

## City of Hayward

### Special Event Support and Grant Program

#### I. Program Purpose

The City of Hayward recognizes the social and economic benefits that may result from special events. They can provide cultural enrichment, promote economic vitality, and enhance community identity. Special events may also provide funding opportunities for service organizations. Cooperation between the City, event organizers and sponsors, and the community is vital to successful events. As identified in the [Commitment for an Inclusive, Equitable, and Compassionate Community \(CIECC\) document](#), the City of Hayward will support community events designed to encourage inclusion and celebrate diversity in the Hayward community.

To continue to encourage special events in the City, a Special Event Support and Grant Program has been established to support qualified events through an annual application, review and funding process. The purpose of the Special Event Support and Grant Program (herein referred to as the "Program") is to provide funding support for qualified special events and to assist with the City fees associated with executing a special event in the City of Hayward. The Program is conducted once each fiscal year to align with the annual budget process. The Program is not intended to fund the entirety of a special event and Grant Awards shall not be awarded for the purpose of covering all a special event's associated costs. The Program will result in a granting process that provides equal opportunity for all interested event organizers, and a reporting process that demonstrates transparency and accountability for public funds.

#### II. Program Overview

Funding for the Program is subject to annual budget allocations. Based on the limited amount of funding available, applications will be reviewed in consideration of all application submissions, and the submission of a complete application does not guarantee funding. The City reserves the right to accept or reject any or all applications received. Successful applicants will receive grant funds not to exceed a set amount based on the criteria established below.

A Special Event is defined as any planned activity that requires the use of public property which is not within the normal and ordinary use of the property or which, by nature of the activity, may have a greater impact on City services or resources, neighborhoods, businesses or the community as a whole than would have occurred had the activity not taken place, including but not limited to, parades, gatherings, arts and crafts shows/fairs, festivals, and athletic events, car shows, musical or cultural events.

#### III. Funding

The City expects to receive more applications and/or requests for grant support amounts in excess of what it can provide. There is no guarantee that the City will be able to provide all, part, or any of the financial support requested by each applicant. Applicants should not make commitments based on the expectation of receiving City support. Recurring events do not

automatically receive funding each year; event organizers of recurring events must apply each year to be considered.

The City of Hayward Special Event Support and Grant Program provides financial support to three categories of events. Events meeting the requirements listed below may receive funding for the identified category up to the identified category amount. In no case will grant award amounts exceed 20 percent (20%) of the total estimated event cost.

1. **New Events** – Up to \$10,000 cash Grant may be awarded to an event.
  - a. A new event may receive the new event amount for one year. This increased grant amount recognizes the need for a new event to have expanded marketing and promotion to attract attendees to the first-year events
  - b. A “New Event” is defined as an event that has been newly established and had been initially developed within no more than three years of the date of the first grant request to the City. An event previously located outside the City of Hayward but moving to a location within the City for the first time is considered a new event. A change of location within the City does not classify the event as “new” for the purposes of eligibility for this grant.
2. **Classic Event** – Up to \$7,500 cash Grant may be awarded to an event.
  - a. A “Classic Event” is defined as an event that has previously taken place at least five consecutive years from the current year of grant request.
3. **Signature Event** – Up to \$5,000 cash Grant may be awarded to an event.
  - a. A “signature Event” is defined as an event that has taken place less than five years from the current year of grant request.
  - b. Upon the completion of the 5<sup>th</sup> consecutive year of an event taking place, a Signature event will be reclassified as a Classic Event.

**Fee Waivers** – All events that are awarded funding through the Special Event Support and Grant Program will receive a fee waiver for the event.

1. Fee waivers apply to the Street Event Permit fee only.
2. Direct costs including but not limited to staff time such as required Police presence, City Maintenance crews, etc. outside of the normal amount required for an event are not eligible for fee waiver or reduction under this policy.

#### IV. Eligibility Criteria

To be eligible to receive City of Hayward support, applicants must:

1. Submit an application by the deadline stated, in the format required, and are 100% complete. Applications that are late, incomplete, or do not fully comply with the instructions will be disqualified and will not be considered.
2. Application submittal packets shall include the following:
  - a. Include a copy of the complete event budget with an explanation of projected income and expenses.
    - i. Total estimated event costs shall not include valuations for volunteer hours for planning or implementing the event or in-kind city services and may not include payment or reimbursement for applicant-provided

resources, such as office space, staff and other operational expenses. Total costs shall include expenses to be paid directly by the organizer to third party vendors.

- b. Include Performance measures for the event such as:
  - i. Anticipated Attendance
  - ii. Anticipated Number of Hotel rooms booked
  - iii. Number of Volunteers and Volunteer hours
  - iv. Description of how the event meets the goals of the CIECC Commitment policy
- c. Event Organizers must demonstrate:
  - i. Event takes place within the City of Hayward
  - ii. The event is not financially dependent upon receiving City of Hayward support. Organizers must include information in the event budget regarding other sources of income for the event. In no case will a City Grant award exceed 20 percent (20%) of the total estimated event costs.
  - iii. The event is accessible to the community/public.
  - iv. The event is a free event. Ticketed events will not receive City event grant support.
  - v. The event is scheduled to take place between the Fiscal Year granting period and the date(s), time(s) and location with the City have been determined.
  - vi. The applicant has no outstanding debt due to the City of Hayward at the time of the application period.
  - vii. The event organizers and organizations have fulfilled previous City support or special event MOU obligations.
3. Include non-profit name and tax ID number if event is organized by a non-profit.
4. Certify that the organization requesting funding does not discriminate on the basis of a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

#### V. Ineligible requests

The City of Hayward will not provide support to:

1. Ticketed Events
2. Individuals
3. Events that benefit for-profit enterprises
4. Events that serve a political purpose or are sponsored by political organizations.
5. Events that serve a religious purpose or are sponsored by religious organizations.
6. Event organizers and organizations that have not fulfilled previous City Support or special event obligations or have an outstanding debt to the City of Hayward at the time of the application period.
7. Invitation-only events that are not open to the general public.

