



FY 2021-2022 Special Events Sponsorship Program

for Festivals, Parades, and Community Celebrations

Application Deadline: Friday, May 14, 2021 at 12:00 p.m. PT

Late and/or incomplete submissions will not be accepted.

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. When funds are available and as approved, SESP awards will be 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 and any awards are subject to Council approval and/or the availability of funding.

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. 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, 2021 and June 30, 2022 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 application checklist below 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 SESP application packet consists all documents required for the Sponsorship Program as well as the Special Event Permit. Refer to the next section for a complete checklist of documents required.

FY 2021 – 2022 Special Event Sponsorship (SESP) Application Checklist

Items 1-4 are related to the sponsorship application, and items 5 – 15 are related to the event permit application. For consideration of event sponsorship, all required documents for sponsorship and permit are due together by **Friday, May 14, 2021 at 12:00 p.m.** Incomplete applications will not be accepted.

- 1. **Special Event Sponsorship Program (SESP) Application**
- 2. **Event Organizer Financial Statement and Tax Return for prior two (2) years: Calendar Year 2020 and Calendar Year 2019.** If 2020 Tax Return has not be filed, the City will accept Year 2019 and 2018.
- 3. **Copy of currently valid 501c(3) or 501c(6) registration from the IRS**
- 4. 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 City’s Finance Department
 - It is the applicant’s responsibility to obtain tax exemption confirmation from the Finance Department (email confirmation is acceptable.)
- 5. **Special Event Permit Application for High Impact Events**
 - All sections must be completed; answers such as “same/TBD” are not acceptable.
- 6. **Event Program** to include times, list of activities, and name of anticipated special VIPs or guests.
- 7. **Event Venue Contract/Permission**, if applicable, indicating property usage permission.
- 8.1. **Event Site Plan** (Special Event Permit Application Attachment A) that clearly indicates set up of event, stages, bleachers, tents, canopies, booths, rides, portable toilets, location of storm drains, trash/recycling/compost receptables, and other equipment or set up.
 - 8.2. **Tent(s) & Stage(s) Plan** required for stages, grandstands, bleachers, special seating, enclosed tents > 400 ft, or open tents > 700 feet.
 - 8.3. **California Engineer Approved/Stamped Plan** (drawing with specifications and measurements) for the event with pertinent information on tents/stages/bleachers, etc., including details on connecting ramps, rotary devices, and/or lifts.
 - 8.4. **Note:** If a tent/stage permit is required, applicants must use the City's online [Citizen Access portal](#) by May 14, 2021 to submit such requests. Additional materials and fees apply. Contact: Barbara Yee–Charlson, (510) 494-4561, Byee-Charlson@fremont.gov.
- 9. **Traffic Plan/Road Detour Plan** (Special Event Permit Application Attachment B), if applicable, must indicate road closures, location of cones/barricades, available entry points, and flow of traffic. If shuttles are used, the traffic plan must also indicate type, route, frequency, and drop-off location(s). Traffic plan for road closures must be developed from one of the City’s approved Traffic Vendors.
- 10.1. **Parking Plan** (Special Event Permit Application Attachment C) that indicates parking availability, location of emergency vehicle access, disabled parking, and any available bicycle parking or ride drop-off designated area.
 - 10.2. If private parking lots are used, **written permission** from the property is required.

- 11. **Vendor Information** (Special Event Permit Application Attachment D) must include all anticipated major vendors, particularly those serving the event, such as those for stages, security, portable toilets, etc. Business vendors participating at the event can be added two weeks prior to the event.
 - 12. **Public Safety and Crowd Management Plan**, required for 1,000+ attendance.
 - 13. **Private Security Plan**, if private security firm will be hired for the event.
 - 14. **Daily ABC License Application** required if alcohol is served.
 - 15. **COVID Response Plan**: Describe COVID measurements in place during the event, including the number of staff, their location(s) and duties assigned specifically to manage such measurements.
 - Special Event Permit Application Fee of \$200** (Waived for those who applied in FY 2020-2021)
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The following materials can be submitted at time of application submission. If pending, they can be submitted at a later time. Applicants will be notified of the submission deadline for these documents.

