



TO: Elizabeth Pauli, City Manager
FROM: Kim Bedier, Director, Tacoma Venues & Events
COPY: Economic Development Committee, Kala Dralle, Tacoma Venues & Events
PRESENTER: Kim Bedier and Kala Dralle, Tacoma Venues & Events
SUBJECT: **Special Events Competitive Funding**
DATE: Process January 5, 2021

PRESENTATION TYPE:
Informational Briefing

SUMMARY:

Tacoma Venues & Events (TVE) is proposing to fund Special Events (City sponsored events) through an annual competitive process. The biennial budget of \$206,000 historically has funded events which are considered “legacy”* or those that expect ongoing support from the City without annual application. The proposed program is designed to distribute funds equitably across the City, focused on events that celebrate diversity, inclusion and transformation, through a competitive review process administered by the City’s Events and Recognitions Committee (CERC).

*List attached.

BACKGROUND:

Special Events or legacy events have been mainly representative of downtown centric locations and organizations, with the exception of the Fourth of July event. Requests for support were made to Council Members over the years, and in most cases over decades. Funds were “grandfathered” within the Special Events budget, as well as budgets of other service departments such as Public Works and Police.

ISSUE:

With the City’s emphasis on Equity, Diversity, and Inclusion leading funding decisions, Tacoma Venues & Events Department is committed to equitable distribution of Special Event funds. This will allow support of more communities of color and organizations serving diverse neighborhoods across the City, and will require legacy events to re-focus on equity and inclusion. The involvement of the City’s Events and Recognitions Committee in review of applications activates and engages a diverse representation of citizens from a variety of neighborhoods across Tacoma.

ALTERNATIVES:

The City could continue with the existing staff driven process, funding legacy events with no application process or consideration for equity or diversity.

The competitive funding process is recognized as an equitable, fair, and sustainable way of distributing funds to support community priorities and cultures, for the greatest impact. The CERC consists of appointed citizens from a variety of neighborhoods around the city, providing multiple voices and external input in the process.

FISCAL IMPACT:

Biennial budget for 2021 – 2022 is \$206,000.



RECOMMENDATION:

TVE recommends moving to the revised application and selection process** in 2021. The City's Events and Recognitions Committee (CERC), which has diverse representation from across the City, will act as the review and selection panel. The panel will also include key City staff from departments that provide event support. The program will be administered by TVE staff.

The advantages of implementing this process include equitable, fair, sustainable and transparent practices for distributing funds. The process taps into the newly re-energized CERC whose membership reflects the demographics and neighborhoods that the City serves. TVE is committed to supporting Council's priorities, promoting equity and diversity in all programs and processes.

Next steps include outreach to constituents, orientation workshops for potential applicants, CERC review and selection of applications, and contracting with successful event producers. The inaugural funding process is anticipated to be completed by the end of second quarter 2021, taking into consideration the ongoing uncertainties and impacts of the pandemic on event organizers.

**Guidelines attached.

Attachment "A"

Special Events Funding Summary – CC 166000

Professional Services Suppliers – contracted or proposed in 2019/2020 (due to pandemic, events did not take place in 2020)

Event	Organization Key Contact	Key Contact	Dates of Service 2019	Amount	Charge #'s	Short Description	2019 Status	2020 Status
Daffodil Parade	The Daffodilians	Ernie Oullette	March 6, 2019 - April 6, 2019	\$15,000.00	166000 IO# 80013114	Annual grand floral parade kick off	**Paid \$15,000.00 in 2020 due to late submission of invoice**	N/A
Tacoma Pride Festival	Rainbow Center	Troy Christianson	July 2019	\$10,000.00	External Contract Srvs	Annual LGBTQ+ week-long festival with street fair	Paid \$10,000.00	\$7,500.00 to be paid 3Q
Metro Parks Food Truck Festival	Metro Parks Tacoma	Phedra Redifer	July 21, 2019	\$5,000.00	166000 GL# 5330100 – Ext Contract Srvs	Annual festival in Wright Park	Paid \$5,000.00	N/A
Maritime Festival	Foss Waterway Seaport		July 27, 2019 – July 28, 2019	\$5,000.00	166000 GL# 5330100 – Ext Contract Srvs	Annual festival on Foss Waterway	Paid \$5,000.00	N/A
Ethnic Fest	Metro Parks Tacoma	Ralph Thomas	July 27, 2019 – July 28, 2019	\$7,000.00	166000 GL# 5330100 – Ext Contract Srvs	Annual festival in Wright Park	**Paid \$7,000.00 in 2020 due to late submission of invoice**	N/A

