



Special Event Grant Application Program

FY 2023 - 24 Information

The City of Solvang (City) recognizes the social and economic benefits associated with special events. **The opportunity to apply will open on February 1, 2023. The application deadline is March 31, 2023. This application period is for events that take place July 1, 2023, through June 30, 2024.** The following types of Solvang-based events are eligible to apply:

1. **Community and Charitable-** Serve or benefit locally based organizations and causes and/or provide recreational, cultural, social benefits to Solvang residents. Solvang-based 501(c)3 nonprofit organizations and events that serve the Solvang community specifically. These events pay or incur City of Solvang fees through the Special Event Permit process.
2. **Economic Benefit Events** - Large-scale events, based in Solvang, that promote Solvang regionally, attract visitors, and provide measurable, economic benefits to the City. Economic Benefit Events must demonstrate the following:
 - The event does or can attract visitors from throughout Southern, Central and Northern California and other regions.
 - It must have at least 3,000 participants throughout the event.
 - The event organizers have a strategic, measurable marketing plan and can immediately produce the plan and metrics from past years upon the City's request.
 - Event organizers must clearly demonstrate how the event will provide substantive and measurable economic benefits to the City by supporting tourism, generating hotel room nights, supporting local business, and providing measurable exposure.

Types of Special Event Support

A. Community and Charitable— Grants may be awarded and set at levels that correlate to the amount of City fees the applicant is expected to pay. Successful applicants may be awarded grants in the form of credits toward their City fees. The City does not provide cash to these grant awardees. Grants awarded may but should not be expected to cover all of an event organizer's costs/fees associated with City oversight. If an awardee incurs fees higher than the grant award, they will owe the City the difference. If the awardee's costs are lower than was projected during the grant award process, the City will retain the difference.

The application review process will consider the size and scope of the event and how well it meets the program's evaluation criteria. The City *may* require an agreement with grant awardees in this category. All agreements will include right to audit language and that the organizer submit an event conclusion report, which includes the event's balance sheet and income statement.

B. Economic Benefit Events – Grants will be available at set, not-to-exceed levels based upon an evaluation of the event budget, the estimate of City fees, and the estimated economic benefits to the City. The City's financial support should represent no more than 25 percent of the overall event expenditure budget. All agreements will include right to audit language. All economic benefit events will be required to submit objectives and performance measures from the previous year's event with the application. This will assist in evaluating the event's marketing and economic impact.

Eligibility Criteria

To be eligible to receive City support, applicants must demonstrate that:

- The entire Community and Charitable event take place within Solvang. All, or a majority of, the economic development event takes place within Solvang.
- The event is scheduled to take place between July 1, 2023, and June 30, 2024, and the exact date(s), time(s) and location (within Solvang) have been determined.
- The event is not financially dependent on receiving City support.
- The event is sponsored, hosted and organized by a Solvang or Santa Barbara County-based 501(c)3 non-profit organization or a Solvang community or neighborhood organization.
- The applicant has no outstanding debt due to the City of Solvang.
- The event does not need to be free of charge but should be accessible to the entire community/public.

Additional requirements for Economic Benefit Events:

- The event does or can attract visitors from throughout Southern, Central and Northern California and other regions.
- It must have at least 3,000 participants throughout the event.
- The event organizers have a strategic, measurable marketing plan and can immediately produce the plan and metrics from past years upon the City's request.
- Event organizers must clearly demonstrate how the event will provide substantive and measurable economic benefits to the City by supporting tourism, generating hotel room nights, supporting local business, and providing measurable exposure.

Ineligibility

The City will not provide financial support to:

- Events that benefit for-profit enterprises.
- Events that serve a political purpose or are sponsored by political organizations.
- Event organizers and organizations that have not fulfilled previous City sponsorship or special event obligations or have an outstanding debt to the City of Solvang.
- Individuals.
- Invitation-only events; those not open to the general public.

Qualification Criteria

To qualify to be considered to receive City special event support, all applications must comply with the following:

- Applications submitted on time and are 100 percent complete. Applicants who do not fully comply with the instructions will not be considered.
- ALL events must include a copy of the complete event budget, which clearly states the anticipated revenues and expenditures. Potential City support should not be listed as a revenue line item.
- Must demonstrate strong financial management over the event, including cost effectiveness.
- Only one event per application; however, there is no limit to the number of applications an organization can submit.
- Economic Benefit Event applications must provide a post-event report on measurable objectives and performance numbers at the conclusion of their event.

Evaluation Criteria

A. Community & Charitable Events

Applications will be reviewed and evaluated based on the following criteria:

- The event serves, involves, and / or promotes Solvang, its residents, schools and/or businesses.
- The event directly or indirectly benefits the Solvang community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
- The event benefits a Solvang or Santa Barbara County-based non-profit organization or Solvang community or neighborhood organization.
- The event pays City fees.

B. Economic Benefit Events

Applications will be reviewed and evaluated based on the following criteria:

- The event delivers substantive and measurable economic benefits to the City.
- The event organizers utilize strategic and measurable marketing practices in planning and implementing the event. These measurables will be included on the application and a post-event performance report will be required at the conclusion of your event.
- The event enhances the quality of life within Solvang with cultural, social or educational activities of interest to the community.
- The event attracts visitors to Solvang from all regional markets.
- The event promotes Solvang as a highly desirable place to visit, recreate, live and work.
- The event directly or indirectly benefits or promotes Solvang businesses.
- The submitted post-event measurable objectives and performance measures must demonstrate how the event will provide substantive and measurable economic benefits to the City.

Other Requirements

Successful applicants—under both Community and Charitable and Economic Benefit events—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.

Economic Benefit Event Recipients Only:

Economic Benefit event grant recipients must agree to provide the event’s financial statements and allow the City to conduct its own review of them, if requested.

Additional Information

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 on the expectation of receiving City support. Recurring events do not automatically receive funding. Economic Benefit Grants are provided based on analysis of related City fees and economic benefits the City will derive from the event. All applications received by the deadline will be evaluated based on the eligibility, qualification and evaluation criteria and requirements as outlined. Recommendations will be forward to the City Council for final review and approval. The City Council can approve, amend or deny any recommendation.