



# SPECIAL EVENTS GRANT PROGRAM

## 2018-19 Program Application

### Part I: General Information, Event Detail & Experience

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#### Instructions:

- Register for a mandatory pre-application appointment through the [Special Events Grant Program webpage](#).
- Part I of Application must be submitted no later than 2-business days prior to your meeting appointment.
- Complete all required sections of this form. An error message will display for incomplete required fields.

#### I. GENERAL INFORMATION

1. Organization's Legal Name: \_\_\_\_\_
2. Type of Entity: \_\_\_\_\_
3. Tax ID#: \_\_\_\_\_
4. Mailing Address: \_\_\_\_\_
5. City/State/Zip: \_\_\_\_\_
6. Contact Person Name: \_\_\_\_\_
7. Title: \_\_\_\_\_
8. Mailing Address *(if different from above)*: \_\_\_\_\_
9. City/State/Zip *(if different from above)*: \_\_\_\_\_
10. Telephone No.: \_\_\_\_\_
11. Email Address: \_\_\_\_\_
12. Name of Event: \_\_\_\_\_
13. Type of Event: \_\_\_\_\_
14. Event Location/Venue in Culver City: \_\_\_\_\_
15. Event Date(s): \_\_\_\_\_
16. Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_
17. Is Event Held Annually: \_\_\_\_\_

## II. EVENT DETAIL

1. Provide a Detailed Description of the Event. Please include a discussion of impacts such as road closures, parking, traffic control, bus re-routing, amplified sound, and if any portion of the event will be on public property such as parks, streets, sidewalks:

SAMPLE

2. Will the event have the following (please check all that apply):

- |                          |                      |                          |                            |
|--------------------------|----------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | Dancing              | <input type="checkbox"/> | Be Open to the Public      |
| <input type="checkbox"/> | Vendors/Booths       | <input type="checkbox"/> | Caterers/Trucks            |
| <input type="checkbox"/> | Charging for Alcohol | <input type="checkbox"/> | Live Music/Amplified Sound |
| <input type="checkbox"/> | Entrance Fee         | <input type="checkbox"/> | Takes Place Outdoors       |
| <input type="checkbox"/> | Valet Parking        | <input type="checkbox"/> | Tent(s)                    |
| <input type="checkbox"/> | Serving Alcohol      |                          |                            |

3. Anticipated Event Attendance (indicate participants vs. spectators, if applicable):

4. Is there a fee to enter the event? If yes, what is the amount of the fee:

5. Describe what, if any portion of the event is free to the public:

6. For the purpose of allowing banners to be posted in the public right away, events must be specifically designated as a “sponsored” City Event (CCMC §17.330.040). While being awarded a Special Events Program Grant does not automatically provide status as a City-Sponsored Event, checking the below box for City Sponsorship Status will alert staff for consideration. This application will in turn be routed to evaluate if the necessary conditions apply for City Council approval.

Does your event desire designation as City-sponsored, which would allow event banners to be posted? \_\_\_\_\_

**III. DETAILED EVENT LOCATION INFORMATION**

At your mandatory pre-application meeting appointment, please be prepared with a sketch of the floor plan/mapping of the premises to be used for your event. This will be used in conjunction with your detailed event description to evaluate City impacts. A copy will also be required as an attachment prior to submitting your final electronic application.

Venue floor plans may be accessed via the City’s website at <http://www.culvercity.org/city-hall/information/facility-rentals>. Maps may be generated using any up-to-date software or web source (e.g. Google Maps, etc.).

**IV. ORGANIZATION/EVENT EXPERIENCE**

1. Summarize applicant's prior event experience:



2. If the applicant conducts similar events elsewhere, please provide details including: where, when, and if applicable why the event left its previous location:



3. Have you previously received City support for this or any other event sponsored by your organization?

\_\_\_\_\_

4. If you answered yes above, please list the event(s), year(s) and amount(s):

5. The request for City support must include a list of other City entities or groups from which the applicant is seeking financial support. Are you seeking financial support from other City entities?

