



City Support of Public Events Policy



City of San Marcos

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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 hours, services, event marketing, 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.

Mass Gathering Public Event - A unique, one-time, or first-time event within the City of San Marcos that will significantly impact the surrounding community, with estimated attendance of 5,000 or more, 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 Mass Gathering Public 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.

GUIDELINES

MASS GATHERING PUBLIC EVENTS

- All Mass Gathering Public Event organizers are required to submit a proposal for consideration no later than 180 days prior to the event
- All Mass Gathering Public 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
- Applicants are required to obtain a Mass Gathering Public Event agreement authorized by the City of San Marcos

COMMUNITY EVENTS

- Applicants must be non-profit 501 (c)(3) organizations
- The City seeks to provide short-term assistance to non-profit organizations
- Applications must be submitted to designated city office no later than 180 days prior to the events
- Organization may only submit one application for an event, multiple submissions will not be considered
- Events with multiple co-organizations will only be allowed to submit one application
- Applicants are responsible for obtaining all permits and licenses for the event and all costs incurred.
- 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

- 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
- 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 to the non-profit cannot be demonstrated
- School or university events
- Any organization receiving City funds from other departments for the same event
- Conferences

APPLICATION PROCESS

- Applications are available online at <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 and/or incomplete applications will not be accepted.
- Applications will be processed within 30 days of receipt.
- Denied applications will have the opportunity to reapply to resolve issues/questions within 30 days of denial.

EVALUATION CRITERIA

Applications for support of Community Events are reviewed by City staff, which ranks applications based upon the following criteria:

Evaluation Criteria	Scoring Rubric	Max 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

REPORTING REQUIREMENTS & FUND RETENTION

Organizations will receive 90% of the financial support awarded. 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.