

Community Special Events Co-Sponsorship Program

CITY OF WATSONVILLE PARKS AND COMMUNITY SERVICES DEPARTMENT

1/27/22

Agenda

- A. Introductions
- B. Program Background
- C. Review of Policy/Call for Applications
- D. Questions

Introductions

- Name
- Organization
- What is your hope for our community in providing Community Special Events?

Program Background

Purpose: The City recognizes the value of partnering with other agencies and organizations in providing services that benefit the community and its residents. In an effort to provide support for organizations providing community special events, specific guidelines have been established for determining when City fees may be reduced or waived and when an event may be considered for sponsorship.

Program Launched in FY 2019/2020

Paused for 2020/2021

Resumed in 2021/2022 (funds still available)

Definition of a Special Event

Any planned activity that requires use of public property, by 50 or more people, 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. The Special Events Committee shall determine whether or not an activity is considered a special event.

Event Requirements

Eligible

- Events that are free and open to the whole community
- Take place within City limits
- Scheduled to take place between July 1 and June 30 of the fiscal year for which funding is available and the exact date(s), time(s) and location(s) within Watsonville have been determined
- Events that are financially independent of City of Watsonville funding

Not Eligible

- Events where an admission fee is charged or are designed for attendance by only a specific population
- Takes place outside the City limits
- Is scheduled to occur outside the funding period.
- No exact dates are set
- Private functions
- Events that are primarily a fundraiser or charitable in nature
- Events that are financially dependent on receiving City of Watsonville support
- Events that serve a political purpose

Sponsoring Organization Requirements

Eligible

- Not-for-profit organizations and non-profit entities that have a documented federal 501(c) (3) status or a similar, non-profit status under state law.
- Based inside the Watsonville city limits (unless the demonstrated benefits are primarily to the residents of Watsonville).
- Meet all special event application processing deadlines

Not Eligible

- Individuals, private enterprises or for profit commercial ventures, political parties, lobby groups or religious groups
- Have outstanding debt owed to the City
- Organizations who have not satisfactorily fulfilled their obligations following previous fee reductions, waivers or other event requirements

Other Requirements

- Cannot be for retroactive funding – (Current FY applications will still be considered for sponsorship).
- Event organizers must submit a Post Event Report to the City within 30 days following the event.

Selection Criteria

In evaluating the priority of the application, preference will be given to events that:

- Raise the profile of Watsonville through prominent acknowledgement of its support and assistance in event marketing materials and at the event itself.
- Have a high number of expected attendees.
- Address City Council priorities and adopted General Plan policies.
- Benefit the residents of Watsonville.
- Contain an education component.
- Create revenue-generating opportunities for local businesses.
- Are reoccurring.
- Involve more than one Watsonville community group (in event organization and/or participation).
- Commit to tracking event attendance and vendor sales.

Other Considerations

- Scheduling and use of City facilities are subject to the availability of the requested facilities. Sponsored events do not have preference over City programs and activities or previous commitments to third parties.
- Fee reductions and waivers may be revoked if:
 - Event sponsor fails to comply with City requirements and deadlines as determined by the event's Special Event Application and Permit.
 - Changes to the status of the event and/or event sponsor occur causing it to no longer be eligible
- Applicants are required to adhere to all applicable rules, regulations, laws, and ordinances of the City of Watsonville and other applicable governmental entities.
- Applicants that fail to abide by the policy and procedures set forth in this document will be ineligible to request fee waivers or fee reductions for a period of at least one year.

Level of Assistance Available

Tier	Fee Reduction/Waiver
Tier I	Maximum of 50% of City fees or \$5,000, whichever is higher
Tier II	Maximum of 50% of City fees or \$2,000, whichever is higher
Tier III	Maximum of 50% of City fees or \$1,000, whichever is higher
Tier IV	Maximum of 50% of City fees or \$500, whichever is higher

- Event Tiers: Special Events shall be categorized by tiers, dependent on scope and complexity.
 - Tier I: Typically highly attended events that involve street closures *and* police presence and/or a Caltrans Encroachment Permit.
 - Tier II: Typically medium scale events that involve either street closures *or* police presence, but not both.
 - Tier III: Typically small-scale events that do not involve street closures or police presence.
 - Tier IV: Typically a facility rental in which all activities are contained within a facility/building.
- Total Funding Available: \$15,000

Application

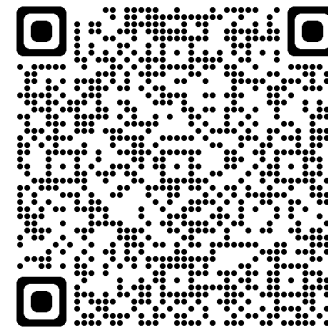
Only complete applications will be considered for funding.

Application questions are directly related to the Selection Criteria

Must submit:

- The organization's IRS 501(c)3 determination letter
- Financial statements from the prior year's event (if applicable)
- The proposed budget for the current year's event. Applicants sponsoring an event for the first time will only be required to submit the current year's proposed budget.
- Special Event Application

Application Link: <https://forms.gle/yvEUByLNV8ANTkYV9>



Timeline

January 14, 2022	Call for Applications Released
January 27, 2022 6:30 PM	Informational Meeting for Event Organizers
February 25, 2022 5:00 PM	Applications Due. Applications received after this deadline may be considered for sponsorship, if funds are available.
March 18, 2022	Awards Announced

- Must complete online application by the deadline to be considered for initial round of sponsorship.
- Additional special event sponsor requests submitted outside of the Call for Applications period may be considered, if funds are available.

For More Information...

www.watsonvillerec.com

[Community Special Event Sponsorship | Watsonville \(cityofwatsonville.org\)](#)

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Questions?
