

Subject: Funding of Special Events	Number: 8-7
	Date Issued/Revised: December 1, 1998
Responsible Department: Convention Center	Approved:

Purpose

To establish a policy for granting financial assistance to groups sponsoring special events benefitting the City of Fresno.

Procedures

1. Any person or group requesting funding by the City for a special event shall do so by making application to the Convention-Visitors Bureau (CVB) on a form developed by the CVB and approved by the City.

The CVB shall have the following responsibility and take the following actions regarding funding of special events:

- a. the CVB will develop and receive application forms, screen the applications applying the criteria listed in 2, below. The Chief Administrative Officer or designee shall be the City representative authorized to approve the criteria established for events to be funded.
 - b. The CVB will require that the City of Fresno receive recognition as a financial sponsor of the events by including such information on programs, news releases, etc.
 - c. Upon establishing the eligibility criteria for special events to be promoted, the CVB may determine which events are to be funded and submit a list of funded events to the Chief Administrative Officer or designee.
 - d. The CVB will submit a semi-annual report of evaluations of special events supported by the fund.
2. Criteria for Funding: Three major criteria shall be applied in evaluating requests for special event funding:
 - a. Economic Benefit
 - Events conducted over more than one day, or having an impact over more than one day, shall have a priority over events covering one day or part of a day.

- The event should generate community and visitor/tourism receipts through utilization of hotel/motel facilities, restaurant, recreation and cultural arts pursuits in order to benefit the community and the City of Fresno.
 - Priority shall be given to events generating an economic benefit to the downtown/central Fresno area.
- b. Media Coverage/Promotion
- A special event should generate local news media coverage; events that generate state and/or national news media coverage shall be preferred.
- c. Availability of Funding
- Funding for special events is approved by the City Council, at its discretion, in each year's annual budget and will be appropriated into the Convention Center budget.
 - The CVB will pay successful applicants from the special events allocation paid to the CVB by the Convention Center annually.
 - Unexpended special event funds may be carried over by the CVB for the next fiscal year's special events.