\_\_\_\_\_

6. If you answered yes above, please list the entities or groups and the amount of financial support requested from each:

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This completes Part I of the Application. Please initial below and electronically submit no later than 2-business days prior to your mandatory pre-application meeting. Part II of the Application will be completed by City Staff during your meeting. You will then be able to complete your application for final submission.

Applicant Initials: \_\_\_\_\_

Date: \_\_\_\_\_

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**[End of Special Events Application – Part 1]**



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2018-19 Program Application

## Part II: Total Estimated City Costs

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EVENT NAME: \_\_\_\_\_

TYPES OF REQUESTED CITY SERVICE	ESTIMATED COST
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	
<b>TOTAL EST. CITY COSTS:</b>	

GRANT PROGRAM APPLICATION TYPE: \_\_\_\_\_



# SPECIAL EVENTS GRANT PROGRAM

## 2018-19 Program Application

### Part III: Marketing Plan, Event Budget & Authorizations

#### Instructions:

- Part III of Application must be submitted electronically no later than 11:59 pm (PST) on April 27, 2018.
- Complete all required sections of this form. An error message will display for incomplete required fields.

#### **V. MARKETING/OUTREACH PLAN**

1. What is your media/marketing plan? Please describe how/where this event will be promoted:

2. What public outreach have you done about your event? (e.g. Chamber of Commerce, Downtown Business Association, neighborhood community groups, etc.). What response did you receive and what were their concerns, if any? Please include any letters of support received for this event in the *Attachments* section of the application:

## VI. EVENT BUDGET

*Instructions:* Include an itemized list of the event budget. If you already prepare event/program budgets, please feel free to submit them in their original forms as an attachment in addition to the below.

ITEM	TOTAL	DESCRIPTION
<b>INCOME</b>		
Ticket Sales		
Government Grants & Contracts		
Foundation Contributions		
Corporation Contributions		
Individual Contributions		
In-Kind Contributions		
Other Contributions		
Advertising Income		
Fundraising Events/Products		
Membership Income		
Sponsorship Income		
Other Inc. (specify): _____		
Other Inc. (specify): _____		
Other Inc. (specify): _____		
<b>Total Income:</b>		
<b>EXPENSES</b>		
Salaries & Wages		
Fringe Benefits & Payroll Taxes		
Consultant & Professional Fees		
Travel		
Equipment		
Supplies		
Training		
Printing & Copying		
Telephone & Fax		
Rent & Utilities		
In-Kind Expenses		
Total Est. Culver City Service Costs		
Other Exp. (specify): _____		
Other Exp. (specify): _____		
Other Exp. (specify): _____		
<b>Total Expenses:</b>		
<b>PRE-REQUEST EVENT BALANCE:</b> <i>(Total Income – Total Expenses)</i>		
<b>SPECIAL EVENT GRANT REQUEST:</b>		
<b>FINAL EVENT BALANCE:</b> <i>(Pre-Request Event Balance + Special Event Grant Request)</i>		



## VII. ATTACHMENTS CHECKLIST

All requests must contain the following attachments, unless designated otherwise. Please confirm your application includes the following:

- Cover Letter, Signed and Dated from Principal Executive of the Organization, including following information (Required):
  - A brief history of the organization;
  - Organization mission statement; and
  - A list of the organization's Board of Directors or governing body; and
  - A statement explaining how your event meets or exceeds any or all of the applicable Special Events Grant Program Criteria.
- Detailed Event Location Information (Required)
- Letter Verifying Tax Exempt 501(c)3 Status, if applicable
- Public Outreach Letters of Support (Optional)
- Promotional Materials from Past Events (Optional)
- Additional Event/Program Budget/Financial Information (Optional)

## VIII. ACKNOWLEDGEMENT/AUTHORIZATION

Required: As the organization's representative, please confirm your acknowledgement/authorization by checking each of the corresponding boxes and providing your electronic signature in the field below:

- I have read and accept the terms for this grant as outlined in the City of Culver City Special Events Support Program Overview, including the eligibility qualification and evaluation criteria.
- I understand that successful applicants will be required to enter into an agreement with the City that includes mutually agreed upon measurable objectives and performance measures for the event.
- I certify to the best of my knowledge and belief that the information contained in this application is true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.
- I acknowledge that submission of this application does not guarantee the event will receive City support.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_