



FY2020-2021 Special Events Sponsorship Program

for Festivals, Parades, and Community Celebrations

Application Deadline: Friday, March 6, 2020 at 12:00 p.m.

Overview and Goals

The Special Events Sponsorship Program (SESP) offers financial assistance to support large-scale special events in the City of Fremont. These events include festivals, parades, and community celebrations that require services of the Police Department, Fire Department and/or the Street Maintenance Division on the day(s) of the event. SESP awards are made once a year through a competitive application and review process. The program aims to foster successful high-impact community events that:

1. Enhance economic development;
2. Encourage community participation;
3. Promote arts and cultural growth; and
4. Provide a rich variety of festivities for residents and visitors.

The program is not intended to support events where the primary purpose is fundraising for a cause. The SESP awards are meant to partially offset the cost of city services by providing financial support for events. Award amounts may vary per event per year. Organizers could request up to 50% of the anticipated total event cost or 100% of the anticipated cost of city services, whichever is higher. Award amounts may be less than the amount requested.

Administration

The Fremont Police Department manages the administrative process of the SESP, as the department also manages the permitting process for high-impact special events in the City. The special event sponsorship application and the special event permit application will be processed together in Spring of each year for events taking place in the upcoming fiscal year.

The SESP applications will be reviewed by a sub-committee of the Fremont City Council, and/or by a committee appointed by the Council.

Funding and Grant Use Restrictions

The amount of available funding may vary per year depending on economic outlook and available resources. Past grant awards are no assurance of future awards. Available funds are subject to City Council approval of the FY2020-21 Operating Budget. The City may terminate the program at any time due to unforeseen circumstances.

Grant funds must be used for event-related expenses only and not for a previous year's operating deficit, administrative costs, or other organizational costs unrelated to production of the event or for any capital equipment purchases. No part of the grant shall be used to promote or inhibit religion nor for any political advocacy.

Eligibility

To be considered for the SESP, the event and the event organizer must meet **ALL** of the following eligibility criteria. Note that meeting the below criteria does not guarantee event sponsorship. Eligible events must submit an application to the SESP each year. Final funding decision and award amount are determined by the SESP Decision Committee. Applications will be rejected if **ANY** of the following criteria is not met:

- **Event Criteria**
 - Event takes place between July 1, 2020 and June 30, 2021 in the City of Fremont;
 - Event is not conducted primarily as a fundraiser for a cause, and is not intended to convey a religious message nor advocate a political position;
 - Event must support all four of the SESP program goals;
 - Event must require the use of City services on the day(s) of the event. City services include those from Police, Fire, or Street Maintenance;
 - Event must have other sources of funding sufficient to cover at least 50% of all anticipated event-related expenses;
- **Event Organizer (Organization) Criteria**
 - Event organizer must be in good standing with the City of Fremont;
 - Event organizer must be a legally registered 501c(3) non-profit organization or 501c(6) business entity;
 - Event organizer must have a valid City of Fremont business tax certificate, or a Fremont business tax exemption from the City's Finance Department; and
 - Event organizer must be established with at least one year of successful history with the City of Fremont; new events hosted by new organizers are not eligible until year two.
 - Successful history is further defined as those that have adhered to all special event permitting conditions and fulfillment of all event obligations, including payment to vendors and the City of Fremont. In addition, organizer's events are those that have not resulted in an adverse impact in the community, such as the receipt of significant complaints from residents or businesses.

Application Requirement

To be considered for an award, a complete special event sponsorship program (SESP) application per event per fiscal year must be submitted together with the special event permit application. Refer to the separate [application checklist](#) for information about each required document. Note that events applying for SESP is subject to an earlier deadline for the special event permit application. **Partial, incomplete or late applications will not be considered.** A complete application packet consists:

1. [Special Event Sponsorship Program \(SESP\) Application](#);
2. [Special Event Permit Application for High Impact Events](#);
 - a. Includes all relevant documents required for the Special Event Permit Application such as site plan, parking plan, traffic plan, tent and stage application and questionnaire, as applicable.
 - b. Payment for the Special Event Permit Application must be paid at the time of submission.
3. Copy of organization's financial statements for the prior two years;
4. Copy of valid 501c(3) or 501c(6) registration from the IRS;
5. Copy of valid City of Fremont business tax certificate for 501c(6) organizations, or confirmation of Fremont business tax exemption for 501c(3) organizations from the Finance Department.

2020 – 2021 Special Event Sponsorship Program Timeline

Description	Date
SESP Opens for Application	Tuesday, January 7, 2020
SESP Application and Special Event Permit Application/Payment Due	Friday, March 6, 2020 at 12:00 p.m. PT
Review and scoring of SESP Applications	March - April 2020
Announcement of Funding Decision and Award Amount	May - June 2020
Sponsorship payment made to applicant	After July 1, 2020
Final Report Due for Grantees	90 days after event

Application Process

All application documents and special event permit payments must be submitted together in one packet to the **Plans and Permit Counter** either 1) in-person or 2) by mail to:

City of Fremont Development Services Center
ATTN: Special Event Unit
39550 Liberty Street
Fremont, CA 94538

There is no cost to apply to SESP, however, application and payment for the *Special Event Permit* is due at time of SESP application submission. Refer to www.fremont.gov/specialevents for more information on the Special Event Permit. Make check payable to **City of Fremont**

If submitting in-person, the Plans and Permit Counter is opened Monday – Thursday: 8 a.m. - 4 p.m. and Friday: 8 a.m. – Noon. The counter is closed on holidays. The counter accepts check, cash, or credit card.

