City of San Marcos

Work Session Agenda - Final
City Council

Tuesday, June 4, 2019 3:00 PM City Council Chambers

630 E. Hopkins - Work Session

I. Call To Order

II. Roll Call

PRESENTATIONS

1. Receive a Staff presentation and hold discussion regarding City Event Sponsorship and Donations Policy, and provide direction to Staff.

EXECUTIVE SESSION

2. Executive Session in accordance with the following Government Code Sections:
   A. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberate regarding Martindale ETJ matters and Project Big Hat
   B. Section § 551.087 - Economic Development: to receive a staff briefing and deliberate regarding Project Big Hat

VII. Adjournment.

POSTED ON WEDNESDAY, MAY 29, 2019 @ 5:00PM

JAMIE LEE CASE, CITY CLERK

Notice of Assistance at the Public Meetings

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov
AGENDA CAPTION:
Receive a Staff presentation and hold discussion regarding City Event Sponsorship and Donations Policy, and provide direction to Staff.

Meeting date: June 4, 2019

Department: Finance

Amount & Source of Funding
Funds Required: Click or tap here to enter text.
Account Number: Click or tap here to enter text.
Funds Available: Click or tap here to enter text.
Account Name: Click or tap here to enter text.

Fiscal Note:
Prior Council Action: On December 12, 2018 City Council was presented a staff presentation with a proposed City Event program and strategic direction for forming a policy. Council supported the proposal with direction to staff to move forward in development of a policy to define the City's guidelines regarding Events and Donations.

City Council Strategic Initiative: [Please select from the dropdown menu below]
Choose an item.
Choose an item.
Choose an item.

Comprehensive Plan Element(s): [Please select the Plan element(s) and Goal # from dropdown menu below]
☐ Economic Development - Choose an item.
☐ Environment & Resource Protection - Choose an item.
☐ Land Use - Choose an item.
☐ Neighborhoods & Housing - Choose an item.
☐ Parks, Public Spaces & Facilities - Choose an item.
☐ Transportation - Choose an item.
Master Plan: [Please select the corresponding Master Plan from the dropdown menu below (if applicable)]
Choose an item.

Background Information:
The City receives numerous requests for monetary and in-kind support from outside organizations and corporate entities in our community. A policy is needed to clearly define what type of events the City will support and the process required for all event organizers and City staff to follow.

Council Committee, Board/Commission Action:
Click or tap here to enter text.

Alternatives:
Click or tap here to enter text.

Recommendation:
It is staff recommendation to adopt a City Event Policy that will define Special Events vs Community Events, guidelines required for each type of event, the application and scoring criteria for Community Events for grants and in-kind support.
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

City receives requests to support various events in our community

Who
City receives requests from outside organizations and agencies to support events 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 Events will establish a transparent and consistent process for staff and event organizers to follow
Support Types

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

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Host</th>
<th>City Hosted</th>
<th>Special Event</th>
<th>Community Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go Wheels Up</td>
<td>Cory Morrow</td>
<td></td>
<td></td>
<td>🎺</td>
</tr>
<tr>
<td>Sights n’ Sounds</td>
<td>Sights n Sounds</td>
<td></td>
<td></td>
<td>🎺</td>
</tr>
<tr>
<td>Veterans Day Parade</td>
<td>COSM</td>
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<td></td>
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</tr>
<tr>
<td>Movies in Your Park</td>
<td>COSM</td>
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<tr>
<td>Sacred Springs Powwow</td>
<td>Indigenous Cultures Institute</td>
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<tr>
<td>Lost River Film Festival</td>
<td>San Marcos Cinema Club</td>
<td></td>
<td></td>
<td>🎺</td>
</tr>
<tr>
<td>Mermaid Festival</td>
<td>Mermaid Society</td>
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<td>🎺</td>
</tr>
</tbody>
</table>
# Proposed Guidelines

## 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

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Community Events submit proposal to City Manager

Proposals due 180 days prior to event

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- Only one application per event, organizations receiving funds from other departments are not allowed
Application Process

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

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

1. Consensus to move forward with policy
2. Adopt policy at June 18th Council meeting
3. Complete changes to application and documents
4. Communicate changes to stakeholders
5. New policy is effective for the FY2020 budget year
6. New applications and processes go into effect
Wrap Up

Questions

Consensus
Thank You

Bert Lumbreras
City Manager

Stephanie Reyes
Chief of Staff

Heather Hurlbert
Director of Finance

Melissa Neel
Assistance Director of Finance
City Support of Public Events Policy
INTRODUCTION

The City of San Marcos often receives requests for support of events from various outside organizations and agencies. This Policy shall apply to requests the City receives for in-kind donations and monetary grants and provides a procedure to evaluate such requests. This Policy is to provide support to deserving events, which provide a public purpose in the following ways:

- Providing cultural and educational enrichment
- Celebrating our unique diversity, history and heritage
- Enhancing pride and a sense of community
- Promoting a positive image of the City of San Marcos
- Endorsing economic vitality

DEFINITIONS

In-kind Donation – City’s staff regular hours, services, or resources in return for certain benefits to the city including acknowledgment, recognition, and/or promotional consideration. In-kind contributions from the City do not include the provision of cash funds to, or on behalf of, the applicant.

