



**CITY COUNCIL WORKSHOP
AGENDA
COUNCIL CHAMBERS
06/13/2011
5:00 p.m.**

**CITY COUNCIL WORKSHOP
SECA**

A. CALL TO ORDER:

B. INTRODUCTION:

C. PRESENTATION:

1. SECA Workshop
 - a. Brief History of SECA
 - b. SECA Master Plan
 - c. SECA Administration
 - d. Role of Advisory Cultural Commission
 - e. Council Suggestions
 - f. Staff Recommendations
 - g. Other Council Input

D. ADJOURNMENT:

Any individual with a disability requesting a reasonable accommodation in order to participate in a public meeting should contact the Accessibility Coordinator at least

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CITY COUNCIL WORKSHOP
06/13/2011
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48 hours in advance of the scheduled meeting. The Accessibility Coordinator can be reached in person at 400 S. Eagle Street, Naperville, IL., via telephone at 630-420-6725 or 630-305-5205 (TDD) or via e-mail at manningm@naperville.il.us. Every effort will be made to allow for meeting participation.

**CITY OF NAPERVILLE
MEMORANDUM**

DATE: June 3, 2011

TO: Douglas A. Krieger, City Manager

FROM: Dan Di Santo, Assistant to the City Manager

SUBJECT: June 13, 2011 - SECA Workshop

PURPOSE:

To provide City Council material for the June 13, 2011 SECA Workshop.

BACKGROUND:

The purpose of the SECA Workshop is to review the overall Special Events and Cultural Amenities (SECA) Fund and its associated structure and processes. In 2004 the City Council implemented a 1% tax on food and beverages across the city to fund culture and special events in Naperville (.25% of the tax was transferred to the General Fund in 2010). Since that time, the City Council has held a multitude of workshops, public meetings, and City Council discussions to refine the purpose and intent of what is now known as the SECA Fund. Consistent with the City Council's history of periodically reviewing the SECA Fund processes and structure, this workshop is intended to provide another opportunity to evaluate the current state of SECA and define its future. The last workshop of this kind took place in 2007, which means that 4 out of 9 members of the current City Council have not participated in such a discussion.

DISCUSSION:

The attached presentation slides outline the format of the SECA Workshop. Following an overview of the history of SECA, a member of the Advisory Cultural Commission will present the recommendations of the Commission. The Advisory Cultural Commission is scheduled to meet on June 8, 2011 and following the meeting the Commission plans to furnish written recommendations to the City Council on Friday, June 10, 2011 in advance of the workshop.

After the Commission comments, the remainder of the workshop will be City Council deliberations on a number of suggested decision points. The decision points included in the attached presentation are as follows:

- **City Council Suggestions**
 - Adjust or confirm the mission and guidelines of the Advisory Cultural Commission (Commission Municipal Code section attached);
 - Tighten definitions and guidelines for Naperville based applicants (see attached eligibility requirements in the SECA Master Plan);
 - Tighten definition of percent maximum of SECA grant to the total event or operations;
 - Review the dollars and percentages of SECA funds used for internal city use, walks/runs, events with or without city services, etc (see recommended percentages in attached SECA Master Plan); and
 - Review of FY12 allocations (see attached spreadsheets).

- **Staff Recommendations**

- Allow administrative approval for City Logo use consistent with previous City Council direction;
- Require that any capital purchases funded with SECA use a competitive bidding process; and
- Amend the SECA Master Plan to remove references to dollars and replace with percentages for clarity since the dollar amount is not constant.

Recommendations from the Advisory Cultural Commission will also be considered at the June 13, 2011 workshop as well as any additional City Council suggestions.

RECOMMENDATION:

Consider the attached information and provide staff direction on each decision point.

ATTACHMENTS:

1. SECA Workshop Presentation Slides
2. Advisory Cultural Commission Municipal Code section
3. FY12 SECA allocations
4. SECA Master Plan

SECA Workshop

June 13, 2011

5:00PM

Council Chambers

Meeting Outline

- Brief History of SECA
- SECA Master Plan
- SECA Administration
- Role of Advisory Cultural Commission
- Council Suggestions
- Staff Recommendations
- Other Council Input
- Adjournment

Brief History of SECA

- April 1, 2004: At a Special City Council meeting on a number of budget issues, Ordinance 04-51 was passed instituting a 1% food and beverage tax for a “Culture Fund”
- April 6, 2004: City Council passed Ordinance 04-56, creating a Culture Fund “solely for the funding of social and artistic events and entities, providing cultural experiences for the Naperville community and its visitors.”
 - Ordinance 04-56 included a Culture Fund review after two years

Brief History of SECA cont.

- June 7, 2004: Workshop held to discuss administration and distribution of Culture Funds
 - Agreed on administrative budget and application of tax
- FY06 Strategic Plan Initiative – Evaluation of the Culture Fund
 - Fund was renamed “Special Events and Cultural Amenities (SECA)” Fund at May 23, 2005 Workshop

Brief History of SECA cont.

- August 1, 2005: Several changes to SECA were made by Council including:
 - Amended definition of SECA Fund to “solely for funding special events, artistic entities, and cultural amenities in Naperville that express the character of the community and provide cultural amenities that are open to all residents and visitors.”
 - Decided to start a separate fund for Social Services outside of SECA
- FY07 Strategic Plan Initiative – Continued Review of SECA Fund

Brief History of SECA cont.

- July 31, 2006: Several minor SECA process improvements were made by City Council and staff was directed to create a SECA Master Plan
- July 17, 2007: Several SECA process improvements were made by City Council including:
 - SECA reserve fund was set at \$200,000
 - Applicant offices were “recommended,” not mandated to be in Naperville

Brief History of SECA cont.