If submitting by mail, the application packet, including check payment, must be received (not merely postmarked) by the deadline.

Applicants are strongly encouraged to submit their applications early - no later than 7 days prior to the deadline - to give themselves ample time to resolve any unexpected issues and to confirm the City's receipt of the application prior to the deadline. Applicants are also encouraged to submit the application in-person, as the counter representative can confirm receipt of all necessary documents for the application to be considered complete. Incomplete applications will be not accepted.

Public Nature of Application Materials

Applications submitted for SESP become the property of the City of Fremont and shall be regarded as public records, with the exception of those elements in the application which are defined by the applicant as business or trade secrets and designated as Confidential, Trade Secret, or Proprietary. These elements are not required and not encouraged to be included in the application. The City shall not in any way be liable or responsible for the disclosure of any such application or portions thereof, if they are not designated as Confidential, Trade Secret, or Proprietary or if the disclosure is required under the Public Records Act. If an organization wishes to designate elements of the application as confidential, business or trade secret, they must submit a letter at the time of application identifying the specific

sections of their application that should be defined as such. Although the California Public Records Act recognizes that certain information may be protected from disclosure, the City may not be in a position to establish that the information that an applicant submits is protected. If a request is made for information marked Confidential, Trade Secret, or Proprietary, the City will provide the applicant who submitted the information with reasonable notice to allow the applicant to seek protection from disclosure by a court of competent jurisdiction.

Evaluation Criteria

SESP Applications will be evaluated according to the following criteria, in the context of the applicant's overall goals and the purpose and goals of the Special Event Sponsorship Program:

- **Event Narrative and Significance - 50% (Section 2 of application)**
 - Clarity of the event's nature, structure and vision and how well the event relates to the applicant's mission, purpose and goals.
 - How well the event components demonstrate support of SESP program goals:
 1. Enhance economic development;
 2. Encourage community participation;
 3. Promote arts and cultural growth; and
 4. Provide a rich variety of festivities for residents and visitors.

- **Financial Capabilities and Event Execution – 50% (Sections 3 of application)**
 - Ability to produce a profitable or break-even event measured on a cash basis;
 - Extent of diversified financial support and in-kind contributions and/or volunteer resources used to leverage the City's grant funding;
 - Ability and experience in producing a well-planned and safe event;
 - Depth of managerial and organizational capacity.

Rating System

When evaluating each criterion, members of the decision committee will use the following 10-point scale, which is then translated to the appropriate weight for each criterion. An application must receive an overall score of at least 7 points for funding consideration.

- **Exceptionally Responsive (9 –10 points)**
 - Considerably exceeds expectations;
 - Demonstrates historical proof that performance is or will be outstanding;
 - Strongly merits funding.
- **Very Responsive (7 - 8 points)**
 - Meets and somewhat exceeds expectations;
 - Criterion is successfully fulfilled, and performance is above the norm;
 - Merits funding.
- **Basically Responsive (5 - 6 points)**
 - Meets the generally accepted standards of the criterion;
 - Needs improvement in order to merit any funding.
- **Minimally Responsive (3 - 4 points)**
 - Weak response to the criterion;
 - Does not demonstrate that performance meets generally accepted standards;
 - Does not merit funding.
- **Unresponsive (0 – 2 points)**

- Fails to meet the criterion;
- Does not merit funding.

Appeals

An applicant may file an appeal of the SESP Decision Committee's funding decision only if it is based on one of the following circumstances:

- Required application materials that were submitted by the deadline were omitted from the materials the Committee considered during the review process;
- A member of the Committee did not recuse her/himself even though s/he had a conflict of interest, as such term is defined under state law, in relation to an applicant, which should have resulted in the council member's recusal from evaluating the application or participating in a discussion regarding the applicant.

The Committee will not consider appeals based on any other circumstances, including but not limited to:

- Correcting applicant errors and omissions in the application or review process;
- Information received after the application deadline;
- Disagreements about the merits of the application relative to others the Committee considered.

Applicants must submit their appeals in writing to the City Manager's Office within the specified time period after funding notifications have been sent. The notification will specify the deadline to file an appeal.

Final Report

SESP grantees must submit a Final Report for the event on a City-provided form (to include a post-event evaluation, attendance and final budget) no later than 90 days after the event is held. Grantees must be current on filing required reports before they can receive grant funding.

Acknowledging City Support

Grant recipients must acknowledge the City's financial support in all appropriate materials and media. The acknowledgement should read, "Supported in part by the City of Fremont" or similar language, unless the City is a part of a list of supporters. In the latter case, the acknowledgement may say simply City of Fremont. Grantees must display the City's logo whenever other sponsor logos are displayed, and in accordance with City logo use guidelines.

Contact

For questions regarding the Special Event Sponsorship Program or the permitting process for high-impact special events, contact:

Amy Gee
Management Analyst, Public Affairs
Fremont Police Department
(510) 790-6967
agee@fremont.gov