Grants – 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.

City 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.

City 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 of San Marcos that will significantly impact the surrounding community, requires additional planning, preparedness and mitigation efforts of the local emergency
response and public safety agencies, and open to all members of the public. Primary considerations that define a Special Event include potential for large crowds, demand for public safety services, and may include for-profit corporate ownership.

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

<table>
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<th>GUIDELINES</th>
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<tr>
<td><strong>SPECIAL EVENTS</strong></td>
</tr>
<tr>
<td>- All Special Event organizers are required to submit a proposal for City Sponsorship/Partnership to the City Manager’s office for consideration no later than 180 days prior to the event</td>
</tr>
<tr>
<td>- All Special Events are considered on a case-by-case basis at the sole discretion of the City Manager up to $50,000, over $50,000 to City Council</td>
</tr>
<tr>
<td>- Applicants are required to obtain a Special Event agreement authorized by the City of San Marcos</td>
</tr>
<tr>
<td><strong>COMMUNITY EVENTS</strong></td>
</tr>
<tr>
<td>- Applicants must be non-profit 501 (c)(3) organizations</td>
</tr>
<tr>
<td>- The City seeks to provide short-term assistance to non-profit organizations</td>
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<tr>
<td>- Applications must be submitted to designated city office no later than 180 days prior to the events</td>
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<td>- Organization may only submit one application for an event, multiple submissions will not be considered</td>
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<td>- Events with multiple co-organizations will only be allowed to submit one application</td>
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<tr>
<td>- Applicants are responsible for obtaining all permits and licenses for the event</td>
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<td>- Applicants shall be responsible for the cost of all services required in coordinating and putting on the event unless the event is authorized being a Sponsor or Partner with the City</td>
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<td>- Applicants must furnish the City a fully paid certificate of Insurance procured from a company licensed to conduct business in Texas no later than 30 days prior to the event</td>
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• Each applicant must provide an event plan (i.e. emergency management plan, event traffic and parking plan, marketing etc.)
• Applicants are eligible for support up to 30% of the event costs
• Each application for In-Kind Donations must include the estimated value of the services being requested provided by the City department upon request
• Each recipient of support from the City will require a contract with the right to audit financial statements

**INELIGIBLE ORGANIZATIONS/EVENTS**

- For-profit events (applies to Community Events only)
- For-profit/non-profit partnerships where the benefits are to the non-profit cannot be demonstrated
- School or university events
- Any organization receiving City funds from other departments

**APPLICATION PROCESS**

- Applications are available online at [https://www.sanmarcostx.gov/](https://www.sanmarcostx.gov/). Complete the application and submit by the deadline.
- Review the Event Checklist, all requirements must be met or applications will be considered incomplete.
- Submit all required documents with the completed application before the deadline. Late applications will not be accepted.
Applications for support of Community Events are reviewed by City staff, which ranks applications based upon the following criteria:

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**Total: 100 points**
Reporting Requirements & Fund Retention

Organizations will receive 90% of the financial support. All applications receiving support for events from the City will be required to submit a final report on the event within 90 days following their events. That report shall include documented use of awarded funds (if applicable), event attendance and highlights, etc. Failure to submit the report, in its entirety, within the specified time line will forfeit 10% of the current year funding.
AGENDA CAPTION:
Executive Session in accordance with the following Government Code Sections:
   A. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberate regarding Martindale ETJ matters and Project Big Hat
   B. Section § 551.087 - Economic Development: to receive a staff briefing and deliberate regarding Project Big Hat

Meeting date: 6/4/2019

Department: City Clerk’s Office on behalf of the City Council

Amount & Source of Funding
Funds Required: Click or tap here to enter text.
Account Number: Click or tap here to enter text.
Funds Available: Click or tap here to enter text.
Account Name: Click or tap here to enter text.

Fiscal Note:
Prior Council Action: Click or tap here to enter text.

City Council Goal: [Please select goal from dropdown menu below]
Choose an item.
Choose an item.
Choose an item.

Comprehensive Plan Element(s): [Please select the Plan element(s) and Goal # from dropdown menu below]
☐ Economic Development - Choose an item.
☐ Environment & Resource Protection - Choose an item.
☐ Land Use - Choose an item.
☐ Neighborhoods & Housing - Choose an item.
☐ Parks, Public Spaces & Facilities - Choose an item.
☐ Transportation - Choose an item.
☐ Not Applicable
Master Plan: [Please select the corresponding Master Plan from the dropdown menu below (if applicable)]
Choose an item.

Background Information:
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Council Committee, Board/Commission Action:
Click or tap here to enter text.

Alternatives:
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Recommendation:
Click or tap here to enter text.