



Downtown Events Funding Policy

Purpose

The purpose of this funding policy is to set forth guidelines and criteria governing the granting of City of Beaumont funds or in-kind services for the purpose of supporting local festivals, special events, community projects or programs, and cultural events within the City's Downtown.

Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such activity, the City recognizes that this type of support plays an important role in facilitating community engagement, as well as promoting the economic development efforts of the City within the downtown. Cthis policy does not apply to City events.

The City reserves the right to decline any request for community event funding if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City.

Goals and Objectives

Appropriation of funds or in-kind services (including but not limited to application deposits, contributions of staff, equipment or other services) will be considered for special events, community projects or programs to be held within the downtown and designed to accomplish one or more of the following goals and objectives:

- Increase community events, arts and culture (2023 Strategic Plan Target #5, Goal #5)
- Work with local organizations to develop a variety of special activities and events that attracts visitors to Beaumont, as well as engages residents (2021 General Plan Policy 5.7.2)

- Establish regular event programming to hold events such as Farmers Markets, and festivals in the Sixth Street median parking area (2021 General Plan Policy 11.9.1)
- Promote collaborative and inclusive partnerships with local cultural organizations, music groups, and community members to continue building a strong arts and cultural identity in Beaumont (2021 General Plan Policy 7.10.5)

Request for funding or support is evaluated according to the potential effectiveness and impact the particular special event, community project or program has on the community-at-large. Special attention is paid to requests that promote the attractiveness of the City as a place to visit and/or live, celebrate the heritage of the City and its residents, and/or enrich the character and quality of life of its residents.

General Requirements

Requests for funding will be accepted from the following:

- Non-Profit entities
- Community based organizations
- Organizations whose event demonstrates meeting the goals and objectives of this policy (For-profit entities)

City staff are responsible for the initial assessment of requests that are received in the form of a written request. In accordance with the guidelines, funding requests will only be considered for events and/or organizations hosting events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

- Initial request for funding must accompany a Special Event Permit Application and must include information regarding any in-kind support that will be needed from the City including staff time or City equipment, transportation and marketing or communications efforts.

- The request and application must be submitted in accordance with Beaumont Municipal Code Chapter 9.03 Regulation of Special Events.
- Only staff-determined eligible applications will be submitted to City Council for consideration.

Evaluation Criteria

In addition to meeting the goals and objectives of this policy, the City will consider the following when reviewing a funding request:

- Whether the event is a benefit to the community.
- Whether the event creates positive publicity for the city.
- The City's cost of providing services for/to the event.
- Available funding in the Downtown events budget.
- Whether the event promotes education, public health, public welfare or public safety.

Costs or Fees

Eligible Costs or Fees:

- Special Event Permit Application deposit
- Banner Permit or other temporary, event related signage permit fee
- Events taking place within the City's Downtown as identified on the map included as Attachment A
- Up to 50% of the cost of the event or \$3,000, whichever is less

Organizations can receive up to two funding appropriations within a 12- month period if funding is available.

Ineligible Costs or Fees:

1. Cost associated with Public Safety
2. Insurance or other fees as required by the City and/or ordinance
3. Any fees, permits or other items required by outside agencies

4. City of Beaumont business license fees unless otherwise specified in the Beaumont Municipal Code

Events

Eligible Events (examples):

1. Market night events
2. Farmers market events
3. Cultural celebrations
4. Concerts
5. Art shows
6. Film festivals

Ineligible Events:

1. Events or activities that are not open to the public
2. Events outside of the Downtown Area
3. Events that are political in nature or by individuals seeking political office or elected officials for the purpose of an election campaign
4. Religious organizations seeking space or facilities for religious services
5. Corporate events – events organized or hosted by a business to sell, market or otherwise promote a business or product
6. Social gatherings – events organized or hosted for the sole purpose of promoting companionship or affiliation
7. Events that provide no community benefit
8. Trainings that charge for participation
9. Events which charge a fee for entry
10. Projects or organizations who have failed to fulfill their obligations during previous events or activities or failed to comply with conditions of approval resulting in an impact to public health or safety
11. Events scheduled that would conflict with already planned City of Beaumont community events (e.g., Freedom Festival, Blizzard Bash, etc...)

Policy and Procedures

The Community Development Department recognizes the value of working with and supporting organizations to promote the City's downtown. Charging fees for service is a standard practice when individuals, private groups, government or non-profit groups wish to process requests to hold events. Fees charged for applications, staff time or materials help cover the cost of providing such services. This policy is established for determining when allocation of City funds may be used to cover applicable costs (e.g., application deposit, staff time, materials) established by the City of Beaumont's adopted Fee Schedule.

The policy is effective to the extent a funding request can be considered without negatively impacting the City's budget or current operations.

Submit a written request for funding support with the Special Event Permit Application with all other required materials to the Planning Department.

If the request involves approval from other City departments, the request will be forwarded as part of the review process.


Fee waiver requests will be assessed by the Community Development Department and City Manager's Office, based on the requirements in this policy.

Upon review, the City Manager or his or her designee, will make a recommendation to the City Council for final approval or denial.

The Community Development Department will notify the applicant in writing of the final decision.

Upon Council approval of a funding request, funds will be reimbursed within thirty days of submittal of expenditure receipts to the Community Development Department.

Within forty-five (45) days of completion of the event for which funding support was given, the organization should provide a written report to the Community



Development Department, to include at a minimum the number of participants, event revenue and expenses, and a description of the benefit to the City.

Reasons for Denial *(not all inclusive)*

1. Failure to abide by the procedures set forth in this policy or conditions of approval for the application may result in the respective permittee being denied the current and any future fee waiver requests.
2. Organizations that fail to cancel the approved event less than 30 days before their scheduled event and/or that fail to abide by this policy may forfeit their ability to request future fee reductions or waivers or enter into partnerships with the City for the following twelve (12) months.

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