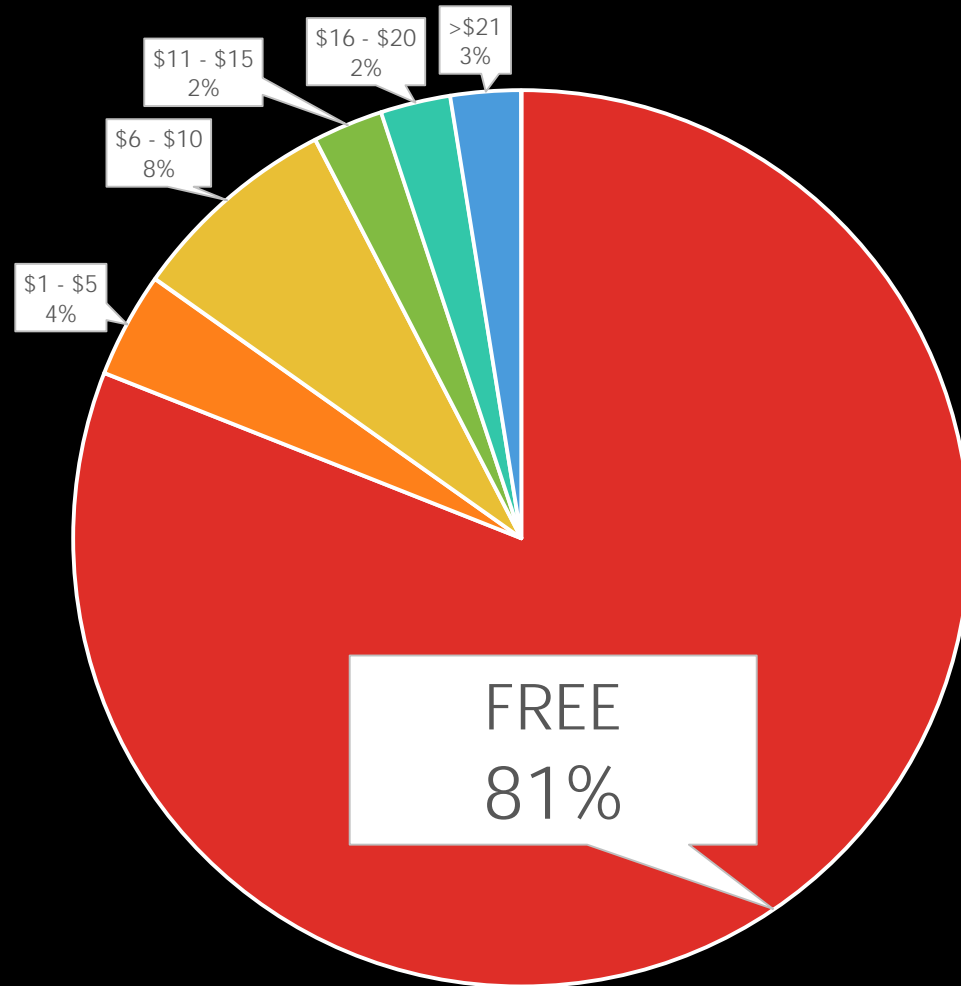


HOW WERE FUNDS DISTRIBUTED? (2018)