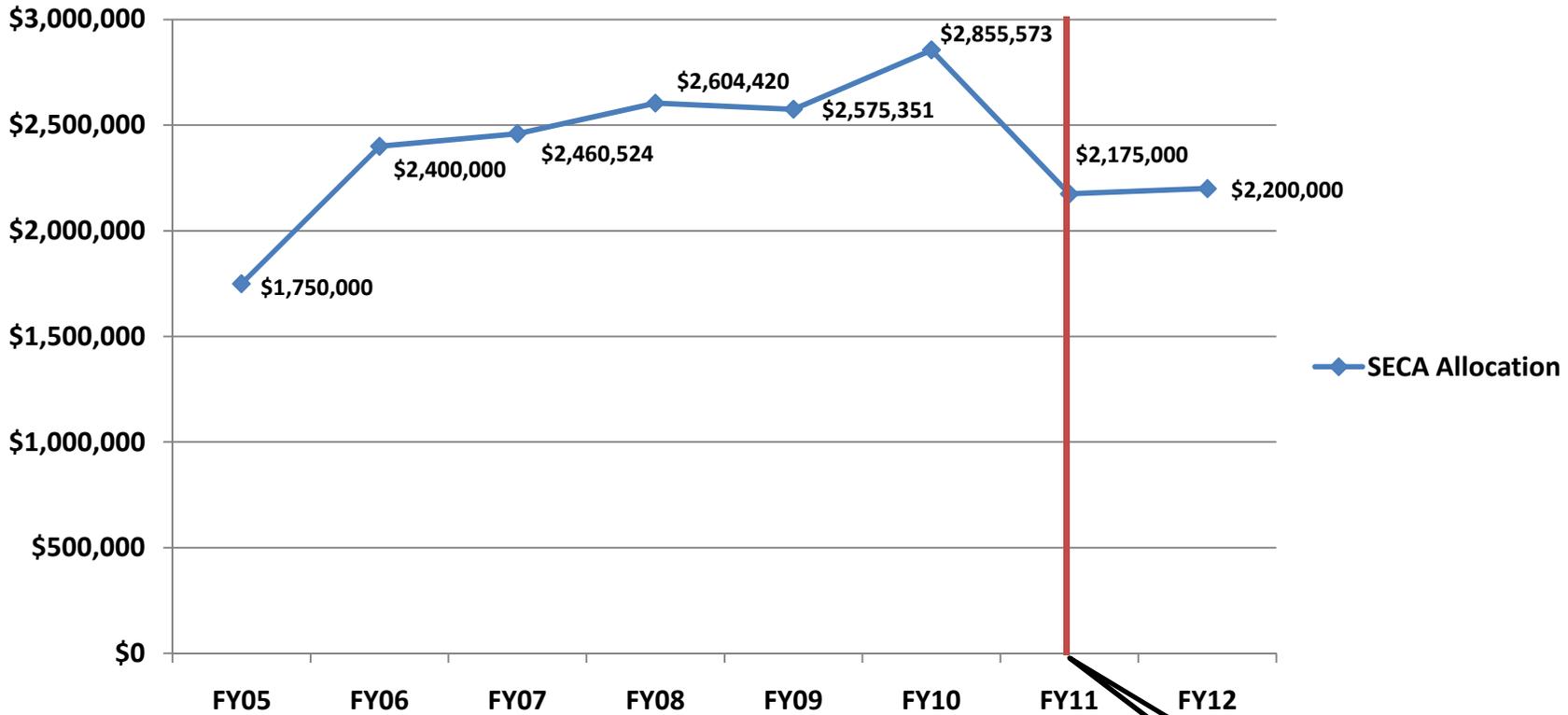
- January 15, 2008: City Council approved the SECA Master Plan
- February 6, 2008: City Council passed Ordinance 08-31 creating an Advisory Cultural Commission
- March 15, 2010: City Council passed Ordinance 10-28 depositing 25% of the 1% food and beverage tax into the General Fund

Brief History of SECA cont.

- April 6, 2011: City Council allocated \$600,000 of SECA Funds for FY12, FY13 and FY14 to the General Fund to pay back the Carillon Line of Credit

Brief History of SECA cont.

City Council Historical SECA Allocations



SECA Fund reduced to .75% food and beverage tax

SECA Master Plan

- Defines SECA funding categories
- Provides funding guidelines
- Establishes an applicant ranking system
- Lists the applicant eligibility and criteria

SECA Administration

- Since the beginning of the food and beverage tax, SECA and Special Event administration has been funded through the tax
- The City Clerk's Office took over Special Events in the Fall of 2010
- With the Community Grants Coordinator vacancy in the CMO, SECA will now move to the City Clerk's Office at the current funding level
- Meets the original intent of the SECA administrative position – managing both SECA and Special Events

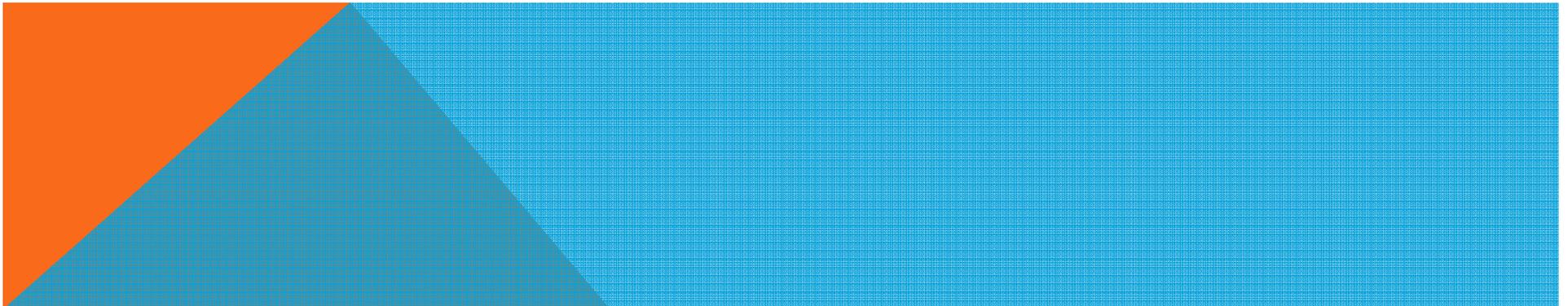
Role of Advisory Commission

- Purpose of the Commission is: “to assist, inform and advise the City Council on matters pertaining to the arts, culture, and special events in the City of Naperville.”
- Duties of the Commission are as follows:
 1. Provide a recommendation to the City Council regarding the annual allocation of SECA funds.
 2. Promote the identification and development of available resources related to arts, culture, and special events in Naperville.
 3. Encourage arts, culture, and special events in Naperville.
 4. Provide recommendations to the City Council regarding the SECA fund policy, procedures, application, vision statement and goals within the framework of the SECA master plan.

