

Love Your City Event Grant Policy

A. Purpose of the Funds

Love Your City Event ("LYCE") Grants are intended to support the start of new events that have not been done in the City before. Goals of the LYCE Grant program include bringing new event ideas, in partnership with local organizations (co-creators) to enhance the quality of life of Hampton residents and visitors through quality public gatherings.

B. Eligible Applicants

The Grant process is open to non-profit organizations with a designated tax exempt status under section 501(c)(3) of the United States Internal Revenue Code, and projects must be nonsectarian in nature.

C. Eligible Projects

LYCE Grant projects may entail a wide range of activities that are new to the City, built on strengths of the community, inclusive of a broad range of audiences, and further the strategic objectives of the City in becoming a place of choice to live, work and play.

Organizations are encouraged to think creatively about what will be a successful, manageable event, and with whom they may partner to accomplish their work while applying the LYCE component.

Grants are intended to be "seed money" to help establish a new event and attract new audiences. Similar events that have been held in the last five years within the City are not eligible to apply for this grant. (The exception to this provision is if the event is on the 2nd year of a two year grant award. See Section F.) As "seed money," this grant is not intended to be long-term funding.

Size of Event: This is a grant program intended for smaller events that occur in one day attracting less than 5,000 people. (Attendance parameters are determined by location and special event permitting requirements). Organizations wishing to partner with the City on larger multi-day events are encouraged to contact the Parks, Recreation and Leisure Services Department ("PRLS") or the City Manager's Office to explore ideas.

The initiative should address an existing concern (e.g., prevention, Citizen involvement and action, public education and awareness, beautification, etc.), or provide new, never-seen-before additions to the City's existing programs--new events, exposure to new arts, legacy projects, and eye-opening experiences and lasting impressions designed to encourage everyone "Choose Hampton."

D. Grant Review Criteria

Final approval of grant applications is decided by City Council. The Neighborhood Commission's Community Appearance, Pride and Image Committee ("CAPI") will make recommendations to City Council as to whether an application should be approved.

Staff advisors to the CAPI for LYCE grant applications is a team including an Assistant City Manager, Special Events staff from PRLS, a Neighborhood Services Staff Member, the Deputy Director of PRLS, and/or the LYCE Coordinator from the City Manager's Office.

Grant applications include the following forms:

- City special event permit application
- Love Your City Event Grant application

Completed Grant applications will be assessed for the following elements:

- A location within the City of Hampton that is accessible to and for the benefit of the general public;
- Contribution to the sense of Hampton's community and character;
- Family-friendly themes and activities;
- Initiatives that do not conflict with, or duplicate existing City services or programs, including dates and timing of the same or similar offerings; and
- Sound event plan, as defined by:
 - minimum of two (2) years' experience in event planning or working with an experienced event planner;
 - adequate lead time for event;
 - adequate manning and financial resources to execute plan;
 - availability of requested dates at City venues;
 - appropriate business licenses, state corporation documentation and EIN;
 - Key partnerships that may help to support the continuation of the event in future years; and
 - Marketing Strategy (include timeline).

E. Special Event Permit

Grant recipients are required to adhere to all requirements in the special event permitting process.

F. Funding

- Maximum Funds:** A maximum of \$10,000 in LYCE Grants funds may be invested in each project or event, either in the form of a single year grant of \$10,000 or a two-year grant of up to \$5,000 each year. (Again, this Grant program is intended for smaller events. Organizations wishing to partner with the City on larger multi-day events are encouraged to contact the Parks, Recreation & Leisure Services Department.)
- Open Grant Limit:** Organizations may have only one active LYCE Grant project underway at any time.
- Annual Project Limit:** LYCE Grant awards are limited to one award per year per organization.