Event	Organization Key Contact	Key Contact	Dates of Service 2019	Amount	Charge #'s	Short Description	2019 Status	2020 Status
First Night Tacoma Pierce County	Tacoma Arts Live	David Fisher	April 1, 2019 – January 1, 2020	\$35,000.00	166000 IO# 80013118	Annual downtown New Year's Eve festival	See above^	Paid \$26,250.00 1Q 2020 Status unknown
T-Town Family 4 th	Festivals Inc Western Fireworks	Brett Gorrell		\$65,000.00	External Contract Svcs	4 th of July Festival	Paid \$30,000.00 (TEC)	Paid \$20,000.00 (to Western Fireworks Display)
Downtown Tacoma Activations	Downtown on the Go	Kristina Walker	June 1, 2019 – December 31, 2019	\$20,000.00	166000 IO# 80020749	Activities to attract “feet on the street”	Paid \$20,000.00	N/A

Attachment “B”

Special Events Funding Guidelines – 2021 / 2022

[Table of Contents TBD]

Statement of Purpose

The Special Events Funding program will provide funds to qualified event producers who submit a fully executed proposal, meet deadlines, criteria, and expectations of the program, are successfully recommended by the review panel, present the event described in their proposal, and report and invoice on the event as directed by the program. The intent is to foster high-quality, equitable, open-to-the-public events across all of Tacoma; it will also seek to help strengthen the capacity of producing organizations to find other sustainable funding sources for the future of their event(s).

Equity Statement [Proposed – to be approved by staff]

The Special Events Office of Tacoma Events & Venues Department strongly supports inclusion, equity, and access. We celebrate Tacoma’s diversity of people, places, cultures, and expression. Diversity and heritage are points of pride, permeating Tacoma’s rich events scene and giving character to its neighborhoods. Events are uniquely positioned to touch every person and every part of Tacoma, and we are committed to supporting the entirety of our community.

Funding Source

Funding for events comes from the City’s General Fund. Each applicant may request an amount not greater than \$10,000. Applicants must be specific about the requested amount and include specific examples of what the funds will pay for. Some important points to keep in mind:

- If you are selected to be funded, this does not guarantee future funding – you must apply for funding each year if your event is annual
- The City cannot pay out prior to the delivery of a service, in this case the presentation of the event. Expect reimbursement only – do not request incremental payments.

Public Benefit

Funded events must provide a specific public benefit provided to the residents of and visitors to Tacoma in exchange for the funding. Examples of public benefit include but are not limited to:

- ensure the event is accessible and available to all who wish to attend
- produce components that are free to the public
- provide cultural experiences that are not otherwise available to residents of Tacoma
- collaborate with local community partners in which the event will be held
- provide special outreach to residents outside of the event location, e.g., schools, community groups, faith-based organizations, cultural organizations

About Review and Selection

Submission deadline(s)

Preliminary application feedback deadline [TBD]

Final submission deadline [TBD]

Recipient announcements [TBD]

Event planning and implementation [WITHIN 18 MONTHS OF FUNDING ANNOUNCEMENT]

A review panel comprised of members of the City's Events & Recognitions Committee, City staff and an event professional will be convened after the final deadline. Review Panel will have access to submissions electronically. A panel review will take place on [TBD], during which the panel will review all applications and recommend which proposals to fund and the amount of funding to award. The City's Events & Recognitions Committee will vote on the final recipients at their [TBD] meeting.

Insurance

Applicants are not required to carry Commercial General Liability insurance at time of application, but if selected for funding, the organization will be required to obtain insurance in compliance with required permits. The City of Tacoma's Risk Manager will review all events selected for funding and will determine what type of Commercial General Liability insurance is needed.

