



2016 Signature Event Fund Guidelines

The Signature Event Fund (SEF) was established by Salt Lake City Mayor Ralph Becker and the Salt Lake City Council to provide funding to support community events in Salt Lake City. The fund is designed to support both larger events that provide significant economic and/or cultural contributions to the community and smaller community events that, due to their nature and scope, are unable to generate the needed revenue to cover presentation costs.

Over the past four years, sponsorships have been awarded to multiple events in amounts ranging from \$100 to \$15,000. Awardees are selected by the City's Signature Event Fund Committee, comprised of select City representatives. Each fiscal year, approximately \$170,000 is allocated to the Signature Event Fund. Distributions are categorized into a three-tiered system:

Tier 3	\$100 - \$5,000
Tier 2	\$5,001 - \$10,000
Tier 1	\$10,001 - \$15,000

The City encourages good cost management as an integral component of effective event management, as well as organizational and individual responsibility. Successful cost management will help events be more successful and allow for the City's Signature Event Fund Committee to determine eligibility to receive Signature Event funds.

SIGNATURE EVENT FUND ELIGIBILITY

Fundraisers, as well as private events not open to the public, are not eligible for Signature Event Fund sponsorship. Events that receive funding from the City's General Fund budgeting process or a non-competitive process are not eligible to receive Signature Event funding.

Organizers' payment history for previous events will be a determinant in whether or not an organization is eligible for future event sponsorship. If past event debts have not been reconciled with the City and/or event vendors at the time of submission of the Signature Event Fund application, the event is not eligible.

If an event applicant, event organizer or event itself has a history of sustained complaints from previous years from residents, event vendors and City staff, the event may not be eligible to receive Signature Event funding.

If an event applicant or event organizer has not met the City's Special Event Permit deadlines from previous years (including but not limited to deadlines for Parks reservations; General Liability Insurance Policy; the City's Special Use Agreement; the Salt Lake County Health Department's Mass Gathering and Food Handlers Permits; EMT Permits and other checklist items provided as part of the Special Event Permit process from the City), the event is not eligible for Signature Event funding.

Please note, a Special Event Permit application must be submitted at least 30 days in advance of the event date. The City highly urges good event planning and management techniques, and encourages Signature Event Fund applicants to submit a Special Event Permit application at least two-to-three months in advance of the event date.

Repeated violations of City Special Event and Salt Lake County Health Department requirements will negate an event organizer's eligibility to receive Signature Event funding.

IMPORTANT DATES

- Beginning of application period **September 17, 2015**
- Online applications due **October 30, 2015, 5 p.m.**
- Announcement of fund recipients **February 2016**
- Evaluation forms are due within **60 days** after each SEF-sponsored event

Please note all application entries must be submitted **online** at www.slcgov.com/signatureeventsfund. If an applicant is unable to make an online submission, please call 801-535-7928.

APPLICATION INFORMATION

First-year events will be eligible only for Tier 3 Signature Event funding. Recurring events do not automatically receive funds from a specific tier or receive any funds at all. Funds will only be granted to events that are already scheduled to take place. This means that all applicants should have a set date, time and location for their event.

Applicants hosting an event on public property for over 50 people are required to submit a City Special Event Permit application at least 30 days before the event. The City encourages applying for a Special Event Permit as early as possible. To learn more or to apply for a City Special Event Permit, visit www.slcgov.com/events-permitting. Please note, the City's Special Event Permit Office will need time to review and approve Special Event Permit applications. If an event requires the use of public space for over 50 people, and does not receive approval for a Special Event Permit from the City's Special Event Permit Office, Signature Event funds, if issued, will be retracted and the event will not be eligible to receive event funding.

The purpose of the Signature Event Fund is not to fund the entirety of an event but to provide funding support for qualified events and to assist with fees associated for City services accrued throughout the duration of the event. Some of these services may include but are not limited to traffic control by the City Police Department, trash and recycle pickup, property restoration, etc.

Determination of event activities in advance will provide your organization and the City with a clear plan to be used in the application process.

In the event a recipient chooses to decline Signature Event Funds that have already been allocated or decides to cancel the funded event, the funds will be redistributed, at the discretion of the Signature Event Funds Committee, to pre-existing Tier 2 or Tier 3 events.

The City encourages applicants to be creative and include details regarding elements and programs that are consistent with the City's goal to be the "best place to live, eat, work play and do business." For information on City goals and agenda, please see the Mayor's Livability Agenda, www.slcdocs.com/mayor/livability.pdf and Council Priorities, www.slccouncil.com/council-priorities-2015.

Organizations hosting multiple events must apply for each individual event.

SCORING CRITERIA

Members of the Signature Event Fund Committee review applications based on five criteria:

1. Budget plan and financial need for City services
2. Public benefit and community outreach
3. Economic impact
4. Relationship to the City's goals and vision
5. City sponsorship benefits

1. Budget Plan and Financial Need for City Services

Applicants must provide a detailed budget for each event. The budget should be realistic, comprehensive and carefully aligned with other aspects of the application. An estimate of needed City services, if any, should be included.

Applicants are encouraged to complete a [City Special Event Permit application](http://www.slcgov.com/events-permitting) form (www.slcgov.com/events-permitting). This will help determine any costs for City services. Applicants who apply each year for the same event with the same scope can include fee information from the previous year. If you have questions about City services or about applying for a City Special Event Permit, please email EventPermits@slcgov.com.

2. Public Benefit and Community Outreach

The following requests for information are included on the application form to verify that your event aligns with the City's goals and vision to be the "best place to live, eat, work, play and do business":

- a. Provide your mission statement
- b. Describe your event

- c. Describe your primary or target audience
 - a. Describe any strategies for increasing audience diversity, providing resources to at-risk communities or building community capacity.
- d. Explain how your organization will publicize the event and how your organization intends to maintain or grow its audience over the next year.

3. Economic Impact

Applicants must estimate the number of attendees expected at the event, as well as number of vendors and admission cost.

4. Relationship to the City's Goals and Vision

Applicants will be asked how their events relate to the City's goals.

5. City Sponsorship Benefit

Applicants will be asked to explain how (or if) their event will provide promotion of the City through event materials such as booth space, signage, stage announcements, social media, etc.

EVALUATION

SEF recipients will be required to turn in an evaluation within 60 days after their Signature Events Fund-sponsored events. The evaluation form can be found on the Signature Event Fund website in March of 2016, www.slcgov.com/signatureeventsfund.

For questions about the program, please email SEF@slcgov.com.