



SPECIAL EVENT PROMOTION GRANT PROGRAM GUIDELINES FISCAL YEAR 2019-2020 (July 1, 2019 to June 30, 2020)

Purpose:

The City of Boulder City recognizes the social and economic benefits from local special events. They can provide cultural enrichment, promote economic vitality, and enhance community identity. Special events may also provide funding opportunities for service organizations.

A Special Event Promotion Grant (“SEPG”) Program, funded annually through the City’s budget process, provides equal opportunity for all interested event organizers, and a reporting process that demonstrates transparency and accountability for public funds.

Overview:

The City’s SEPG program provides financial support to two categories of City of Boulder City-based special events:

- **Community & Charitable:** Serve or benefit locally-based organizations and causes, and call attention to, promote and/or provide recreational, cultural, social benefits to Boulder City residents.
- **Signature Events:** Large-scale events, based in the City of Boulder City, that call attention to and promote the City regionally, attract visitors as well as residents, and provide measurable economic benefits to the City of Boulder City.

I. SPECIAL EVENT SUPPORT:

- Grants will be available to reimburse 50% of eligible expenses (*defined below*) and not to exceed \$5,000.
- The following are eligible expenses for reimbursement:
 - Television advertising
 - Radio advertising
 - Newspaper, magazine (print) advertising
 - Marketing materials including posters, flyer, mail inserts
 - Promotional materials (e.g. t-shirts, key chains)
 - Graphic design and production costs
 - Internet advertising
 - Social media advertising

II. **ELIGIBILITY CRITERIA:**

To be eligible to receive City of Boulder City support, applicants must demonstrate that:

- All events take place within the City of Boulder City.
- The event is scheduled to take place between the Fiscal Year granting period (July 1, 2019 through June 30, 2020) and the exact date(s), time(s) and location within the City have been determined.
- The event is not financially dependent upon receiving City of Boulder City support.
- The event is sponsored, hosted and organized by a Boulder City based non-profit organization, or a community or neighborhood organization.
- The event is accessible to the community/public, but need not be free of charge.

The City of Boulder City will not provide support to:

- Individuals.
- Events that benefit for-profit enterprises.
- Events that serve a political purpose or are sponsored by political organizations.
- Event organizers and organizations that have not fulfilled previous City sponsorship or special event obligations or have an outstanding debt to the City of Boulder City.
- Invitation-only events that are not open to the general public.
- Eligible expenditures paid for prior to the City approving the grant.

III. **EVALUATION CRITERIA:**

After qualification, applications will be reviewed and evaluated based on the following criteria which is a non-exclusive list:

- Applications are 100% complete.
- The event directly or indirectly benefits the City of Boulder City community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
- The event benefits a Boulder City-based non-profit organization or City of Boulder City community or neighborhood association/organization.
- The event serves, involves, calls attention to and promotes the City of Boulder City, its residents, non-profits, schools and/or organizations.
- The event enhances the quality of life within the City of Boulder City with cultural, social, recreational or educational activities of interest to the community.

- Applicants provide a complete copy of the event budget with explanation of income and expenses.
- The event attracts visitors to the City of Boulder City. For applicants applying for consecutive years, the organization demonstrates visitor growth.
- The event calls attention to and promotes the City of Boulder City as a highly desirable place to live, visit, work, play and do business.
- If the applicant has received funding from the City in a prior year, they are able to demonstrate the event marketing expenditures have been increased by the utilization of additional advertising mediums.

IV. OTHER REQUIREMENTS:

- Successful applicants will be expected to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required. Applications that do not meet the requirements and are not submitted within the specified deadlines risk forfeiting their City Special Event Promotion support.
- Event organizers who are funded will be required to submit a post-event summary report providing receipts and proof of payment for reimbursement.
- Submit necessary reimbursement documents prior to fiscal year-end (June 30, 2020)