



City of Big Bear Lake, California

Administrative Instruction

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SUBJECT: COMMUNITY EVENTS GRANT POLICY

PURPOSE

The City Council recognizes that City grants can play a significant role in assisting local not-for-profit organizations in hosting a variety of community events. Many of these events provide a general community benefit by marketing the City to tourists, generating additional local taxes by bringing additional revenue to Big Bear Lake businesses, and by providing cultural enrichment to our residents and visitors. The purpose of this policy is to establish a consistent and equitable evaluation criteria for determining the appropriate use of City resources for the purpose of granting City funds and/or in-kind services for community events.

It should be noted that this policy, formerly known as the "Sponsorships for Special Events Policy", does not apply to the City's support provided to City Sponsored Signature Events ("Signature Events") that are not requesting monetary sponsorship (also referred to as Large-impact Major Special Events as defined in Development Code Chapter 17.13) such as the Fun Run and Tour de Big Bear events. Signature Events are those events that have previously demonstrated their significant economic benefit to the Community as a result of their documented large attendance combined with the fact that these events typically attract visitors that will book multiple night accommodations. The City's in-kind support of Signature Events will be determined annually as part of the Major Special Events application and approval process. Approved Signature Events must follow the Major Special Event Policy. If substantial changes are made to a Signature Event, it would no longer qualify for in-kind support through the Major Special Event permitting process. In order for that changed event to be eligible for in-kind services, the applicant would then need to submit an application during the annual grant award process as described in this policy. Significant deviations, such as proposed changes to the event venue(s), modifications to the site plan and/or changes to activities that may introduce new negative impacts to the neighborhood or community will be determined by the Planning Department.

In addition, this policy does not apply to City Sponsored Community Events such as the annual Fire Works Show, Halloween and Christmas in the Village events. Funding provided by way of this "Community Events Grant Policy", is intended to be used as seed money for new events.

POLICY

Grant awards of funds and/or in-kind services will be considered for events that are determined by the City Council to meet the general requirements, eligibility criteria and conditions listed below.

1. The applicant shall be a registered not-for-profit organization located in the Big Bear Valley and must submit evidence of Internal Revenue Code Section 501(c) status.

2. The applicant shall comply with all relevant City of Big Bear Lake regulations, including but not limited to, obtaining a Special Event Permit, a Business License and following all City waste reduction requirements. The approved Special Event Permit issued by the City's Planning Department must accompany the organizations event application. In addition, the applicant must comply with all applicable regulations for San Bernardino County food and beverage service and the California Department of Alcoholic Beverage Control.
3. The applicant shall provide a certificate of liability insurance to the City, in a form and amount, with an issuer, and with coverage and endorsements, deemed acceptable by the City. The applicant shall defend, indemnify, and hold harmless the City and its officials, officers, employees, contractors, and agents from and against any claims made with respect to the approval by the City of the applicant, the application, the event, and/or any permit or approval issued by the City with respect to any of the foregoing, regardless of the nature of any such claim.
4. The event shall be held within the Big Bear Valley.
5. The recipient of funds or in-kind services shall provide recognition that the City awarded a grant for this event. The applicant should provide their proposed marketing materials that would indicate how the City's logo would be incorporated into these documents. If marketing materials are not available at the time of sponsorship approval, the documents must be submitted before City support will be provided for the event.
6. Community event grants will not be awarded to any event for which the promoters and/or applicants receive compensation or remuneration of any kind from the event funds, either as an individual or as a business benefit.
7. The applicant shall provide a proposed budget for their event including estimated revenue and expenditures. In addition, the applicant shall provide the event's anticipated attendance and projected economic impact in the grant application packet.
8. Notwithstanding any provision in this Policy to the contrary, this Policy shall not preclude payment by event applicants or individuals responsible for conducting the event to third parties (i.e. to persons other than event applicants or individuals responsible for conducting the event) for services or goods provided for purposes of undertaking the event.
9. The event shall provide a general benefit to City residents and visitors, and shall not be organized around a specific political, religious, or ideological theme.
10. The applicant shall not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition or any condition related thereto, marital status, sex, or sexual orientation. Further, the organization and event shall conform to the requirements of the Americans with Disabilities Act.
11. The City of Big Bear Lake is accountable to the citizens it serves for ensuring appropriate use of funds and in-kind services, therefore:
 - a. Funding is not guaranteed to any group in any year.
 - b. Receipt of funding in a prior year should not be interpreted as a guarantee of future funding.

