



City Support of Public Events Policy Worksession June 4, 2019

the ask...

Staff is seeking direction
from Council to move
forward with the policy
adoption for the *City
Support of Public Events*



Event Worksession



Introduction



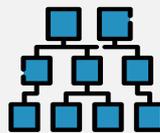
Define Event terms



General Guidelines

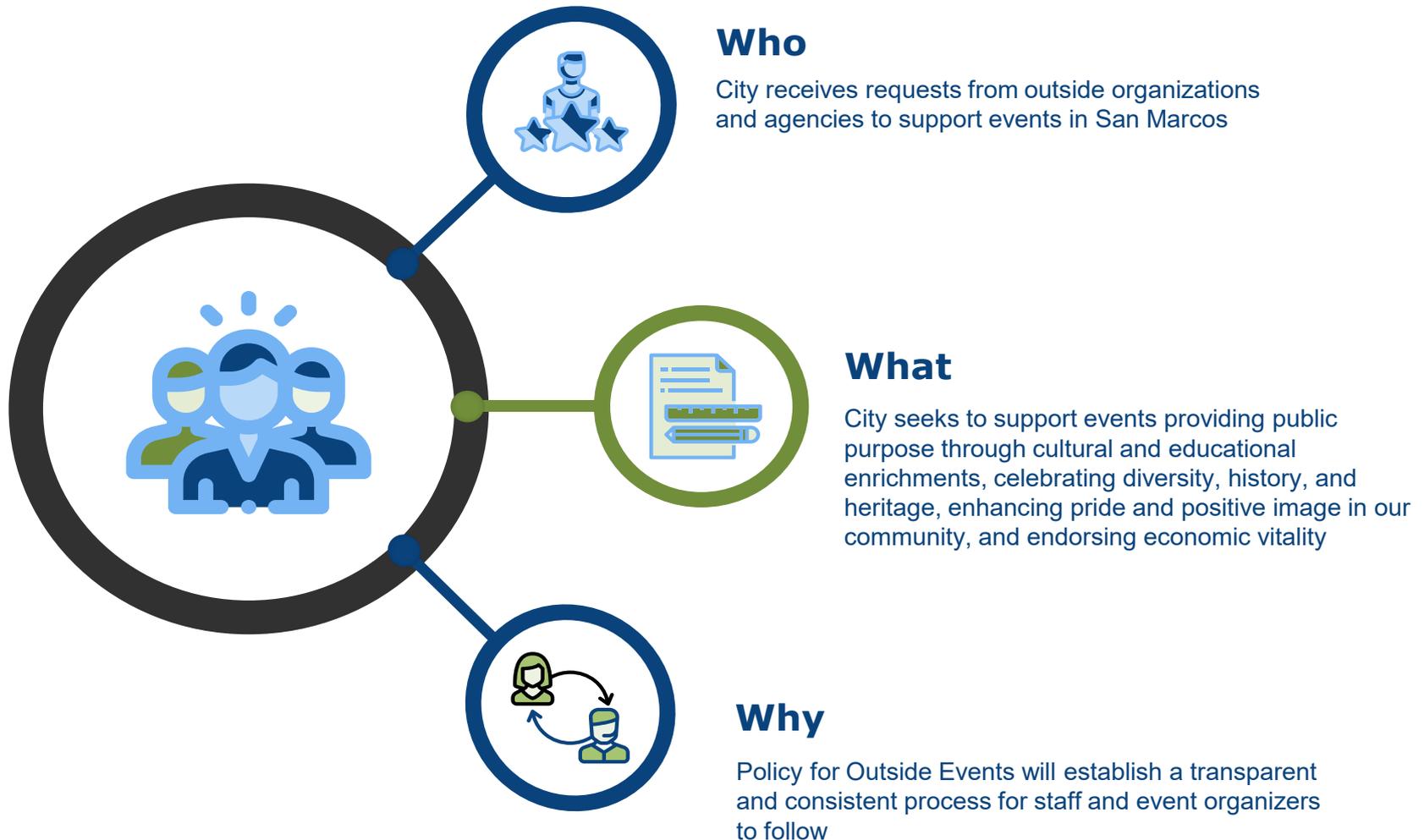


**Application Process and
Evaluation Criteria**



**Time Line and
Next Steps**

City receives requests to support various events in our community



In-kind Donation

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



Grant

Monetary contribution from the City to support Events with significant community benefit. Financial support is limited to the funds approved in the City's annual budget.

Sponsorship

Consists solely of financial support (Grants) limited to funds approved in the City's annual budget. Applies to Events that are created, planned, and implemented by non-City agencies.



Partnership

May consist of City staff hours, resources, services, and/or financial support (Grants) limited to the funds approved in the City's annual budget. Event organizers must reimburse the City of San Marcos for 100% of costs in excess of the support level authorized.

Special Event

A unique, one-time, or first-time event within the City that will significantly impact the surrounding community, requires additional planning, open to all members of the public, may have the potential to draw large crowds, increased demand on public safety, or could include for-profit corp ownership.



Community Event

A recurring or first-time event within the City that provides significant benefit to the community, and is open to all members of the public.

Event Classifications

Event Name	Host	City Hosted	Special Event	Community Event
Go Wheels Up	Cory Morrow			
Sights n' Sounds	Sights n Sounds			
Veterans Day Parade	COSM			
Movies in Your Park	COSM			
Sacred Springs Powwow	Indigenous Cultures Institute			
Lost River Film Festival	San Marcos Cinema Club			
Mermaid Festival	Mermaid Society			

Highlights of Requirements

 Special Events
Submit proposal to City Manager
Proposals due 180 days prior to event
Considered on case-by-case basis
Requires Special Event agreement



 Community Events
Support on a short-term basis is only available to non-profits up to 30% of the event costs
Grants & Donations require complete application, Grants recipients require contract
Must provide insurance certificate, obtain all permits, provide event plan
Only one application per event, organizations receiving funds from other departments are not allowed

Sponsorship or Partnership



Application available online
<https://www.sanmarcostx.gov/>



Complete the application and submit by the deadline or no later than 180 days prior to event



Review Event Checklist and complete all requirements



Submit your application to designated City office prior to deadline

Evaluation Criteria

Evaluation Criteria	Scoring Rubric	Points
● Ability to provide sufficient planning or past success of an event	Based on event plan	15
● Provide family activities for children and adults	Based on event details	15
● Cultural and educational impact on the community	Based on questionnaire	10
● Ability of the event to promote pride and a positive image of the community	Based on questionnaire	10
● Economic impact on the community, and/or attracts visitors	Based on questionnaire	10
● Celebrates our community's unique diversity, history and heritage	Based on questionnaire	10
● Number of years the organization has received funding/support	First-time applicant 5 pts, 1-2 years 2 pts, 3+ yrs 0 pts	5
● How established the event has become	First-time applicant 5 pts, 1-2 years 2 pts, 3+ yrs 0 pts	5
● Free vs. admission-based event	Free event 5 pts Admission 2 pts	5
● Accessibility to all members of the community	Based on event plan	5
● Environmentally sustainable	Based on event plan	5
● Clear and concise application		5
		100

Timeline & Next Steps

June

1. Consensus to move forward with policy
2. Adopt policy at June 18th Council meeting

**July -
September**

3. Complete changes to application and documents
4. Communicate changes to stakeholders

**October
2019**

5. New policy is effective for the FY2020 budget year
6. New applications and processes go into effect

Wrap Up

Questions



Consensus





Thank You



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