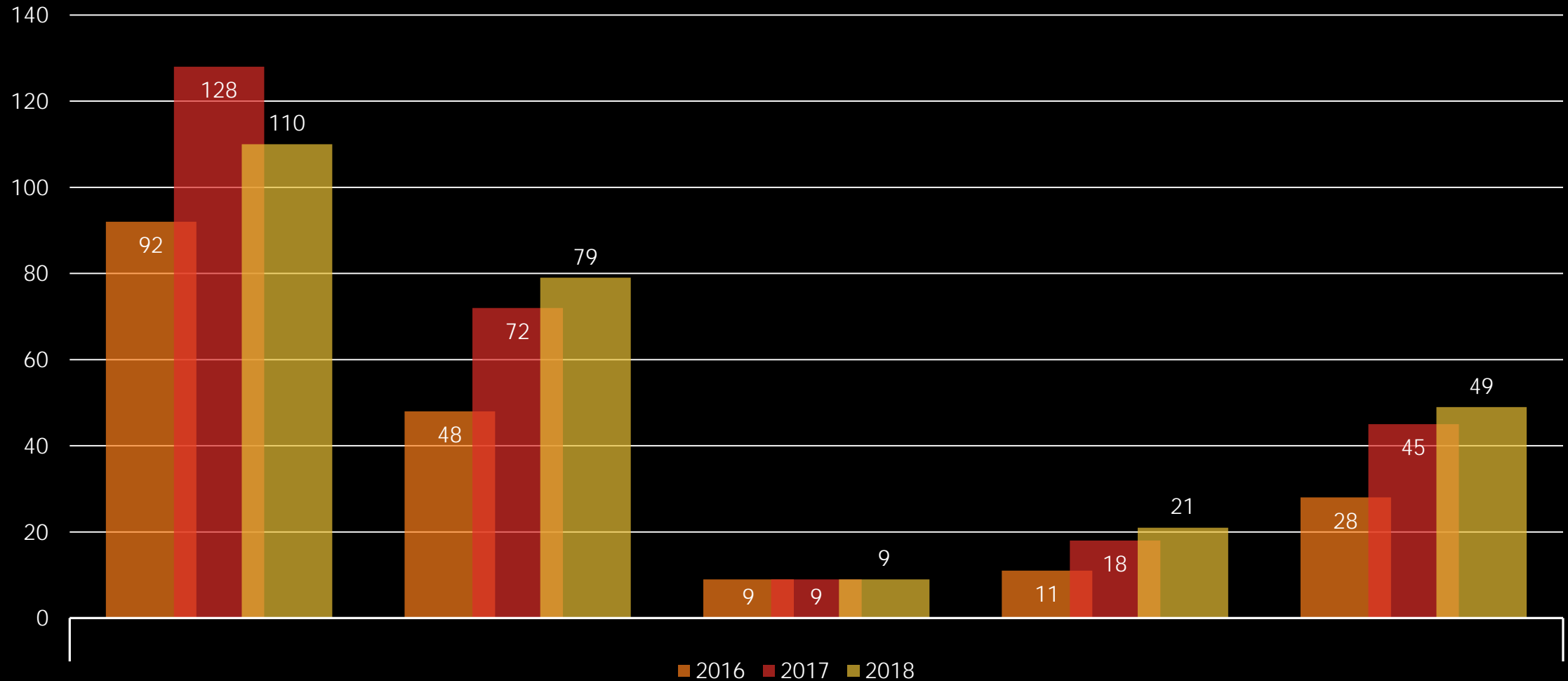
DISTRIBUTION STATS

Awardees by Admission Costs



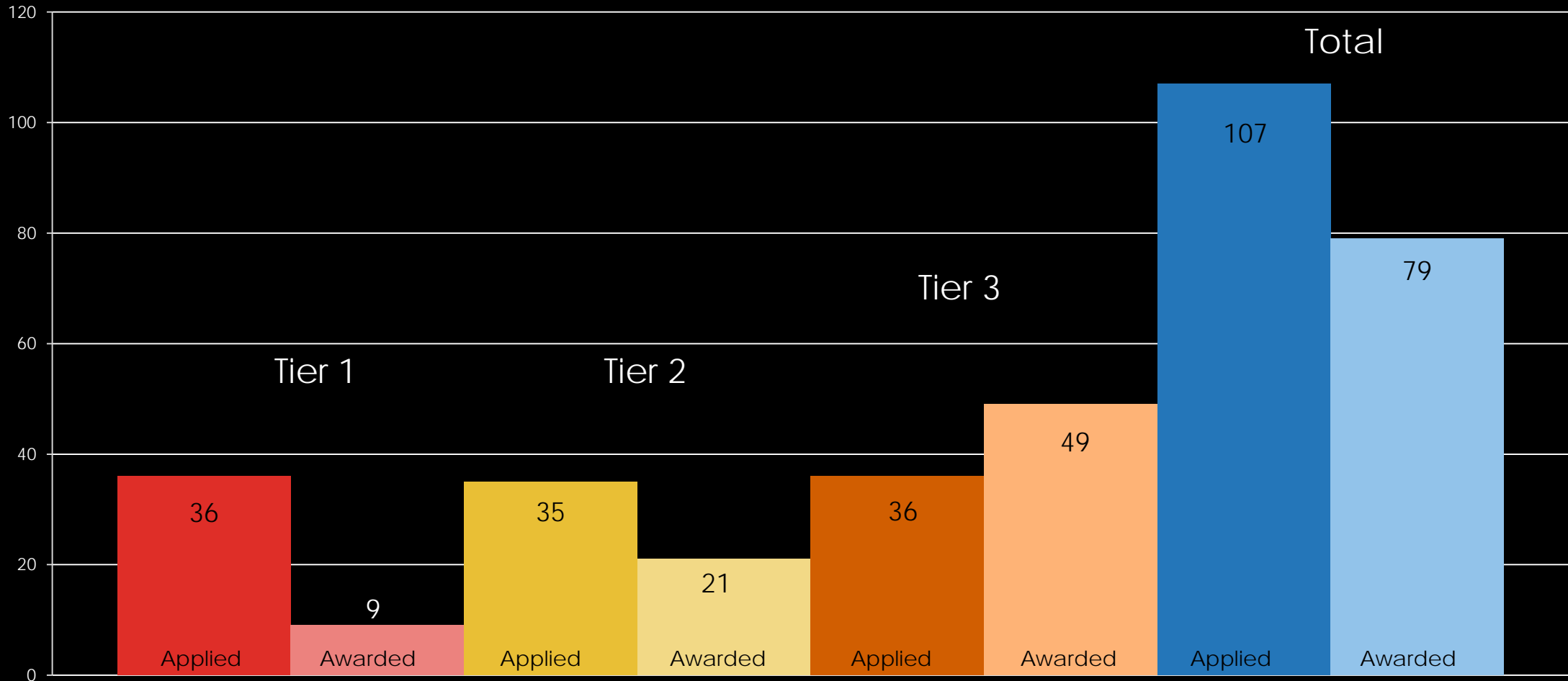
DISTRIBUTION STATS CONT.

2016 vs 2017 vs 2018



DISTRIBUTION STATS CONT.

APPLICATIONS



ELIGIBILITY REQUIREMENTS

- Must be open to the public – can have targeted audience
- Must be held within Salt Lake City limits
- Has met permitting deadlines in previous years
- Cannot owe money to the City or past vendors
- Cannot have a history of sustained complaints
- Cannot receive funding from the City's General Fund
- Evaluation form from previous year completed



ELIGIBILITY REQUIREMENTS CONT.

- Cannot be a fundraiser
 - Significant programming (arts, culture, neighborhood awareness, etc) element
 - Admission & Donations OK
 - Examples
 - Formal dinners



OTHER APPLICATION QUESTIONS

- Does your event require a Special Event Permit?
- Contact Information.
 - Hosting org name, first name, last name, street address, phone number, email address.
- Event Information.
 - Event name, beginning date and time of event, ending date and time, event location, event location address, event website (if applicable.)



TIER 3 (\$100 - \$2,000) APPLICATION

1. Organizational Demographics

- a) Number of full time staff ____
- b) Number of part time staff ____
- c) Number of volunteers ____

2. Please describe your event.

3. Please provide the top three goals of the event.

4. Please provide the estimate number of attendees and prior year's number of attendees (if applicable.)

5. Please describe the primary audience.



TIER 3 (\$100 - \$2,000) APPLICATION CONT.

6. Please describe how ACE funding will be used.
7. What geographic area will the event serve?
8. Will you be charging an admission fee for your event?
 - a) If yes, what is the cost of admission?
9. Why are you hosting your event and how do you hope to engage the SLC community?
10. Is this the first year you are holding your event?