Eligibility

You are eligible to apply if you answer 'YES' to one of these:

- ☐ Are you are a private non-profit with any 501(c) designation (i.e. 501(c)(3), 501(c)(4))?
- ☐ Are you a City-recognized Neighborhood Business District Association?
- ☐ Are you a City-recognized Neighborhood Council group?
- ☐ Are you an organized group of community volunteers? Submissions must come from an organized group, not an individual.
- ☐ Are you a for-profit business wishing to produce an event, outside your normal line of business, for public benefit?
- ☐ Are you an educational institution wishing to produce an event?
- ☐ Are you a federally-recognized tribe or Native non-profit?

AND, if you answer 'yes' to one of the above, then you need to answer 'YES' to all of these questions:

- ☐ Is your office located within the Tacoma city limits? Or, if you have no office, do a majority of your activities take place within the Tacoma city limits? Staff will verify addresses against official City limit map. Check this map to verify that your organization and project are located within Tacoma city limits: <http://bit.ly/2ftLUaM>
- ☐ If applying under an umbrella 501(c) organization, is the producing organization based in Tacoma? The umbrella 501(c) can be located outside of Tacoma but the producing organization must be located within the Tacoma city limits.
- ☐ Will the funded event be produced within Tacoma city limits and free and open to the public?
- ☐ Is this the only contract that you will have with the City of Tacoma in 2021 for this event?

- ☐ Will you match this funding at least \$1:\$1 with other sources of cash contributions, sponsorships, or in-kind/donated support?
- ☐ Does your event support activities that are fully accessible to all audiences, including individuals with disabilities?
- ☐ Does your event comply with the laws of the Federal Government, the State of Washington and the City of Tacoma, including non-discrimination and equal employment opportunities?
- ☐ Does your organization have a City of Tacoma business license? If not, are you prepared to get a business license if funding is awarded? <https://www.cityoftacoma.org/businesslicense>
- ☐ Does your organization have a bank account?
- ☐ Will you acknowledge the City's funding in marketing and promotion of the project?
- ☐ Will you participate in the City's Green Events program?

Examples of what Special Event Funding may support (direct costs associated with producing and presenting the event):

- Professional services contracts
 - Event producer/planner
 - Traffic control services (traffic control plans)
 - Stage management
 - Performers
- Traffic control
 - Devices such as signs and barricades
 - Off-duty police
 - Certified flaggers
- Promotional services
 - Graphic design and writing
 - Printing and advertising
 - Social media boosts
- Other
 - Portable restrooms and handwashing stations
 - Solid waste services (trash and recycling)
 - Equipment purchase or rental (staging, sound and lighting, canopies, tents, chairs, tables)
 - Children's activities
 - Permits and licenses

What Special Event funding does not support:

- Expenses other than direct costs of producing or presenting the event
- General operating support for your organization (planning, staffing, logistics or marketing not

directly attributable to the proposed event)

- Charitable fundraisers, even those which include or benefit the event
- Beer or liquor gardens
- Debt service, endowment building or scholarships
- Political activities
- Payment to anyone working on the event who is a current member of the City's Events & Recognitions Committee or City of Tacoma employee

How to Apply

Please submit the following at [online submittal portal TBD]

- Basic contact and event information including a brief (40 words or less) overview of your project and its intent
- Budget [online form provided TBD]
- Narrative Responses [follow submittal portal prompts TBD]
- A written explanation of the preferred date and public right of way or park location for the event (subject to calendar review of other annually planned events)
- Samples and descriptions of proposed activities, performances, art projects, etc. (photos and written description, no videos please)
- Proposed event footprint diagram, complete with a traffic control plan (if requesting a street closure), placement of stage(s) if applicable, vendor booths, portable restrooms, trash and recycling bins, parade route if applicable, and any other pertinent items associated with your event

Evaluation Criteria and Narrative Responses Guidelines

Provide complete written responses to the following items. The panel cannot make assumptions about your proposed project; you must be very explicit about your event and how you believe it addresses the evaluation criteria. The financial need of an applicant organization is not considered when evaluating applications.

Merit (35%)

Merit will count for 35% of the applicant's score and is the most important criteria in reviewing each application. Merit could include:

- Presentation of event activities, performances, and/or art not readily available to Tacoma audiences
- Creation or refinement of or creative reinterpretation of activities, performances, and/or art presented in a public forum
- Collaborations among participants, particularly those from different disciplines and backgrounds
- Presentation of accomplished performers and/or artists with strong performance or exhibition history, which may be attractions to attendees from outside of Tacoma (tourism)

- Broadening and/or deepening public knowledge, understanding and appreciation of and access to different cultures representative of your part of Tacoma or of the City as a whole
- Positive impact on performers, artists, and non-profit organizations, including payment of fees for their services
- Perpetuating and promoting artistic or cultural forms that are underrepresented
- Reaching special populations or culturally diverse and/or ethnically specific communities through the event or specific activities

Please address the following in 200 words or less:

- How does the project meet any of the evaluation criteria for Merit?