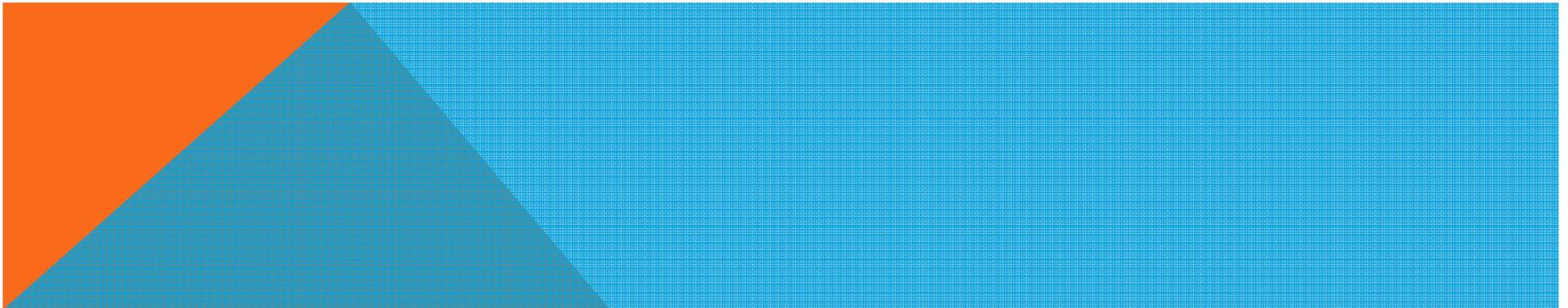
**CITY OF NAPERVILLE
COUNCIL WORKSHOP**

JUNE 13, 2011

**ADVISORY CULTURAL COMMISSIONER
PHILLIP KAPELA PRESENTER**



ADVISORY CULTURAL COMMISSION



ROLE

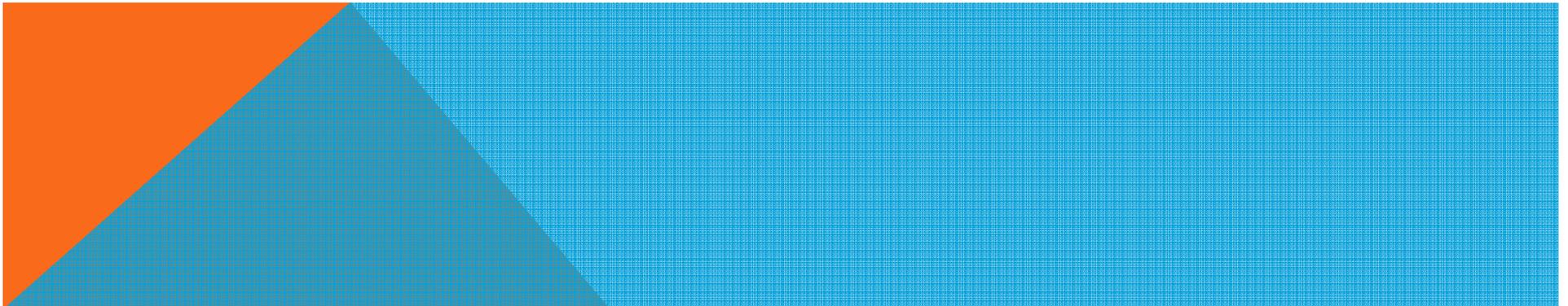
COMMISSION

COMMISSIONERS

EXPERTISE

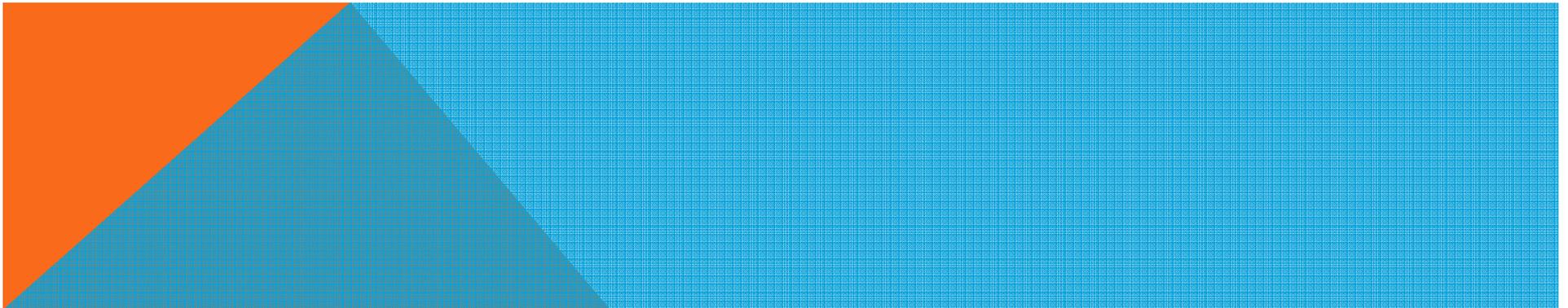
EXPERIENCE

INVOLVEMENT

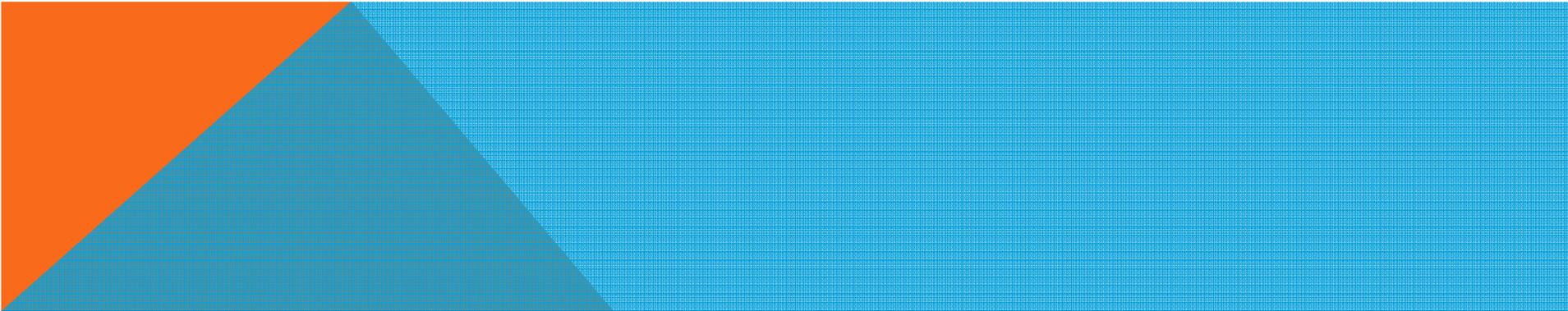


COUNCIL CONSIDERATION

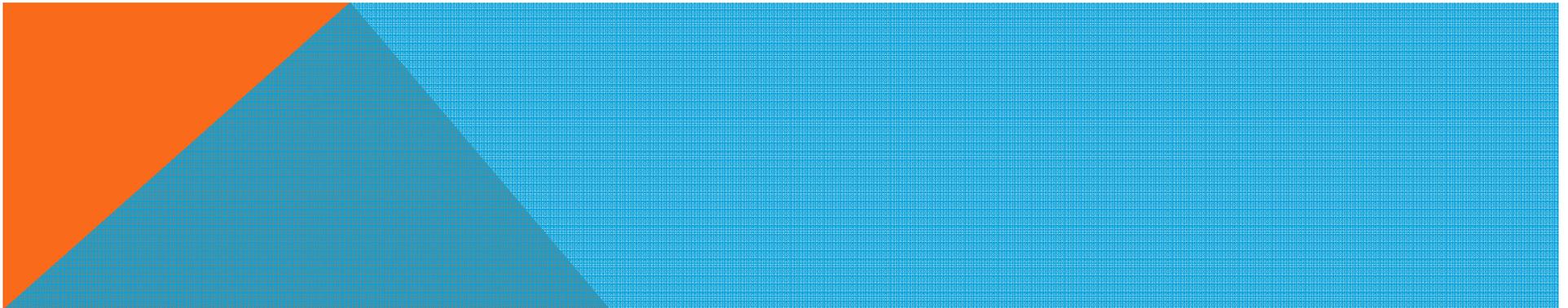
COMMISSION RECOMMENDATIONS