## VI. Application Process

All applicants must submit the appropriate documents during the designated application submittal period prior to the desired event date to be considered for this Program. Applicants will be notified as to the status of their Special Event Support application after the review period is completed.

1. Call for Applications – On the second Monday of January, the City shall open its annual Call for Applications for the Program for special events seeking program support from July 1 – June 30 of the upcoming fiscal year. During the first year of this new program, applications will also be accepted for those events taking place from January – July.
2. Final Application Submission – To qualify for consideration to receive City special event support, all applications must be submitted electronically by 11:59 pm (PST) March 31. All applications must include an event budget, cover letter and detailed information for the event for evaluation, based on the listed criteria below.
3. Award Recommendation – All applications will be reviewed by the Special Event Support and Grant staff committee based on the Evaluation Criteria established for the different Event Categories and will make funding and support recommendations to the City Council for review and approval. Final funding amounts will be dependent on the total number of requests received and available annual budget allocations.

## VII. Evaluation criteria

### **New Events (Up to \$10,000)**

Eligible applications in this category will be reviewed and evaluated based on the criteria below. Application will be ranked dependent upon how event organizers address these criteria in the submitted application.

1. The event directly or indirectly benefits the City of Hayward community, cause-related or non-profit organizations, offering educational, cultural or arts experiences, or providing recreational or social activities.
2. The event addresses the goals of the CIECC Commitment Policy
3. The event benefits a City of Hayward based non-profit organization or community or neighborhood association/organization.
4. The event serves, involves, call attention to and promotes the City of Hayward, its residents, youth, non-profits, schools and/or organizations.
5. The event enhances the quality of life within the City of Hayward with cultural, social, recreational or educational activities of interest to the community.
6. The event attracts visitors to the City of Hayward.
7. A Promotion and Marketing plan has been created the event.
8. The event budget for the event is included. Indicate the percentage of requested city funding in relation to other sponsors supporting the event.

9. Include a notification plan for residents and businesses located within and near the event enclosure.
10. Indicate performance measures to be collected and included in the post event report, such as attendance, incident logs, economic impact, hotel occupancy, local business feedback.
11. Additional consideration will be given to organizations celebrating an anniversary or grand opening.

**Classic Events (Up to \$7,500) and Signature Events (Up to \$5,000)**

Eligible applications in this category will be reviewed and evaluated based on the criteria below. Application will be ranked dependent upon how event organizers address these criteria in the submitted application.

1. The event directly or indirectly benefits the City of Hayward community, cause-related or non-profit organizations, offering educational, cultural or arts experiences, or providing recreational or social activities.
2. The event addresses the goals of the CIECC Commitment Policy
3. The event benefits a City of Hayward based non-profit organization or community or neighborhood association/organization.
4. The event serves, involves, call attention to and promotes the City of Hayward, its residents, youth, non-profits, schools and/or organizations.
5. The event enhances the quality of life within the City of Hayward with cultural, social, recreational or educational activities of interest to the community.
6. The event attracts visitors to the City of Hayward.
7. A Promotion and Marketing plan has been created the event. A focus of the plan should include driving visitors and tourists to the City of Hayward. How will the event promote the City of Hayward as a highly desirable place to live, visit, work, play and do business.
8. Include Event attendance numbers for past events.
9. The event budget for the event is included. Indicate the percentage of requested city funding in relation to other sponsors supporting the event.
10. Include a notification plan for residents and businesses located within and near the event enclosure.
11. Indicate performance measures to be collected and included in the post event report, such as attendance, incident logs, economic impact, hotel occupancy, local business feedback.

VIII. Other requirements

1. Grant Agreement if funding is awarded – If an event is awarded a Special Event Grant, the sponsoring organization will be required to enter into a Grant Agreement with the City of Hayward.
  - a. The payment schedule of grant awards will be stated in the Grant Agreement.
    - i. All Grant awards will include a minimum of a 10% hold back that can not be issued until grantee has meet all post event requirements as listed in the Grant Agreement.

- b. All grant agreements will include a requirement for grantees to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required.
  - c. Applicants must obtain all other necessary permits including but not limited to business license, health permit, fire permit and liquor license.
  - d. Grant Awardees that do not meet the requirements and are not submitted within the specified deadlines as laid out in the Grant Agreement risk forfeiting their City Special Event Support and Grant.
  - e. Should the event not be held, all grant money received from the City of Hayward for the event must be returned immediately.
2. Please note that integration of the City's logo and the City's support of the event are required in all marketing in order to receive grant funding. Grantees will be required to coordinate with the City's Community and Media Relations Division regarding use of the City's logo and to collaborate on marketing the event through City social media outlets.
  3. The event applicant, if approved to receive funding and/or support from the City of Hayward, must provide a detailed post event reports within 30 days after the event for analysis by the City of Hayward. Analysis elements may include economic/and or social impact on the community, review of hotel occupancy levels, incident logs, financial summary with specifics on actual revenue and expenditures and the number of spectators attending the event. These requirements of the post event analysis will be identified in the Grant Agreement.
  4. The event applicant is required to maintain a comprehensive media log and advertising affidavit for both paid and unpaid advertising.
  5. Support for a special event may be revoked at any time if it is determined that the event does not fit within the Eligibility Criteria, or the event applicant falsified information provided to the Program.