Equity (35%)

Equity will count for 35% of the applicant's score. Equity is fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. The City's Events & Recognitions Committee and City staff are dedicated to promoting equity and social justice through the presentation of events. Applicants are encouraged to address how they represent diverse racial/ethnic identities, gender identities, and abilities within their organization and in their proposed event, and/or how and why they are focusing on an underrepresented segment of the community.

Please address the following in 200 words or less:

- What cultural and aesthetic traditions or underrepresented communities will your event represent?
- How does the producing organization address equity in its event, staff, and board?
- What specific steps have you taken, are you taking, or will you take to diversify event attendees, staff, volunteers, and/or board members? Provide data on improvements made over time, if available.
- If your organization focuses on a specific cultural community, please describe how attendees, staff, volunteers, and/or board members reflect that community.
- Please list any known demographics of event attendees, staff, volunteers, and board members. If data is not available, explain what plans you have in place to collect it in the future.

Community Impact (20%)

Community Impact will count for 20% of the applicant's score. Successful applicants will explain how proposed activities will reach intended audiences and/or underserved/underrepresented segments of the community; how the event will have an overall positive impact on the community. All activities supported by the funding must be open to the public and accessible to the full breadth of Tacoma's residents.

Please address the following in 200 words or less:

- What community need does this event address?
- What are the goals and expected outcomes for the event?
- What is the estimated attendance for the event and how does this number compare to actual numbers from previous years, if applicable? If high attendance is not your goal, address

alternative means of measuring success.

- Who are the target audiences? How will you reach these audiences effectively?
- How will you track attendance and community impact?

Capacity to Present the Event (10%)

Capacity to Present the Event will count for 10% of the applicant's score. A successful application will demonstrate that the organization has the capacity and commitment to present the proposed event. This includes feasibility of doing so with the proposed budget.

Please address the following in 200 words or less:

- Describe past examples of the proposed event, if possible. If not, describe other activities you have participated in that support your ability to present this event.
- Briefly describe the organizational and community support for this event (including willingness to fund, volunteer, and promote).
- How will you document and self-evaluate the event?
- Describe how, if you fall short of your fundraising goals, you will alter your event plan.

Budget

Applicants should employ a variety of revenue sources and/or in-kind support to fund their event. Applicants are allowed and encouraged to consider in-kind donations of volunteer time, space, materials and/or supplies.

The application form will include a budget spreadsheet out the organization to provide Projected Income and Projected Expenses. Please note that Total Projected Income must equal Total Projected Expenses. Projecting a profit would constitute a fundraising event, which cannot legally be funded.

Projected Income

In the Projected Income column of the online budget form, please list any and all sources of cash income and/or in-kind/donated materials and services associated with the proposed event. Projected Income sources can include, but are not limited to:

- | | |
|---|--|
| • Support from individuals, corporations, small businesses, civic groups, associations, foundations, grants | • Vendor registration fees |
| • Concessions sales | • Sold advertising (ie event program) |
| • City/County/State/Federal funding | • Applicant's own cash |
| • Volunteer time - volunteer hourly rates are currently estimated at \$31.72 per hour (based on the Independent Sector Value of Volunteer Time in Washington state) | • In-kind/donated equipment, materials, and services |

Projected Expenses

In the Projected Expenses column of the online budget form, please list any and all expenses associated with the proposed event. Projected Expenses can include, but are not limited to:

- Contractors/consultants
- Event staffing
- Materials/supplies
- Insurance
- Space rental
- Printing
- Postage/distribution
- Phone/internet
- Artist and performers payments
- Security/Off-duty Police Officers/traffic control
- Permits and licenses
- Accessibility services
- Equipment purchase or rental
- Promotion/marketing/purchased advertising
- Food

Questions?

For assistance, please contact Kala Dralle, Tacoma Venues & Events, 253-573-2523, kdralle@tacomavenues.org.