- 16. **Finalized Event Program including confirmed VIP Guests**
- 17.1 **Certificate of Insurance** for the event with at least \$1 million liability insurance.
 - 17.2 **Additional Insured Endorsement** for the event explicitly listing the City of Fremont as additional insured.
 - 17.3 **Certificate(s) of Insurance** for each carnival ride vendor, if applicable, with at least \$1 million liability insurance and all rides explicitly listed.
 - 17.4 **Additional Insured Endorsement** from carnival ride insurance explicitly listing the event organizer and the City of Fremont as additional insured.
- 18. **Alameda County Health Permit** required if food is served.
- 19. **Approved Daily ABC License** required if alcohol is served.
- 20. **Written Notification** to nearby businesses and residents regarding impact of event, road closures, and/or parking.
- 21. **Vendor Contract(s)** for major services, such as stages, security, portable toilets, trash, etc.
- 22.1. **Vendors List** including information on all participating vendors.
 - 22.2. **Temporary tax license fee(s)** for applicable vendors.
- 23. **Personnel List**, if applicable, listing those operating carnival rides or managing kids activities.
- 24. **Event Deposit**, if applicable.
- 25. **Other information** or materials as determined necessary by the City.

FY 2021 – 2022 Special Event Sponsorship (SESP) Program Timeline

Description	Date
SESP Opens for Application	Wednesday, April 28, 2021
SESP Application & Special Event Permit Application Due	Friday, May 14, 2021 at 12:00 p.m. PT
SESP Committee Review and Scoring of Applications	By end of May
Proposed Council Review and Approval Date	June 2021
Sponsorship payment made to applicant	After July 1, 2021
Final Report Due for Grantees	90 days after event

Application Process

All documents must be submitted together via one of the following options.

Option 1: Email Submission – send all application materials in a single email to:

- **Recipients:** Amy Gee: agee@fremont.gov **AND**
Barbara Yee- Charlson: BYee-Charlson@fremont.gov
 - Please be sure to include both Amy and Barbara on your email
 - You may wish to CC yourself to confirm the email has been successfully sent
- **Email Subject:** 2021 SESP Application for Fill in name of your event
 - e.g. 2021 SESP Application for 4th of July Parade
- **Email Body:** Indicate this is an email submission of application materials for the 2021 SESP and special event permit for your event. Include the total number of attachments, a list of all documents, and your contact information.
- **Attachments:** Label all attachments according to document number and name on the application check list.
 - e.g. 1. Special Event Sponsorship Application, 2. Event Organizer Financial Statements and Tax Returns, 3. 501c3 Registration, 4. City of Fremont Business Tax Certificate, or 4. City of Fremont Tax Exemption, 5. Special Event Permit Application, 6. Event Program, 7. Event Venue Permission, 8.1 Event Site Plan, 8.2 Tent and Stage Plan, 8.3 CA Engineer Approved Plan, 9. Traffic Plan, 10. Parking Plan, 10.1 Parking Plan, 10.2. Parking Lot Written Permission, 11. Vendor Information, 12. Public Safety and Crowd Plan, 13. Private Security Plan, 14. Daily ABC License Application, 15. COVID Response Plan
 - Files may also be uploaded individually to a platform (e.g. dropbox) where a download link is provided within the email. Please note all files must be uploaded individually and clearly labeled with the document number and name.
 - Only **PDF** documents and **PNG/JPG/JPEG** image files are accepted. Other file types are not accepted.
- **Important:** City of Fremont Staff have the ability to receive emails attachments up to a total of approximately 90 mb in size. If your total file size is greater than 90mb, consider uploading your documents to a platform or choose paper submission.
- **Email must be sent & successfully received by Friday, May 14, 2021 at 12:00 p.m. PT.** Sometimes it takes several minutes for an email to be delivered, especially for an email with multiple attachments. Your email is not considered received until a confirmation has been emailed by either Amy or Barbara.

Option 2: Paper Submission

All application documents must be mailed together in one packet to the **Development Services Center***:

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

*The application packet must be received (not merely postmarked) by the deadline.

Note about Application Deadline

Applicants are strongly encouraged to submit their applications early to give themselves ample time to resolve any unexpected issues and to confirm the City's receipt of the application prior to the deadline. Incomplete applications will be not accepted.

Fees

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. Due to cancellation of the sponsorship program and all major events in FY 2020-2021, the special event permit application fee will be waived for those who applied last year but did not received a permit. Refer to www.fremont.gov/specialevents for more information on the Special Event Permit. If your event requires a stage or tent permit, additional documents and fees apply. Stage and tent permit and inspection fees cannot be waived.

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 designed 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, Fremont Police Department
Phone: (510) 790-6967, Email: agee@fremont.gov

For questions regarding stage and tent permits, contact:

- Barbara Yee-Charlson, Permit Technician, Development Services Center
Phone: (510) 494-4561, Email: Byee-Charlson@fremont.gov