MEMBER OF CITY COUNCIL SIT ON THE COMMISSION



**MASTER PLAN
EITHER GOAL
OR MANDATE?**

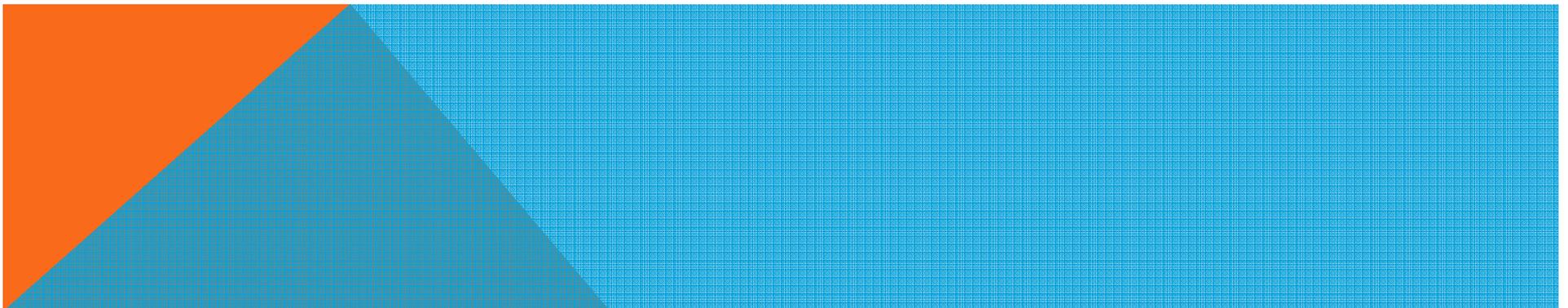


REDUCING GRANTEE DEPENDENCE ON SECA

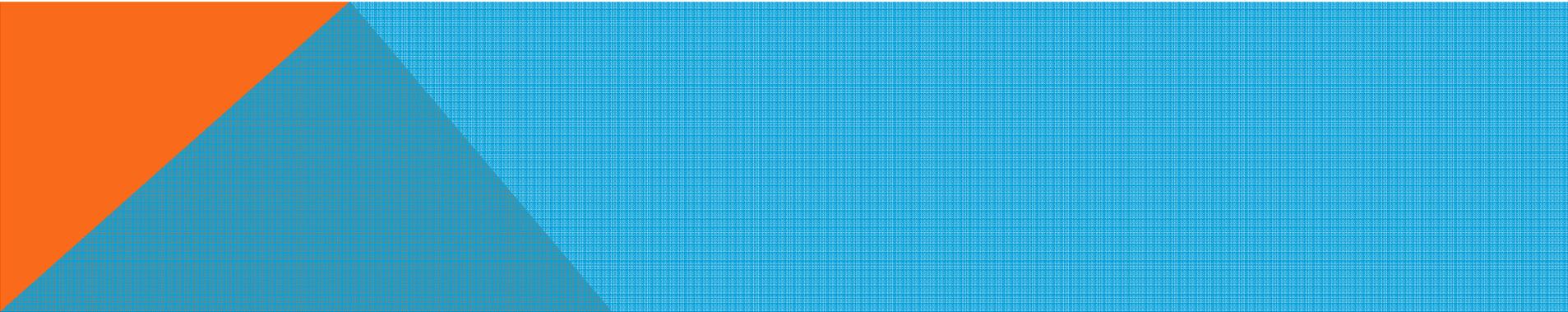
**LIMITING NUMBER OF TIMES AN
ORGANIZATION CAN RECEIVE SECA
FUNDS**

**FOR EXAMPLE – FUNDING FOR A
TOTAL OF FIVE YEARS**

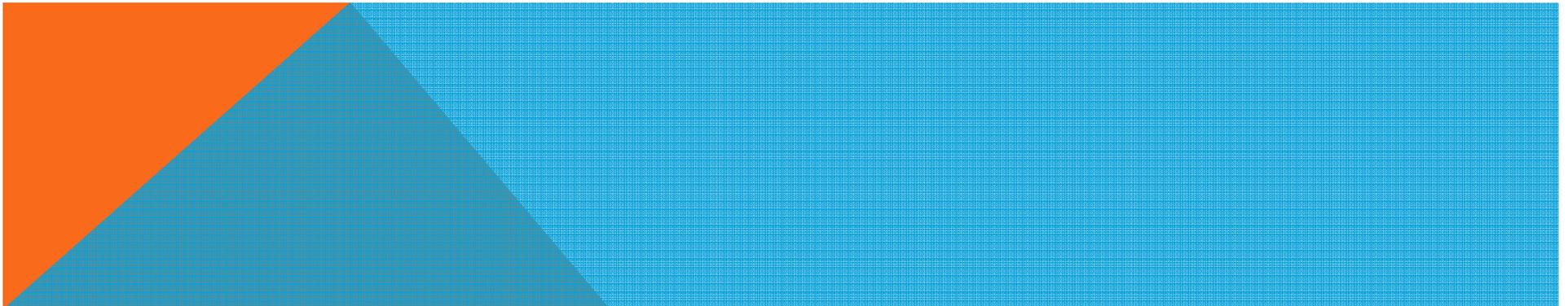
**AFTER 1ST YEAR REDUCTION
BY 20% EACH YEAR
IN 2ND YEAR PLAN FOR SELF-
SUFFICIENCY BY 5TH YEAR**



