



2017 Arts, Culture and Events Fund Guidelines

The Arts, Culture and Events (ACE) Fund, FKA Signature Event Fund (SEF) was established to provide funding to support community events in Salt Lake City. The fund is designed to support both larger events that provide significant economic and/or cultural contributions to the community and smaller community events that, due to their nature and scope, are unable to generate the needed revenue to cover presentation costs.

Over the past five years, sponsorships have been awarded to multiple events in amounts ranging from \$100 to \$15,000. Awardees are selected by the City's ACE Fund Selection Committee, comprised of select City representatives. Each fiscal year, approximately \$170,000 is allocated to the ACE Fund. Distributions are categorized into a three-tiered system (updated for 2017):

Tier 3	\$100 - \$2,000
Tier 2	\$2,001 - \$5,000
Tier 1	\$5,001 - \$15,000

The City encourages good cost management as an integral component of effective event management, as well as organizational and individual responsibility. Successful cost management will help events be more successful and allow for the City's ACE Fund Committee to determine eligibility to receive ACE funds.

ACE FUND ELIGIBILITY

Fundraisers, as well as private events not open to the public, are not eligible for ACE funding. Events that collect donations qualify as long as the event has a significant programming (arts, culture, neighborhood awareness, etc) element. Events that charge admission will be accepted, but admission fees will be considered during the review process.

Events that receive funding from the City's General Fund budgeting process or a non-competitive process are not eligible to receive Signature Event funding.

Organizers' payment history for previous events will be a determinant in whether or not an organization is eligible for future event sponsorship. If past event debts have not been reconciled with the City and/or event vendors at the time of submission of the ACE Fund application, the event is not eligible.

If an event applicant, event organizer or event itself has a history of sustained complaints from previous years from residents, event vendors and City staff, the event may not be eligible to receive ACE funding.

If an event applicant or event organizer has not met the City's Special Event Permit deadlines from previous years (including but not limited to deadlines for Parks reservations; General Liability Insurance Policy; the City's Special Use Agreement; the Salt Lake County Health Department's Mass Gathering and Food Handlers Permits; EMT Permits and other checklist items provided as part of the Special Event Permit process from the City), the event is not eligible for ACE funding.

Please note, a Special Event Permit application must be submitted at least 30 days in advance of the event date. The City highly urges good event planning and management techniques, and encourages Signature Event Fund applicants to submit a Special Event Permit application at least two-to-three months in advance of the event date.

Repeated violations of City Special Event and Salt Lake County Health Department requirements will negate an event organizer's eligibility to receive ACE funding.

IMPORTANT DATES

- Beginning of application period **September 1, 2016**
- Applications due **October 31, 2016**
- Announcement of fund recipients **February 2017**
- Evaluation forms are due within **60 days** after each ACE Fund-sponsored event

Please note all application entries must be submitted **online** at <http://www.slcmayor.com/ace>. If an applicant is unable to make an online submission, please call 801-535-6244.

APPLICATION INFORMATION

Applications are divided into the three tiers noted about. Events are required to apply for a specific amount and complete the application related to that tier.

Events occurring for the first time in 2017 will be eligible only for Tier 3 ACE funding. Recurring events do not automatically receive funds from a specific tier or receive any funds at all. Funds will only be granted to events that are already scheduled to take place. This means that all applicants should have a set date, time and location for their event.

Applicants hosting an event on public property for over 50 people are required to submit a City Special Event Permit application at least 30 days before the event. The City encourages applying for a Special Event Permit as early as possible. To learn more or to apply for a City Special Event Permit, visit www.slcgov.com/events-permitting. Please note, the City's Special Event Permit Office will need time to review and approve Special Event Permit applications. If an event requires the use of public space for over 50 people, and does not receive approval for a Special

Event Permit from the City's Special Event Permit Office, Signature Event funds, if issued, will be retracted and the event will not be eligible to receive event funding.

The purpose of the ACE Fund is not to fund the entirety of an event but to provide funding support for qualified events and to assist with fees associated for City services accrued throughout the duration of the event. Some of these services may include but are not limited to traffic control by the City Police Department, trash and recycle pickup, property restoration, etc. Determination of event activities in advance will provide your organization and the City with a clear plan to be used in the application process.

In the event a recipient chooses to decline ACE Funds that have already been allocated or decides to cancel the funded event, funds need to be returned immediately. Funds will be redistributed, at the discretion of the ACE Funds Committee.

Organizations hosting multiple events must apply for each individual event.

APPLICATION CONSIDERATION

Members of the ACE Fund Selection Committee will take into consideration the following items when reviewing applications (not listed in order of importance):

- Geographic location of the event
- Time of year the event is held
- Budget Plan
 - Tiers 1 and 2 will be asked to submit a written budget for all expenses related to the event
- Primary audience or demographic served
 - Applicants should describe any strategies for increasing audience diversity, providing resources to at-risk communities or building community capacity.
- Financial need for City services
 - One of the reason this fund was originally created was to help with financial assistance, therefore level of need of city services will be taken into consideration.
 - Applicants are encouraged to complete a [City Special Event Permit application](http://www.slcgov.com/events-permitting) form (www.slcgov.com/events-permitting). This will help determine any costs for City services. Applicants who apply each year for the same event with the same scope can include fee information from the previous year. If you have questions about City services or about applying for a City Special Event Permit, please email EventPermits@slcgov.com.
- Public benefit and community impact
 - Applicants will be asked to describe their event and their top three goals.
- Economic impact
 - Event admission fees
 - Tiers 1 and 2 must estimate the number of attendees expected at the event, as well as number of vendors.
- Relations to the City's goals and vision

- The City's goals and vision include:
 - Promoting overall city economic development
 - Supporting art opportunities for all communities
 - Promoting diversity and cultural identity
 - Bridging the digital divide
 - Healthy environment (air, water, land, recycling, etc.)
 - Supporting local economies
 - Health and wellness of city residents
 - Creating opportunity in all neighborhoods
 - Promoting neighborhood and community unity
 - Education opportunities for young people

SELECTION COMMITTEE

The following individuals will review applications and propose determinations to the Salt Lake City Mayor and Chief of Staff:

- Tina Heidorn, SLC Mayor's Office
- Simone Butler, SLC Mayor's Office
- Matthew Rojas, SLC Mayor's Office
- Moana Uluave-Hafoka, Community Empowerment
- Fatima Dirie, Office of Diversity and Human Rights
- Galina Urry, Community and Neighborhoods
- TBD, Economic Development
- Kelsey Ellis, Arts Council
- Ryen Schlegel, Special Events

EVALUATION

ACE Fund recipients will be required to turn in an evaluation within 60 days after their event. The evaluation form will be available by the end of September on the ACE Fund website, <http://www.slcmayor.com/ace>.

For questions about the program, please contact Tina Heidorn, ACE Fund Coordinator at ACE@slcgov.com or 801.535.6244.