



Special Events Funding Application

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IMPORTANT DATES AND INSTRUCTIONS

Application Deadline

- ***By email: January 4, 2018 at noon***

Internal Review

- ***January- February***

Funding Decisions Announced

- ***Spring 2018***

Essential Information

- Events applying under this cycle **must take place between July 1, 2018 and June 30, 2019**, which is the City's upcoming fiscal year.
- Events applying for cash funding 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 funding 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 for the event and the fee to the Special Events Office **by January 22, 2018**.

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.

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

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").

Section Two – 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.

Section Three- Event Eligibility

Qualifying events:

1. Events that take place between July 1, 2018 and June 30, 2019. 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 a free component, 10% of revenue generated from the ticket price must be returned to the City.

Section Four- Event Ineligibility

Ineligible events:

1. Parades, marches, protests, rallies. (These are 1st Amendment-protected events that the City already provides support to in the form of police services and equipment).
2. Block parties.
3. Trade shows, conventions, conferences, workshops, etc.
4. Indoor ticketed concerts, shows, etc.
5. Annual luncheons, conferences, holiday parties, etc.
6. Class or family reunions.
7. School sporting events, athletic leagues, or other sporting tournaments.

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

Section Five- 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 Six- 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 Seven – Proposal Requirements

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

1. Executive Summary (limited to 300 words)

- a) **NEW!** Provide the name and email address of the main contact for the Event.
- b) Provide the name, title in the organization, and mailing address for the potential signatory to the funding contact.
- c) **NEW!** Provide a summary of the Event, the funding amount the applicant is requesting, and the percentage that the request is of the overall event budget.

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 proceeds may be required to 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 (Failure to comply with the following requirements may result in disqualification from funding)

- 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.
- 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.
- 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.
- e) **NEW!** If the Event serves alcohol, submit a statement that a temporary New York State Liquor Authority license will be obtained.
- f) Submit a statement agreeing that if required by the Rochester Police Department, a New York State licensed security company will be employed.
- g) **NEW!** The Director of Communications has adopted a policy concerning the requirement for a security deposit or unconditional line of credit ("Security") for Events that may have an impact on the community, may result in additional costs to the City, where the Event has not established a proven track record or for other reasons deemed to be in the City's best interests. It will be within the Director's sole discretion to determine whether an Event will be required to provide such Security, the amount of the Security and when the Security must be provided. See complete policy at www.cityofrochester.gov/eventpermit.

10. Funding Request

- a) Submit the amount of City funding the Event is seeking for Fiscal year 2018-2019.
- b) **NEW!** Explain the sponsor level the City will receive at that amount (ie title, presenting, supporting, etc).
- c) Provide a statement on how the Event intends to reduce reliance on City funding.

11. Other Funding Sources

- a) List and provide amounts for 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) **NEW!** Provide a comprehensive listing of the Event's promotion plan that will showcase the City as a sponsor of the event- including but not limited to: paid or in-kind advertising, social media posts, presence on event poster, presence in program, on event merchandise, extent of on site signage, mentions on stage at event, etc.

13. Detailed Event Budget (Attached)

- a) Fill out the attached budget form.

14. Completed "Page 3" of the Special Events Application (attached) & Event's Site Plan

- a) This application shall also include the attached Page 8, entitled "Required Event Information."
- b) Include a completed event site plan showing entrances/exits, stage, food, beverage, security placement, bathrooms etc.
- c) NOTE: applicants must submit the entire, COMPLETED special event application packet to the Office of Special Events by February 15, 2018.

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.

REQUIRED EVENT INFORMATION

You must complete all the fields below.

Name of Event: _____

Event Location: _____ Event Address: _____

Event Date(s): _____ to _____

Time of event: _____ AM/PM to _____ AM/PM

Set up time: _____ AM/PM Break down time: _____ AM/PM

Purpose of Event: _____

Applicant Name: * _____

Phone: _____ Cell Phone: _____ Address: _____

Email: _____ Event website: _____

Sponsoring Organization: _____

Organization Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Has the event been held in Rochester in previous years? Yes ☐ No ☐ If yes, date last held: _____

EVENT TYPE

Festival ☐

Moving Athletic Event (Race/Walk/Cycling) ☐

Parade/Motorcade ☐

Other ☐ If "other," specify: _____

LOCATION INFORMATION

FOR ALL EVENTS, please check all that apply:

Street: ☐

Sidewalk: ☐

Park: ☐

Trail: ☐

Other: ☐ _____

FOR MOVING ATHLETIC EVENTS & PARADES/MOTORCADES:

Written route is attached: ☐ Map of Route is attached: ☐

Place of Assembly: _____ Time of Assembly: _____ Step-Off/Start Time: _____

Place of Disbandment: _____ Time of Disbandment: _____

ATTENDANCE INFORMATION

ALL EVENTS: Estimated TOTAL Attendance (includes all attendees, participants, staff, vendors, spectators, etc): _____

FOR MOVING ATHLETIC EVENTS & PARADES/MOTORCADES: Number of participants: _____ Number of marshals: _____

FOR PARADES/MOTORCADES: Number of vehicles: _____ Number of units: _____

STREET CLOSURES

The City will ultimately decide if streets are closed for special events. See "Street Closure" & "Notification" section in worksheet for information on what applicants can do to show support for their event & subsequent street closure. The City will assist in determining the notification requirements that the applicant must make for the closure based upon event size, impact/reach, duration, event history, etc.

STREET NAME	FROM....	TO....	TIME CLOSED	TIME OPENED

***NOTE:** Applicant is also the responsible person/contact person for the City throughout the event's planning as well as on-site during the event.