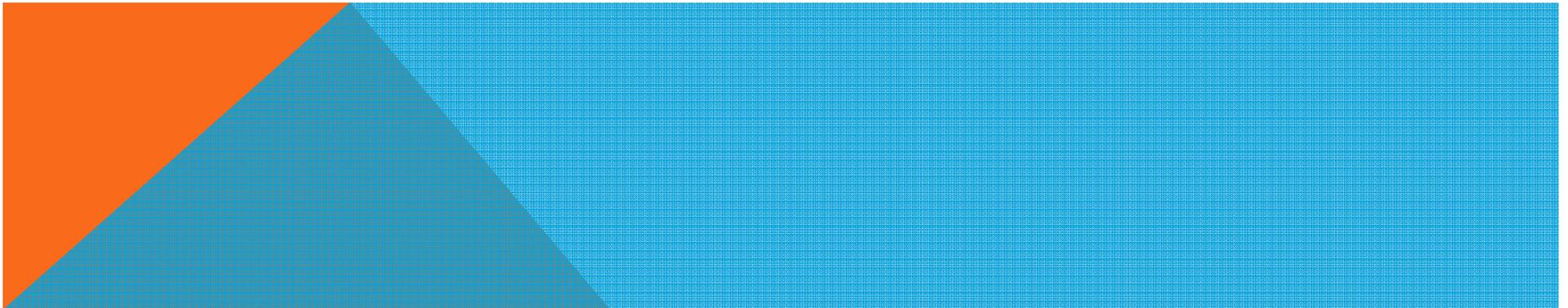
CITY SERVICE EXPENSES



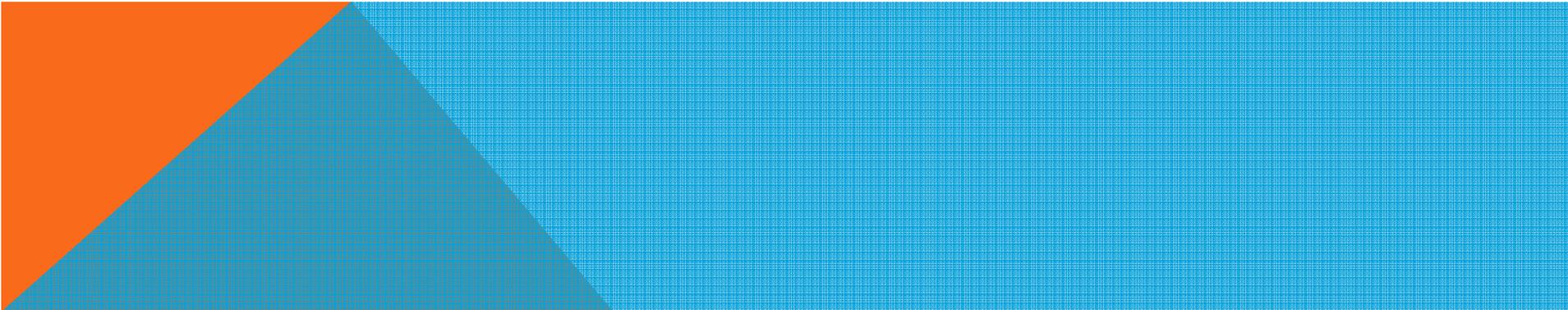
**COMPETITIVE BIDDING
ITEMS \$5,000 AND OVER
3 COMPETITIVE BIDS
AT LEAST TWO NAPERVILLE VENDORS**



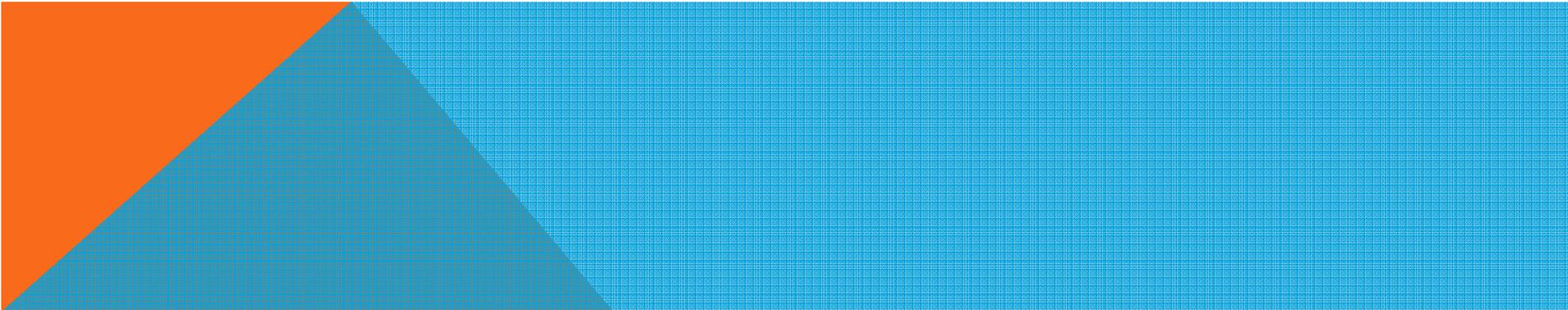
RATIO OF REQUEST VS. TOTAL ORGANIZATION EVENT EXPENSES



**APPLICANT
ADMINISTRATIVE COSTS
VS. TOTAL EXPENSES**



**SECA FUNDING ONLY
NAPERVILLE-BASED ORGANIZATIONS
MONEY SPENT IN NAPERVILLE**



Council Suggestions

- Adjust or confirm the mission and guidelines of the Advisory Cultural Commission.

Council Suggestions

- Tighten definitions and guidelines for Naperville based applicants— if not Naperville location, then number of attendees or Naperville residents impacted

Council Suggestions

- Tighten definition of percent maximum of SECA grant to the total event or operations

Council Suggestions

- Review the dollars and percentages of SECA funds used for internal city use, walks/runs, events with or without city services, etc.

Council Suggestions

- Review the FY12 allocations by type e.g., permanent art/culture, events, dance/music, fairs/festivals, etc.

Staff Recommendations

- City Logo Use:
 - Currently there is language in the SECA award agreements for giving the city credit for funding projects: “This project is partially funded by a grant from the City of Naperville.”
 - Staff recommends allowing administrative approval for City of Naperville logo use consistent with previous Council direction.

Staff Recommendations

- Competitive Bidding:
 - Staff recommends that any capital purchase made with SECA funds should go through a competitive bidding process and collect three bids at a minimum.

Staff Recommendations

- Amendment to the SECA Master Plan
 - Staff recommends eliminating the dollar examples shown on the Master Plan and only using percentage guidelines since the dollar amount changes every year.

Other Council Input?

Adjournment

Advisory Cultural Commission – Municipal Code Section

2-19-1: - CREATION AND PURPOSE:

There is hereby established an Advisory Cultural Commission to assist, inform and advise the City Council on matters pertaining to the arts, culture, and special events in the City of Naperville. This Commission is established to assist the City in furthering special events and cultural amenities within the framework of the special events and cultural amenities master plan, and providing recommendations to the City Council for the annual allocation of the special events and cultural amenities fund (SECA).

The special events and cultural amenities fund (SECA) is a separate fund used solely for the funding of special events, artistic entities, and cultural amenities in Naperville that express the character of the community and provide cultural experiences that are open to all residents and visitors. (Ord. 08-031, 2-6-2008)

2-19-2: - MEMBERSHIP:

The Board shall consist of nine (9) members. At least five (5) of said members shall have professional expertise in the various facets of the duties of the Board, by virtue of their training and/or employment. Said areas of expertise may include, but are not necessarily limited to, business, nonprofit management, arts, social or artistic events, Naperville heritage, diversity, and culture. Notwithstanding the provisions of Section 2-1-5, "Residency Requirements", of this Title, two (2) members of the nine-member board may be nonresidents of the Naperville corporate limits.