- c. Organizations which have received a City grant in the prior fiscal year must demonstrate that all the applicable requirements for the event were met in the past, in order to qualify for future grant awards by the City. Failure to provide proper documentation may jeopardize any future grant funding that may be available. The following items must be submitted to the Finance Department within 45 days after completion of the event.
 - i. A Final Narrative Report, describing the event, including number of participants, whether the objectives were met, and any issues that should be addressed or considered for the event in the future. The report shall also address estimated economic impacts of the event to the Big Bear Lake community, including estimated revenues from lodging, dining, shopping and other activities generated by the event.
 - ii. A Financial Report showing expenses and revenues generated, and disposition of any proceeds from the event.
 - iii. A copy of the promotional materials distributed in marketing the event.
- d. Beginning July 1, 2012 and continuing each fiscal year thereafter, no event will receive a cash grant of more than \$5,000 in any one fiscal year. In order to encourage event organizers to create events that will become self-supporting, the maximum grant award that can be requested in subsequent years will be reduced annually by 25% of the original cash award for the event. **For example,**
Initial grant request for “Event XYZ”:
Your Organization requested \$5,000
City Council awarded your event \$4,000 (original cash award)
Subsequent grant requests for “Event XYZ”:
Second request for “Event XYZ” cannot exceed \$3,000
Third request for “Event XYZ” cannot exceed \$2,000
Fourth request for “Event XYZ” cannot exceed \$1,000
- e. If an organization requests a grant that is approved by City Council, in the amount of \$500 or less, that event is eligible for that same grant amount for a period of no more than five years and will not be subject to the automatic 25% cash reduction process.

Grant funding is not guaranteed to any organization in any fiscal year. Organizations that receive grant funding in a prior fiscal year are not guaranteed future grant funding through this policy. An organization will no longer be eligible for a cash grant for their event after that event has received a total of four years of cash grant awards.

PROCEDURES

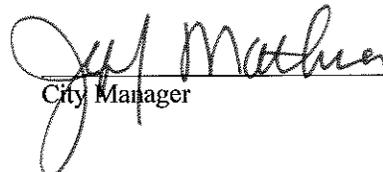
Each year during the annual budget process, the City Council will work with City management to consider budget priorities, determine the level of grant funding and/or City resources available in the upcoming fiscal budget for community events. Changes in budget priorities and/or economic factors may result in the need to reduce the grant pool allocation below the prior year funding level or deem

grant funding as unavailable in the upcoming fiscal year budget and/or limit the City resources available for event purposes.

Once the fiscal factors have been determined, the City Council will evaluate each application based on the events that most effectively meet the criteria set forth by this policy to determine whether to grant funding and/or resources to applicants and to what extent.

1. Applicants must thoroughly complete and submit a Community Events Grant Application (typically during the City's annual budget preparation process in the Spring) for events occurring in the upcoming fiscal year. Each year the budget workshop schedule varies so applications, submittal deadlines and current instructions will be posted on the City's website (www.citybigbearlake.com) once the budget calendar has been set.
2. Only one grant application requesting cash funding will be accepted per organization per fiscal year.
3. In the case of multiple grant applications that are competing for limited available funding and resources, consideration will be given to applications based on the following criteria:
 - a. Whether the event meets all the objectives and requirements of this policy.
 - b. The number of people who are expected to attend, participate in or benefit from the event.
 - c. Performance of each applicant in prior years, including demonstrated fiscal responsibility and compliance with applicable regulations and requirements.
 - d. The amount of grant funding and/or resources previously awarded to event in prior years.
 - e. The economic, social, philanthropic, and/or cultural benefits to the City of Big Bear Lake from the proposed event.
 - f. The amount of funding and/or resources requested as a proportion of the total cost of the event.

The City Council encourages a goal of self-sufficiency for all local organizations that host annual events. The City Council supports providing grant funding to organizations that have demonstrated their effectiveness in raising private funds. The City Council discourages an over-reliance on City financial assistance to continue hosting events on an ongoing basis. Therefore, all organizations requesting grant funds from the City should continue efforts to develop stable private funding sources. The City Council would like to encourage local not-for-profit organizations to propose new events, that will enhance economic development, are civic in nature and involve the entire community.

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City Manager Date 5/9/16