

RESOLUTION NO. 24-147 C.S.

A RESOLUTION OF THE COUNCIL OF THE CITY OF MONTEREY

AMENDING RESOLUTION 19-023 TO UPDATE THE SPECIAL EVENT SUPPORT PROGRAM GUIDELINES

WHEREAS, the City recognizes that substantial community benefits may result from special events in the City of Monterey as they can provide social, cultural, educational and recreational enrichment, promote economic vitality, community identity, and civic pride, and may also provide funding opportunities for service organizations;

WHEREAS, the Special Event Support Program was first enacted with the adoption of Resolution 15-24. The current Special Event Support Program Guidelines were approved by the Council in February 2019 with Resolution 19-023;

WHEREAS, the proposed revisions in the Special Event Support Program Guidelines will allow the City of Monterey to promote special events in the City by providing assistance to cover city-related costs associated with holding an event in Monterey and also allowing the City to be fiscally responsible with public funds; and

WHEREAS, The City of Monterey determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA)(CCR, Title 14, Chapter 3 ("CEQA Guidelines), Article 20, Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or any reasonably foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MONTEREY that the above recitals are true and correct and are hereby incorporated and adopted as findings of the City Council as if fully set forth herein.

NOW, THEREFORE, BE IT FURTHER RESOLVED BY THE COUNCIL OF THE CITY OF MONTEREY that it hereby adopts the SESP guidelines, as revised and attached hereto as Exhibit A, to update applicant eligibility criteria.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF MONTEREY this 3rd day of September, 2024, by the following vote:

AYES:	3	COUNCILMEMBERS:	Garcia, Haffa, Smith
NOES:	0	COUNCILMEMBERS:	None
ABSENT:	2	COUNCILMEMBERS:	Barber, Williamson
ABSTAIN:	0	COUNCILMEMBERS:	None

APPROVED:

ATTEST:

Signed by:

Tyler Williamson

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Mayor of said City

DocuSigned by:



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City Clerk thereof



SPECIAL EVENTS SUPPORT PROGRAM GUIDELINES

The City of Monterey 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.

Purpose:

A Special Event Support Program (SESP), funded annually through the City's budget process, with clearly defined goals, criteria, and metrics, 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.

Overview:

Funding is subject to budget constraints. 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 at a set amount based on an evaluation of the event budget, the estimate of City fees, and the estimated economic benefit the event will bring to the City. Most successful applicants will receive an amount of grant funding that correlates to the amount of City fees the applicant is expected to pay. The City's SESP provides financial support to two categories of special events held in the City:

- **Charitable:** Events held by non-profit organizations qualified under 501(c)(3) or (c)(6) of the Internal Revenue Code, including but not limited to a qualified educational institutions, that serve the City of Monterey community.
- **Community:** Applicant does not need to maintain non-profit status for consideration of grant funding for this category of events that are free, open to the public, call attention to, promote and/or provide recreational, cultural, and/or social benefits to Monterey residents.

I. ELIGIBILITY CRITERIA:**To be eligible to receive City of Monterey support, applicants must:**

- A. Submit a completed application by the deadline stated and in the format required.. Applications that are late, incomplete, or do not fully comply with the instructions will be disqualified and will not be considered.
- B. Applicants that received grant funding in any prior funding cycles must have complied with all reporting requirements to be considered for future grants.
- C. Include a copy of the complete event budget with an explanation of projected income and expenses.
- D. Include proposed promotion/marketing plan and performance measures.
- E. Include non-profit tax ID number if the event is organized by a non-profit.
- F. Demonstrate that the special event will take place in the City of Monterey.
- G. Demonstrate that the event is scheduled to take place between the Fiscal Year granting period (July 1 through June 30) and the date(s), time(s) and location within the City have been determined.
- H. Demonstrate that the event will take place without consideration of SESP funding and that the event is not financially dependent upon receiving City of Monterey financial support.
- I. State that the applicant has no outstanding debt due to the City of Monterey at the time of the application.
- J. Agree that the event will be compliant with the Americans with Disability Act and be accessible to the community/public but need not be free of charge.
- K. Acknowledge that participation in the organization and event requesting funding not be predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.
- L. Agree to sign a funding agreement, within 14 days of receipt, if funding is awarded. The funding agreement requires event organizers to submit a post-event report within 60 days of their event and outlines measurable objectives and performance measures for evaluating the event's marketing and economic impact, and the City's right to audit records that evidence such performance measures. Additionally, the funding agreement requires the organization to post a sign at their event with the City logo, indicating: "This event is funded in part by a grant from the City of Monterey."
- M. Obtain a Business License for the event if required by the Finance Department and provide a new Vendor Record Form
- N. Qualified applicants or their designee are required to attend an interview with the SESP panel. The interview consists of a verbal presentation from the applicant and responses to panelist questions. Applicants will be notified of the date and time for the presentations.

II. **INELIGIBILITY:**

The City of Monterey will not provide support to:

- A. Individuals.
- B. Organizations or programs whose primary purpose is to act on behalf of, in support of, or in opposition to any political candidate, ballot measure, or political position.
- C. Events that serve a religious purpose. Note: religious or sectarian organizations are not excluded from consideration; however, the event must: (1) serve a clearly secular public purpose; and (2) the event must have a primary effect that neither advances nor inhibits religion.
- D. Event organizers and organizations that have not fulfilled previous City sponsorship or special event obligations or have an outstanding debt to the City of Monterey at the time of the application period.
- E. Invitation-only events that are not open to the general public.
- F. Applicants involved in active litigation with the City and/or have active code enforcement violations.

III. **EVALUATION CRITERIA:**

Eligible applications will be reviewed and evaluated based on the following criteria:

- A. The event directly or indirectly benefits the City of Monterey community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
- B. The event benefits a City of Monterey or Monterey county-based non-profit organization or City of Monterey community or neighborhood association/organization.
- C. The event serves, involves, calls attention to and promotes the City of Monterey, its residents, youth, non-profits, schools and/or organizations.
- D. The event enhances the quality of life within the City of Monterey with cultural, social, recreational or educational activities of interest to the community.
- E. The event attracts visitors to the City of Monterey.
- F. The quality of the promotion/marketing plan, budget and performance measures.
- G. The event calls attention to and promotes the City of Monterey as a highly desirable place to live, visit, work, play and do business.

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 support.

Should the event not be held, all grant money received from the SESP must be returned immediately.

V. 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. Thus, 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.

NO LATE APPLICATIONS WILL BE ACCEPTED