Despite the provisions of Section 2-1-2, "Appointment", of this Title, all applicants shall be introduced at least four (4) weeks in advance of their consideration by the City Council.
(Ord. 08-031, 2-6-2008)

2-19-3: - TERMS:

Members shall be appointed for four-year terms. The initial appointments shall be: one-third (1/3) of the members will be appointed for a four-year period, one-third (1/3) of the members will be appointed for a three-year period, and one-third (1/3) of the members will be appointed for a two-year period. Term limits shall otherwise conform to the provisions of Section 2-1-6, "Terms And Term Limits", of this Title. (Ord. 08-031, 2-6-2008)

2-19-4: - DISCLOSURE:

1. Any member with an ownership, employment, or family interest, financial or nonfinancial, pursuant to Section 1-13-6 of this Code, in any SECA fund application, shall file with the Commission a signed and dated disclosure, stating their name, the name of the SECA applicant, and identifying their interest in the SECA application, prior to the Commission or City Council consideration of the SECA application.
2. Any member with an interest in a SECA application shall recuse themselves from any discussion or vote on the matter.
3. The disclosure form shall be attached to and made part of the minutes of the meeting, and shall be attached and made a part of the report or recommendation by the Commission. Such disclosure shall be included with the agenda item submitted for City Council approval.
4. Failure of a member to file a disclosure form pursuant to this Section will be subject to immediate removal from the Commission. (Ord. 08-031, 2-6-2008)

2-19-5: - POWERS AND DUTIES:

1. Provide a recommendation to the City Council regarding the annual allocation of SECA funds.
2. Promote the identification and development of available resources related to arts, culture, and special events in Naperville.
3. Encourage arts, culture, and special events in Naperville.
4. Provide recommendations to the City Council regarding the SECA fund policy, procedures, application, vision statement and goals within the framework of the SECA master plan.
(Ord. 08-031, 2-6-2008)

FY12 SECA Final Funding

Existing Agreements					
Organization	Program	ACC Rec	Request	Final Award	
1 City of Naperville/Park District	Subsidy for Millennium Carillon Operation and Maintenance	\$ 107,200	\$ 107,200	\$ 107,200	
2 City of Naperville	Millennium Carillon Tower Debt Service	\$ 600,000	\$ 600,000	\$ 600,000	
3 City of Naperville/Park District	Riverwalk Maintenance	\$ 125,189	\$ 125,189	\$ 125,189	
4 City of Naperville	DuPage Children's Museum Debt Service	\$ 140,000	\$ 140,000	\$ 140,000	
5 Naperville Municipal Band	Contracted Band Concerts, Parades	\$ 117,995	\$ 130,317	\$ 130,317	
Existing Agreements Total		\$ 1,090,384	\$ 1,102,706	\$ 1,102,706	

Administration					
Organization	Program	ACC Rec	Request	Final Award	
SECA FUND BALANCE		N/A		\$ (180,000)	
6 City of Naperville	Half the salary and benefits of the Community Grants Coord. & Special Events/Public Info. Coord.	\$ 69,000	\$ 69,000	\$ 69,000	
7 City of Naperville	Finance Department administrative costs for the collection of the Food & Beverage Tax	\$ 40,000	\$ 40,000	\$ 40,000	
SECA Administrative Total		\$ 109,000	\$ 109,000	\$ 109,000	

FY12 SECA Final Funding

City Initiatives

	Organization	Program	ACC Rec	Request	Final Award
8	City of Naperville	4th of July Fireworks	\$ 10,000	\$ 10,000	\$ 9,280
9	City of Naperville	4th of July Shuttle Bus Service	\$ 21,000	\$ 24,500	\$ 20,524
10	Mayor's Advisory Commission on Disabilities	Disability Fair - City Services	\$ 1,760	\$ 1,760	\$ 1,760
11	Mayor's Advisory Commission on Disabilities	Disability Fair - Music, Garbage, Rentals	\$ 1,375	\$ 1,375	\$ 1,276
12	Naperville Development Partnership	Restaurant Marketing Program	\$ 100,000	\$ 125,000	\$ 115,994
13	Naperville Sister Cities Commission	Official Signing: Naperville-Patzcuaro Relationship	\$ -	\$ 2,000	\$ -
14	Naperville Sister Cities Commission	Sister Cities Programming and Activities	\$ 4,624	\$ 10,000	\$ 4,640
City Initiatives Total			\$ 138,759	\$ 174,635	\$ 153,473

FY12 SECA Final Funding

Music

	Organization	Program	ACC Rec	Request	Final Award
15	Advent Chamber Orchestra	Naperville Concerts	\$ -	\$ 14,650	\$ -
16	Acappellago	Concert and Advertising	\$ -	\$ 1,975	\$ -
17	Chicago Sinfonietta	Inaugural Season in Naperville	\$ -	\$ 50,000	\$ -
18	DuPage Symphony	Season Subscription	\$ 30,000	\$ 39,000	\$ 23,199
19	DuPage Symphony	Summer Concerts	\$ 5,000	\$ 6,500	\$ 4,640
20	DuPage Symphony	Riverwalk Fine Art Fair	\$ 3,000	\$ 4,735	\$ 2,784
21	Heritage YMCA Group	Singing for Seniors	\$ 4,000	\$ 8,000	\$ 3,712
22	Naperville Chorus	General Operating	\$ 5,500	\$ 7,000	\$ 5,104
23	Naperville Men's Glee	General Operating	\$ 9,500	\$ 17,700	\$ 8,816
24	OPUS	Music to Senior Homes	\$ -	\$ 1,980	\$ 928
25	Western DuPage Special Recreation Association	Junior Jazz	\$ 1,500	\$ 2,200	\$ 1,392
26	Young Naperville Singers	General Operating	\$ 30,000	\$ 37,750	\$ 27,839
27	Young Naperville Singers	Org Development	\$ -	\$ 20,000	\$ -
			Visual Arts Total	\$ 88,500	\$ 78,412

Arts Education

	Organization	Program	ACC Rec	Request	Final Award
28	Naperville Art League	Easels for Classes	\$ -	\$ 1,408	\$ 1,299
29	Naperville Christian Academy	Language and Fine Arts	\$ -	\$ 30,000	\$ -
30	Naperville Woman's Club	Young Adult Art Contest	\$ 800	\$ 1,050	\$ 928
31	Western DuPage Special Recreation Association	Visiting Artist and Art Studio Programs	\$ 2,000	\$ 3,250	\$ 1,856
			Arts Education Total	\$ 2,800	\$ 4,083

FY12 SECA Final Funding

Visual Arts

Organization	Program	ACC Rec	Request	Final Award
32 Century Walk	Naperville's Public Arts	\$ 60,000	\$ 385,000	\$ 125,000
33 Naperville Art League	Storage Shelves	\$ -	\$ 1,870	\$ 1,735
34 Naperville Art League	Back Door Grant	\$ -	\$ 2,000	\$ -
35 Naperville for Clean Energy and Conservation	Eco Family Photo Contest	\$ -	\$ 7,480	\$ 1,856
Visual Arts Total		\$ 60,000	\$ 396,350	\$ 128,591

Multidisciplinary

Organization	Program	ACC Rec	Request	Final Award
36 Heritage YMCA Group	Fast Forward to Fit Families	\$ -	\$ 9,000	\$ -
37 North Central College	Marketing and Promotion of Sesquicentennial Celebration	\$ 21,667	\$ 150,000	\$ 46,398
38 Naperville for Clean Energy and Conservation	LED Exit Sign Retrofit	\$ -	\$ 6,016	\$ -
39 Naperville Heritage Society	200th Anniversary	\$ -	\$ 10,000	\$ -
40 Naperville Public Library Foundation	Library Programming	\$ 5,000	\$ 6,995	\$ 4,640
41 Naperville Township Veterans and Seniors Assistance Team	Seniors and Veterans Health and Wellness Fair	\$ -	\$ 1,200	\$ -
42 Think Global Arts Foundation	Celebration of Peace	\$ 5,600	\$ 19,700	\$ 5,568
Multidisciplinary Total		\$ 32,267	\$ 202,911	\$ 56,605

