

WORK SESSION AGENDA

ITEM NO. 6



CONVENTION AND VISITORS BUREAU

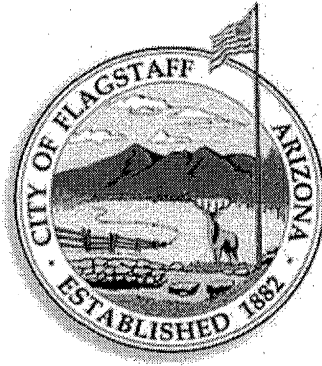
211 West Aspen Avenue ▲ Flagstaff, Arizona 86001-5399 USA

Memo

To: City of Flagstaff Mayor and City Council, City Clerk's Office
From: Heather Ainardi, Acting CVB Director *HA*
CC: Kevin Burke, Jim Wine, Barbara Goodrich, Brian Grube
Date: 1/6/2009
Re: Special Event Funding Process Update

In an effort to update the 'Agency Event Funding Request Process' the Event Review Committee has revised the event funding request rules and application form. Updates were reviewed by the City Attorney's Office which provided legal considerations for funding special events. In addition to reviewing the guidelines, the Event Review Committee has developed a matrix to effectively evaluate multiple criteria for events. This will assist in consistent assessment and funding recommendations.

Staff will present the revised document to Council during the January 13th work session in order to assist with future funding decisions.



CITY OF FLAGSTAFF AGENCY EVENT FUNDING REQUEST PROCESS

Deleted: Effective 11/01/07

The City of Flagstaff may fund agencies/organizations (applicants) upon their completion of the 'Special Event Funding Request Form' on either a one-time or ongoing basis. The City of Flagstaff is looking for events that will:

- > Demonstrate a commitment to the quality of life for the community
- > Benefit both City of Flagstaff residents and visitors,
- > Increase tourism to the City
- > Be a new or expanded event for the City of Flagstaff
- > Demonstrate an opportunity for growth and/or enhancement
- > Have a broad reach to a diverse audience
- > Be held at a public venue within the City limits or provide a direct impact to the City of Flagstaff
- > Demonstrate an ability to generate collaborative partnerships
- > Be provided at low or no cost for general public to attend (entrance fee)

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Each of these factors will be evaluated and applicants should specifically address these aspects in the application.

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This process generally does not fund community service activities (United Way, FACTS, etc.) or program activities (summer camps, classes, after-school activities, workshops, conferences, etc.).

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An applicant may only receive funds from the City of Flagstaff once. If an applicant is receiving City funding either directly or indirectly (United Way, Flagstaff Cultural Partners, etc.) this process cannot be used.

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Requests for one-time funding can be received throughout the year; however the request must be made three months in advance of the event as awards are only made on a quarterly basis. The maximum request amount is \$5,000.

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Agency Event Funding Request Rules

Revised 1/6/2009

Ongoing funding requests will only be considered annually for the following fiscal year. Requests for on-going funding must be received by January 31 to be considered for funding at the start of the next fiscal year, July 1. An on-going request must be filed for both new requests and agencies currently receiving event funding. Annual requests may be for any dollar amount; however the applicant needs to be aware that the City can only fund requests greater than \$15,000 after the City has completed a formal bid solicitation process and the applicant is determined to be the successful bidder.

Requests received by any member of the City Council or by City staff will be referred to a member of the Event Review Committee. The Event Review Committee member will either reference the applicant to the online application or send them a copy of these instructions and application via email or hardcopy.

Upon the receipt of a completed application, the chair of the Event Review Committee will convene the group. The Committee is comprised of representatives from the Recreation Section, the Convention and Visitors Bureau, and the Finance Section.

The Event Review Committee will evaluate the application and work directly with the applicant for clarification or additional information needed to make a determination.

The Event Review Committee will bring all one-time requests and the recommendation to the Council on a quarterly basis, assuming requests have been made within that quarter. The applicant will be notified of the Event Review Committee recommendation and the scheduled date for Council presentation. Upon Council approval of a funded request, funds will be released within 30 days of invoice.

The Event Review Committee will bring all ongoing event funding requests to the Budget Committee to review as part of the budget process for initial review and determination for budget inclusion. The result of these applications and recommendations will be presented to Council during the Council budget presentations.

Deleted: A public service announcement will be made around November every year notifying the public of the process to request ongoing or one-time funding from the City of Flagstaff.

These instructions and the application form can be found on the City website.

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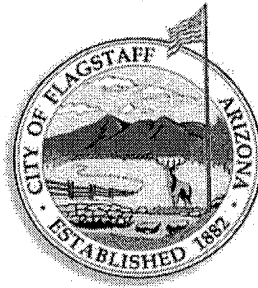
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New _____
Existing _____

1X _____
Ongoing _____



CITY OF FLAGSTAFF SPECIAL EVENT FUNDING REQUEST FORM

Applicant can only receive funds from the City once. If an applicant is receiving City funding either directly or indirectly (United Way, Flagstaff Cultural Partners, etc.) this process can not be used.

Date _____

Name of Special Event _____

Name of Organization (if applicable) _____

Contact Person _____

Address _____

Telephone Number _____

Email Address _____

Event Date _____

Please provide a brief description of the event in the space provided below.

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Amount of Funding Requested _____

Did your event receive funding from the City of Flagstaff during FY09 (7/1/08-6/30/09)?

Yes _____ No _____

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If yes, what was the amount requested and what was the amount awarded?

Requested _____ Awarded _____

What is the overall budget for this event? _____

Please list other funding sources and amounts in the space provided below.

Based on the amount requested above, what will these funds specifically go toward?

Applicant may be asked to meet with and/or provide other documentation based on further evaluation with the Event Review Committee. Award is subject to City Council approval.

Please submit form to Heather Ainardi, City of Flagstaff Convention & Visitors Bureau; hainardi@ci.flagstaff.az.us fax: 928-556-1305 phone: 928-779-7645

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Special Event Funding Request – Review Matrix

Organizational Name: _____ Past FY Funding? Yes No Amount: \$ _____

Event Name: _____ Event Date: _____

Special Event	<input type="checkbox"/> Yes <input type="checkbox"/> No	0 Points	1 point	2 points	3 points	4 points	5 points	Total
Within City Limits		<input type="checkbox"/> No			<input type="checkbox"/> Yes			
New or Expanded Event		<input type="checkbox"/> No			<input type="checkbox"/> Yes			
Commitment to Quality of Life		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Benefit both Residents and Visitors		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Increase Tourism		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Opportunity for Growth/Expansion		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Generate Collaborative Partnerships		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Broad and Diverse Audience		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
TOTAL:								

Recommend Funding: Yes No Amount: \$ _____

Evaluator Name: _____ Date: _____

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