TIER 2 (\$2,001 - \$5,000) APPLICATION

1. All Tier 3 questions.
2. Please briefly describe how you will promote your event to the public.
3. Will your event have vendors giving away or selling items? Please specify.
 - a) If yes, how many vendors will be participating?
4. Please attach and submit a written budget for all income and expenses related to your event. (Template is available on website)
 1. TIP – watch # of attendees vs. admission costs
5. Many events have sponsorship opportunities with defined promotion and benefits. If your event falls in this category, please describe benefits available.



TIER 1 (\$5,001 - \$10,000) APPLICATION

1. All questions from Tier 2 and Tier 3 applications.
2. Provide a statement of need.
 - a) The statement should address the problem that the organization will attempt to address. Identify the needs your organization or this proposal will address. Acknowledge similar existing projects and agencies, if any and explain how your agency or proposal differs, and what effort will be made to work cooperatively.
3. Please provide a program description.
 - a) Describe the event and provide information on how it will be implemented. Include information on what will be accomplished and the desired outcome.



TIER 1 (\$5,001 - \$10,000) APPLICATION CONT.

4. How will you monitor your work and how will you measure effectiveness?
5. What are your other potential and actual sources of support for this proposal?
6. Where do you expect to find future support?
7. Please describe your sustainability plan.
8. In person interview with ACE Fund Selection Committee.



APPLICATION CONSIDERATION

Members of the ACE Fund Selection Committee will take into consideration the following items when reviewing applications:

- Geographic location of the event
- Time of year the event is held
- Budget Plan
 - Tiers 1 and 2 will be asked to submit a written budget
- Primary audience or demographic served
 - Applicants should describe any strategies for increasing audience diversity, providing resources for at-risk communities and for building community capacity.



APPLICATION CONSIDERATION CONT.

- Financial need for City services
 - NO LONGER WEIGHTED
- Public benefit and community impact
 - Applicants will be asked to describe their top three goals
- Economic impact
 - Event admission fees
 - ALL tiers must estimate the number of attendees expected at the events, as well as number of vendors participating
- Relations to the City's goals and vision



EVALUATION FORM

Due within 60 days after event

- Describe how ACE funding was specifically used for your event.
- How did your event align with the goals and vision of the city?
- How many people attended your event?
- If your event provided a sponsorship opportunity for SLC, please list how the City was promoted.
- What challenges did you face during your event and how did you overcome them?



EVALUATION FORM CONT.

- What successes/ difficulties did your event experience in ensuring your event was accessible to all members of the community, specifically people with access needs and disabilities? Did your event provide any accommodations for guests in attendance?
- Have you settled all your debts with the City and if not, what is your plan to do so?
- How could the City improve its ACE fund process?



IMPORTANT DATES

Application opens -	September 1
Application closes -	October 31
Announcement of fund recipients:	February

Event evaluations due 60 days after event is held!!



FREQUENTLY ASKED QUESTIONS

- What happens if we cancel our event after we receive ACE funding?
OR
- What if we change the purpose and scope of our event?
 - All funds must be returned immediately.
 - The funds will be re-distributed at the discretion of the ACE Fund Selection Committee.



FREQUENTLY ASKED QUESTIONS CONT.

- What if the date of our event has changed? Will we have to return the funds?
 - No. As long as the programming and scope of the event remains the same, a change in date (or location, as long as it's within city limits) does not require a forfeiture of funds. Must remain in calendar year.



FREQUENTLY ASKED QUESTIONS CONT.

- Our event received \$2,500 last year. Are we guaranteed the same amount (or greater) this next year?
 - No. Each ACE Fund application is carefully considered each year, and prior recipients are not given preferences in the evaluation process.
 - This goes the other way too.... If you weren't granted funds last year, it does not necessarily mean you won't be this year!!



FREQUENTLY ASKED QUESTIONS CONT.

- This is not the first year of our event, however it is the first time we are applying for ACE funds. Can we only apply for Tier 3 funding?
 - No. If your event is brand new for the application year, than you will only be eligible for Tier 3 funding. Otherwise, you may apply for funding in any tier.

HAVE QUESTIONS?

For questions and more information, contact:

Tina Heidorn

ACE Fund Coordinator

801.535.6244

ACE@slcgov.com

www.slc.gov/mayor/ace-fund