FY12 SECA Final Funding

Events with City Services

	Organization	Program	ACC Rec	Request	Final Award
43	Downtown Naperville Alliance	Hometown Holidays 2010! (City Services \$15,833)	\$ 20,151	\$ 25,000	\$ 19,700
44	Exchange Club	Ribfest (City Services \$180,674)	\$ 170,115	\$ 170,115	\$ 180,674
45	Jeanine Nicarico Memorial Fund for Literacy	Run for Reading (City Services \$6,429)	\$ 6,259	\$ 6,259	\$ 6,429
46	Little Friends	Step up for Autism (City Services \$230)	\$ 777	\$ 777	\$ 738
47	Naperville Art League	Riverwalk Fine Art Fair (City Services \$1,091)	\$ 17,000	\$ 38,185	\$ 15,854
48	Naperville Jaycees	Last Fling (City Services \$150,744)	\$ 140,456	\$ 148,580	\$ 158,544
49	Naperville Noon Lions Club	5K Turkey Trot (City Services \$11,416)	\$ 11,020	\$ 11,020	\$ 11,416
50	Naperville Women's Club	Annual Fine Art Fair (City Services \$962)	\$ 10,000	\$ 19,250	\$ 9,349
51	NCO Youth & Family Services	Annual Spring Ahead Run (City Services \$13,804)	\$ 13,600	\$ 13,600	\$ 13,804
52	Project H.E.L.P.	Jazz Festival (City Services \$2,928)	\$ 7,500	\$ 35,000	\$ 14,130
53	Rotary Club of Naperville Sunrise	St. Paddy's Day 5k (City Services \$3,352)	\$ 3,147	\$ 3,147	\$ 3,352
54	VFW Post 3873	Memorial Day Parade (City Services \$20,709)	\$ 21,098	\$ 21,098	\$ 20,709
55	West Suburban Irish, Inc.	St. Patrick's Day Parade (City Services \$18,681)	\$ 18,163	\$ 18,163	\$ 18,681
Events with City Services Total			\$ 439,286	\$ 510,194	\$ 473,379

FY12 SECA Final Funding

Events Without City Services

	Organization	Program	ACC Rec	Request	Final Award
56	Dong Fang Chinese Performing Arts	Golden Fall Moon Festival	\$ -	\$ 24,550	\$ 9,280
57	Downtown Naperville Alliance	Hometown Holidays Wrap up - New Years	\$ 15,000	\$ 15,000	\$ 13,919
58	Ecuadorian Volunteers Assoc	Ecuadorian Heritage Night	\$ -	\$ 8,000	\$ 1,856
59	Greater Chicago Chinese American Women's Chamber of Commerce	Anniversary Event	\$ -	\$ 8,000	\$ -
60	Green Earth Institute	Green Earth Fair	\$ 4,000	\$ 10,000	\$ 3,712
61	Heritage YMCA Group	100th Anniversary Gala and History Display	\$ -	\$ 22,500	\$ 4,640
62	Indian Children Cultural Association	India Day	\$ -	\$ 10,000	\$ 2,320
63	Indian Prairie Educational Foundation	Fine Arts Festival	\$ -	\$ 31,103	\$ 3,910
64	Loaves & Fishes Community Pantry	Day Without Hunger Community Awareness Event	\$ -	\$ 20,000	\$ -
65	Lupus Foundation of America, IL Chapter	Walk for Lupus Now	\$ -	\$ 2,000	\$ -
66	Midwest SOARRING Foundation	Annual Harvest Pow Wow	\$ 20,000	\$ 50,000	\$ 18,559
67	Naperville CARES	Cuisine for a Cause	\$ 20,000	\$ 20,000	\$ 18,559
68	Naperville Heritage Society	Oktoberfest	\$ 10,000	\$ 15,000	\$ 9,280
69	NCO Youth & Family Services	Annual Chocolate Festival	\$ 6,000	\$ 9,000	\$ 8,352
70	Simply Vedic Cultural Society	Vegetarian Food Festival	\$ -	\$ 7,000	\$ 1,392
71	Skyland Chinese Opera Arts Assoc	Beijing Opera Amateurs Festival	\$ -	\$ 26,600	\$ -
72	Rotary Club of Naperville (Noon)	Soup's On	\$ 25,000	\$ 25,000	\$ 23,199

FY12 SECA Final Funding

Events Without City Services						
73	Rotary Club of Naperville Sunrise	NaperDink Triathlon	\$ -	\$ 1,000	\$ 928	
74	Turkish American Cultural Alliance	International Children's Day	\$ -	\$ 5,000	\$ 2,320	
75	Utkalaa Center for Dance	Indian Dance - Cloud Messenger	\$ -	\$ 9,000	\$ -	
76	Simply Vedic Cultural Society	Festival of Colors	\$ -	\$ 12,450	\$ 1,856	
77	Simply Vedic Cultural Society	Indian Cultural Festival	\$ -	\$ 9,700	\$ 928	
78	Xilin Association	Asian Pacific American Heritage Festival	\$ -	\$ 21,500	\$ -	
79	Xilin Association	Lantern Festival	\$ 10,000	\$ 39,900	\$ 13,919	
General Events Total			\$ 110,000	\$ 402,303	\$ 138,928	

Theatre & Dance						
	Organization	Program	ACC Rec	Request	Final Award	
80	Fair Lady	Center Stage Theatre - Equipment and Operating	\$ -	\$ 51,146	\$ 5,568	
81	Fair Lady	Kidz Kabaret Production	\$ 17,857	\$ 46,200	\$ 16,703	
82	Fair Lady	Center Stage Players	\$ 10,000	\$ 26,250	\$ 6,496	
83	Evergreen Theatre	Serious Theatre	\$ 10,000	\$ 21,000	\$ 9,280	
84	Samskriti Foundation	Community Enrichment Program	\$ -	\$ 1,950	\$ 928	
85	Summer Place	Good Doctor - Facility Rental	\$ 2,000	\$ 2,000	\$ 1,856	
86	Summer Place	Good Doctor - Rights	\$ -	\$ 750	\$ 696	
87	Summer Place	Grease - Rental	\$ 2,000	\$ 2,000	\$ 1,856	
88	Summer Place	Grease - Rights	\$ -	\$ 2,000	\$ 1,856	
89	Summer Place	Gypsy - Rental	\$ 2,000	\$ 2,000	\$ 1,856	
90	Summer Place	Gypsy - Rights	\$ -	\$ 2,000	\$ 1,856	
91	Xtreme Dance Troupe	Naperville Dances with the Stars!	\$ -	\$ 187,200	\$ -	
92	Xtreme Dance Troupe	Diversity Dance Scholarship	\$ -	\$ 1,998	\$ -	
Theatre and Dance Total			\$ 43,857	\$ 346,494	\$ 48,950	