- d. Budget Limits:** The City reserves the right to limit the amount of the grant funds where necessary for budgeted items of food, beverages, and any other individual activities.
- e. Annual Funding Limits:** Funding decisions are based on available funding in the current fiscal year (between July 1 and June 30). Annual funding for the LYCE Grant is \$50,000. As such, early application submissions are encouraged.
- f. Funding Restrictions:** Grant funds cannot be used to purchase:
 - i. alcoholic beverages
 - ii. cash give-a-ways, gift cards, prizes
pre- and post-activities (*i.e.*, meals)
 - iii. purchase of equipment (rentals are permitted)
 - iv. personal expenses (*i.e.*, mileage, travel related expenses)
 - v. honoraria: non-contracted monetary donation to parties associated with the event (*i.e.*, guest speakers).
- g. Fiscal Responsibility:** Applicants must ensure that funds are used solely for the awarded LYCE project.

G. Award of Funds

The CAPI Committee will recommend a funding amount it believes is appropriate for each qualified event, which may result in a recommendation to allocate less than the total amount budgeted for the program year. Final reports are due no later than 45 days after grant project completion. All funding allocations are subject to the availability of funds.

Fifty percent (50%) of the total awarded funding will be provided at least thirty days in advance of the event, with the remaining amount released no later than thirty days after completion of the event.

In addition to the grant award, recipients also will receive the following fee waivers where applicable.

1. The City Special Event application fee of \$50.00.
2. City park or facility rental.

H. Matching Requirements

Organizations receiving LYCE Grant funds must demonstrate matching resources for at least 25% of the value of the total awarded grant funds. For example, if the City provides a \$10,000 grant, the applicant must demonstrate match resources of at least \$2,500 in equally valued resources. The match provided must have a direct relationship with the project being undertaken and may be demonstrated in sponsorships, donations, and volunteer labor for the day(s) of the event.

I. Committee & Staff Review

After a complete grant application is submitted, Special Events staff will:

1. Review the packet for completeness;
2. Request any additional information from the applicant; and
3. Forward the updated or complete application to the Staff Review Committee.

The Staff Review Committee then will:

1. Review the application to ensure it abides by the guiding principles and policies of the City and the Commission;
2. Contact the organization with any questions or requests for additional information;
3. Forward the application to the CAPI Committee for review and recommendation. The application will include a staff review form that includes a recommendation and justification. The CAPI Committee meets monthly on the third Wednesday.
4. Forward the CAPI Committee recommendation and grant application to City Council for approval shortly thereafter, either the next or following Friday.

J. Role of CAPI Committee

The CAPI Committee's role in reviewing LYCE grant application is to partner with the City Manager's Office by providing recommendations to City Council. The CAPI Committee is being used as a review board for LYCE Grants because of its expertise in grant reviews, community partnerships and events. By utilizing the CAPI Committee in this way, the LYCE Grant Program includes citizen input via an existing process.

K. Application Review

Once staff reviews the final application, it is submitted to the CAPI Committee. The Committee may choose to meet with the applicant at least once to discuss the project and request the applicant answer any concerns regarding the planning, scope, or nature of the project.

At least one consultation with the Staff Review Team may be required as described in the review process. In addition, the Staff Review Team also may be able to assist the applicant in identifying challenges that may be faced in implementing the project, connecting with organizations doing similar projects, and identifying other possible resources.

L. Recurring Requests

The intent of the LYCE Grant Program is to encourage new events; however previous recipients are eligible to reapply within the parameters set forth in this policy.

M. Additional/Contingency Funding

No additional funding will be provided by the City above the awarded amount. Organizations are encouraged to budget carefully and account for any potential contingency needs that may arise.

N. Media and Credit Requirements

The grantee must include the following credit line in all promotional and marketing materials related to this grant including websites, news and press releases, public service announcements, broadcast media, event programs, and publications: **"With the support of the City of Hampton Love Your City Event Grant Program."** The grantee also must use the city's logo in marketing and publicity

materials, including but not limited to newsletters, press releases, brochures, fliers, websites or any other materials for dissemination to the media or general public.

O. Timeline

Grant applications will be accepted on a continuous basis, with quarterly deadlines, until funding for the fiscal year is depleted. Deadlines are established by the City of Hampton.