



City of San Marcos

Policy for City Support of Arts and Public Event Grants

August 20, 2024

Purpose



- Presentation regarding the 2019 Public Events Policy, proposed changes regarding City support of public events to be implemented in FY25, the grant request process, and provide direction to the City Manager.

Introduction – 2019 Public Events Policy



Who

- City receives requests from outside organizations and agencies to support events/programs in San Marcos.

What

- City seeks to support events providing public purpose through cultural and educational enrichments, celebrating diversity, history, and heritage, enhancing pride and positive image in our community, and endorsing economic vitality.

Why

- Policy for outside organizations creates a transparent, consistent and equal process for event organizers and staff to follow.

Overview - Public Events Policy



- City of San Marcos awards grants annually for events/programs that bring people together to celebrate and enjoy different forms of artistic expression, music, food, sports and traditions in San Marcos. Funding is dependent upon eligibility and the availability of funds as approved annually in the city budget.
- The process is created to provide an equitable opportunity for those seeking City support for arts and cultural programs, activities and events.
- Staff is seeking approval for the change in policy from 2019 Policy.

Public Events Policy History



- **December 12, 2018** – Staff presentation regarding the proposed City-Sponsored Event program and seeking direction to form a policy.
- **June 4, 2019** – Staff presentation of the City Support of Public Events policy.
- **September 17, 2019** – Council approval of the policy.
- **August 20, 2024** – Proposal of a new City Support of Arts, Community and Public Events Policy to replace the previous policy as adopted in 2019. This policy includes all event and program grant types for equality purposes.

Event Support Types – 2019 Policy



- **Grant**
 - Monetary contribution from the City to support Events/Programs with significant community benefit.
- **In-kind Donation**
 - City's staff hours, services, or resources in return for certain benefits. Does not include monetary funding.
- **Sponsorship**
 - Consists solely of financial support (Grants) limited to funds approved in the City's annual budget. Events created by non-City agencies.
- **Partnership**
 - May consist of City staff hours, resources, services, and/or financial support (Grants). Event organizers must reimburse the City of San Marcos for 100% of costs in excess of the support level authorized.

Event Support Types - 2025 Policy



- **Grant**

- Monetary contribution from the City to support Events/Programs with significant community benefit **and/or tourism impact.**

- **In-kind ~~Donation Resources~~**

- ~~City's staff hours, services, or resources~~ parkland for Signature Events. ~~in return for certain benefits.~~ Does not include monetary funding.

- ~~**Sponsorship**~~

- ~~Consists solely of financial support (Grants) limited to funds approved in the City's annual budget. Events created by non-City agencies.~~

- ~~**Partnership**~~

- ~~May consist of City staff hours, resources, services, and/or financial support (Grants). Event organizers must reimburse the City of San Marcos for 100% of costs in excess of the support level authorized.~~

Funding Sources



- **Hotel Occupancy Tax (HOT) fund**
 - HOT funds must be used to directly enhance and promote tourism and the hotel and convention industry in San Marcos. State law sets the rules on how this money may be spent.
 - Fifteen percent of the grant award must be used for paid advertising outside a 50-mile radius of the San Marcos city limits.
- **General fund**
 - Projects/events that have artistic and cultural value but may not attract overnight visitors.
 - Projects/events must enhance the arts and benefit San Marcos residents.
 - Paid advertising is not required.

Request Process - 2019 Policy



- **Mass Gathering Events**
 - Available to for-profits and non-profits
 - Submit Proposal to City Management
 - Considered on a case-by-case basis
 - Up to 30% funding of budget (in-kind included)
- **Community Events**
 - Available to non-profits
 - Recurring community event
 - Up to 30% funding of budget (in-kind included)
 - Arts and Cultural application annual process

Request Process - 2025 Policy



- ~~Mass Gathering Arts and Public~~ **Events (HOT)**
 - Available to for-profits and non-profits
 - ~~Submit Proposal to City Management~~ On-line annual process
 - ~~Considered on a case-by-case basis~~ Annual competitive process
 - Up to 50% funding of ~~budget~~ actual expenses (no in-kind)
- **Arts, Cultural, Classic and Community Events (GF)**
 - Available to non-profits
 - Recurring community event/program
 - Up to ~~30%~~ 50% funding of ~~budget~~ actual expenses (no in-kind)
 - Arts, Cultural and **Public Events** application annual process

2025 Grant Application Process



Annual process

- Window opens once per year in July/August for all grant types.
(exception: new impactful event grant and historical grant)

New online grants portal

- Applicants can apply, review their submissions, and follow their grant's progress online in our new grant management software.

Mandatory Workshops

- Inform applicants of process changes
- Special Events staff in attendance to answer permit questions

2025 Grant Funding Categories



Public Event Grants

- **Signature Event Grant** – HOT and General fund
 - Exclusive San Marcos event
 - Attendance of 5,000 or more; at least 50% visitors
 - Proven successful event for three consecutive years
- **Classic Event Grant** – General fund
 - Recurring community event with limited artistic qualities
- **Impactful Event Grant** – HOT fund
 - Exclusive San Marcos event
 - Attendance of 5,000 or more; at least 50% visitors

2025 Grant Funding Categories continued



Arts and Cultural Grants

- **Tourism Grant** – Hotel Occupancy Tax (HOT) fund
 - Projects with artistic and cultural value visitors and residents
- **Community Grant** - General fund
 - Projects with artistic and cultural value but may not attract overnight visitors
- **Spark Grant** - HOT fund
 - Projects with artistic and cultural value visitors and residents for newer applicants with smaller funding needs

Historic and Heritage Grant

- New funding program - HOT fund



Next steps

- Briefing at August 20 Council Work Session
- Adopt policy at September 3, 2024, City Council meeting
- New policy effective for the FY2025 budget year



Council Direction

- Consensus to move forward with new Public Events policy?

Questions and Discussion