



# **SPECIAL EVENTS ASSISTANCE PROGRAM GUIDELINES**

---

## **Events Where City Costs are Funded**

The City Commission shall on a quarterly basis approve a list of events for which the costs of City fees/resources are funded through a specially funded account.

To be considered as a recipient for fund allocation, the event must be held in the City of North Port and meet the guidelines/criteria as outlined in this document.

## **Community Benefits**

The City of North Port recognizes that special events held within the City:

- ☒ Enhance the quality of life for citizens of North Port
- ☒ Are beneficial for economic growth of the community at large
- ☒ Increase opportunities for positive publicity of North Port
- ☒ Generate engagement of residents and businesses within the community
- ☒ Attract visitors and businesses to North Port

## **Purpose of Program**

- ☒ Achieve Community Benefits identified above.
- ☒ Provide greater opportunity for additional community events organized by private North Port based entities as well as non-profits within the City of North Port.
- ☒ Encourage cultural, educational, environmental, commercial, sports and recreation activities.
- ☒ Provide recovery of some of the costs associated with City services needed in conjunction with events held within the City of North Port.

## **Program Guidelines/Criteria**

Any qualified North Port based entity/organization may apply to the program according to the following guidelines:

- A. Event must be open to the general public.
- B. Event must be FREE to the public for admission. Fees may be charged for participants, such as competitors or vendors.

- C. Event must demonstrate primary benefit to the community at large (as outlined under community benefits).
- D. Fund allocation requested may be approved partially, fully or not at all based on number of applications, event criteria and funding ability.
- E. **The event must have an approved Special Event permit application prior to applying for the Special Events Assistance program.**
- F. Event plan must be clear, understandable and attentive to regulatory requirements, organization, management and adequate staffing.
- G. Request of entity/organization must be submitted within City's quarterly application period as follows:
  - 1. 1<sup>st</sup> quarter application period (January 1<sup>st</sup> to March 31<sup>st</sup>)
  - 2. 2<sup>nd</sup> quarter application period (April 1<sup>st</sup> to June 30<sup>th</sup>)
  - 3. 3<sup>rd</sup> quarter application period (July 1<sup>st</sup> to September 30<sup>th</sup>)
  - 4. 4<sup>th</sup> quarter application period (October 1<sup>st</sup> to December 31<sup>st</sup>)

For example, if your event is scheduled to be held on June 30<sup>th</sup>, the request must be submitted during the 1<sup>st</sup> quarter application period to be considered for funding.

- H. Entity/organization may submit an application for multiple events but is limited to one (1) award per year. Please note on the application which event you would prefer to be funded first.
- I. Event estimated attendance must be a minimum of 100 people to be eligible for the program.
- J. If approved, funding amount allocated will be applied to actual cost of resources up to the approved amount and applicant is responsible for the difference, if any.
- K. If approved, the City may include mention of the hosted event presented by the entity /organization in its regularly produced materials, online community calendar, and electronic news.
- L. The entity/organization shall not use the City's Seal. Upon request and written authorization from the City, entity/organization may include the City's branding logo as the host city of the event.
- M. After the event takes place, entity/organization shall submit a post-event report to Neighborhood Development Services Department within seven (7) days after the event.

## Funding Limits:

- ☒ up to \$200 for events with estimated attendance of 100-499 attendees
- ☒ up to \$500 for events with estimated attendance of 500-2,499
- ☒ up to \$1,000 for events with estimated attendance of 2,500+

(This program is not intended for regional, national or global events with attendance estimated above 10,000 people. Allocation of City resources needed for those types of events may be handled by a special request through the economic development department for approval by Commission).

## Program Structure

- ☒ Program funds shall be used toward funding actual costs of City resources requested for approve community events of general interest.
- ☒ Applications will be reviewed for approval by Commission at their 2<sup>nd</sup> scheduled monthly meeting after the closing of the quarter submission period. Funds will be applied to the cost of City resources within thirty (30) days of the award. For example, event is scheduled for June 30<sup>th</sup>, applicant submits application within the 1<sup>st</sup> quarter submission period between January 1<sup>st</sup> and March 31<sup>st</sup>. Application is presented to Commission at the next scheduled 2<sup>nd</sup> monthly Commission meeting for review, which in this instance is the 2<sup>nd</sup> meeting of April. Funding if approved, will then be awarded within thirty (30) days.
- ☒ Program is designed to encourage additional activities and events to be held within the City for the benefit of our residents and businesses. It is not intended to subsidize successful annual events.
- ☒ Applying to the program does not guarantee approval. Events not eligible include: private parties and functions, political events, or any event deemed by the City as inappropriate or inconsistent with the best interests of the City or other event prohibited by law.
- ☒ The City Commission has sole authority in approving applications.
- ☒ Approvals shall be granted by the North Port City Commission for a specific event and shall not be automatically renewed from year to year.
- ☒ If the entity/organization wishes to again be considered for the program, a new application shall be submitted during the quarterly application period.
- ☒ Incomplete applications or applications missing the required item(s) (site plans, budget etc.) shall not be accepted.
- ☒ Applications submitted after the deadline shall not be considered.

- ☒ Applications that do not meet the criteria as defined above shall not be considered for Special Events Assistance Program.
- ☒ A completed Special Events Assistance Program Application along with a copy of the event budget and **approved** Special Event Permit shall be submitted to the City of North Port Neighborhood Development Services Department, located at North Port City Hall, 4970 City Hall Boulevard, North Port, FL 34286.
  - Applicant will receive an acknowledgment their application was received.
  - Notification of either approval or denial of an application by City Commission will be given to the applicant within three (3) days Commission review.
- ☒ All applications shall be date stamped by Neighborhood Development Services upon receipt.

## Criteria for allocation of program funds for reducing costs of resources for event

REVIEW CRITERIA	MAXIMUM POINTS 100
Potential services, products, entertainment, activities, promotion, general audience and community wide benefits of hosting event in the City	30 pts
Financial need for assistance	25 pts
Potential to attract visitors to the City	25 pts
Length of time the event has been in existence	10 pts for first year events 5 pts for established (2-5 year) events
Location of event within the City	10 pts for main corridor/parks 5 pts for less visible areas

## Insurance Requirements

- ☒ Recipients are required to obtain and maintain commercial general liability insurance in the amount of \$300,000 each occurrence, \$600,000 general aggregate, naming the City of North Port as an additional insured on the COMPREHENSIVE GENERAL LIABILITY POLICY.
- ☒ These limits are the minimum levels required based on a lower level of risk. If the event is determined to be a high risk event where the potential for loss is at a higher level, appropriate higher liability insurance limits shall be established by the City.
- ☒ The event organizer shall provide proof of liability insurance coverage at least (30) days before their scheduled approved special event. If the event will include the consumption or sale of alcoholic beverages, then a certificate of liquor liability Insurance in the amount of \$1,000,000 naming the City of North Port as additional Insured is also required.