FY12 SECA Final Funding

Media & Literature

	Organization	Program	ACC Rec	Request	Final Award
93	Heritage YMCA Group	100th Anniversary Movie Night Celebration and Movies on the Road	\$ -	\$ 5,100	\$ 1,856
94	Jumping Off the Page	Naperville Reads	\$ 11,500	\$ 15,500	\$ 10,671
95	Naperville Education Foundation	Born to Read	\$ 4,214	\$ 4,214	\$ 3,910
96	NCTV	TV Series "Naperville News 17"	\$ 36,000	\$ 36,000	\$ 33,406
97	NCTV	HD Camera Capital Equipment	\$ 13,915	\$ 18,555	\$ 17,218
98	NCTV	TV Documentary Program "Naperville Recollections"	\$ -	\$ 32,000	\$ -
99	NCTV	Portable Studio Capital Equipment	\$ 19,500	\$ 20,271	\$ 18,811
Media and Literature Total			\$ 85,129	\$ 131,640	\$ 85,873

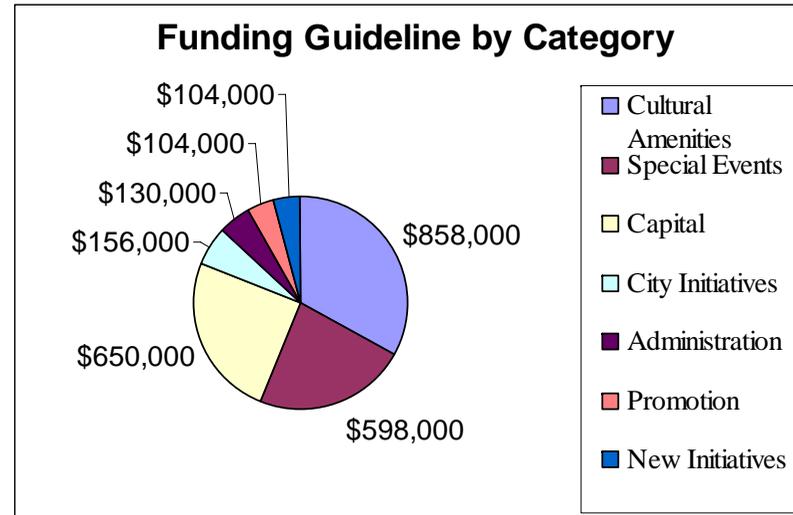
Grant Total	\$ 2,199,982	\$ 3,623,431	\$ 2,380,000
Difference	\$ 180,018	\$ (1,243,431)	\$ -



SECA Master Plan Vision for the Future

Citywide Mission Statement

The mission of the government of the City of Naperville is to preserve and enhance the quality of life by providing municipal services that are responsive to the needs of the residents and businesses and are reliable, efficient and fiscally responsible.



CATEGORIES WITH FUNDING GUIDELINES

SPECIAL EVENTS CATEGORY 23%

Any indoor or outdoor event held on city property; an event deemed to significantly impact the city; and/or a one-time occurrence during the year at a given place and time - two subcategories are Parades and Walk/Runs

ARTS-EDUCATION CATEGORY Cultural Amenities 33%

'Arts as a learning tool and method"
Art teaching relates to the practical and fundamental teaching of the various disciplines, to stimulating students' critical skills and sensitivity, and to building their cultural identity on a tangible basis

VISUAL ARTS CATEGORY Cultural Amenities 33%

Original pictorial, graphic, and sculptural works, which include two-dimensional and three-dimensional works of fine, graphic, and applied art that typically exists in permanent form

CITY INITIATIVES CATEGORY 6%

Established by past practice or by the direction of the City Council and/or staff – each request is a city commitment and is highly recommended for funding, either in the SECA fund or elsewhere in the city budget

ETHNIC/FOLK ART CATEGORY (New Category)/Cultural Amenities 33%

Art handed down from generation to generation within a specific ethnic, regional, occupational or other community

MUSIC CATEGORY Cultural Amenities 33%

Professional and/or community companies including opera, vocal ensembles, orchestras, chamber music, jazz ensembles, contemporary and early music groups, and concert and wind bands

MULTI-DISCIPLINARY CATEGORY Cultural Amenities 33%

Programming that involves or fuses two or more SECA categories

THEATRE/DANCE CATEGORY Cultural Amenities 33%

Professional and/or community companies including experimental, street, and children's theater or ballet, modern, avant-garde, jazz, tap, historical dance, and mime

ADMINISTRATION 5%

Costs for the collection of the Food & Beverage Tax and for the implementation of the grant program performed by the Community Grants Coordinator and the Special Events/Public Information Coordinator

MEDIA/LITERATURE Cultural Amenities 33%

The production, exhibition, and distribution of film/video, audio art, and literature, including documentary, experimental, animated, and narrative works

SECA Definition

A separate fund used solely for funding special events, artistic entities, and cultural amenities in Naperville that express the character of the community and provide cultural experiences that are open to all residents and visitors.

Applicant Ranking

Point System		
Category	Points	Explanation
Minimum Requirements: All applicants must meet the minimum requirements as listed in the eligibility requirements of the SECA Policy and Procedures.		
One: Project Purpose	30 total	Encourage celebrations of community and cultural opportunities. (a) Objectives clearly presented, (b) Commitment to improvement.
Two: Community Impact	45 total	
Longevity*	15	(a) Years organization in existence, (b) Improvement of organization, and (c) Number of years the project has been in existence.
Leveraging of Funds	10	Use of non-SECA resources.
Community-Wide Benefit	10	(a) Marketing to the entire community, and (b) Promotion for diversity/ethnicity
Collaboration	5	Involvement with various community entities.
Other SECA Objectives	5	Amount of economic benefit to the community
Three: Sound Administration	25 Total	
Financial Management	20	(a) Strong financial management and effective management controls; (b) produce a safe project c) Committed & fiscally responsible management.
Outcome Measurement	5	Evaluation of performance against measurable goals

*New initiative, 15 longevity points awarded.

Eligibility

- Located within the City and provide services or benefits to the community
- The cultural event or project must be within the city limits.
- Non-profit/not-for-profit 501(c)(3)
- Not promote religion or religious organizations.
- Proposed event or project is not a social service activity.
- Demonstrate a need for City funding.
- Past events by the applicant must have complied and have been free of significant problems.
- Submit a project budget
- Applicant must complete and comply with the application process.
- Work with the Special Events Committee if a permit or City Services are requested

Evaluation Criteria

- Project Purpose: Promotes the intent of SECA
- Community Impact: Benefits entire community
- Sound Administration: Demonstrates organizational integrity through:
 - *strong business practices
 - *varied portfolio of funding sources
 - *committed and fiscally responsible board and management
 - *regular evaluation of performance against measurable goals

Category	Sub-Category	Proposed Amount	Example
Administration		5%	\$130,000
City Initiatives		6%	\$156,000
Capital	General Requests	28%	\$250,000
	Existing Agreements		\$470,000
Promotion	Restaurants	4%	\$104,000
	Projects		
New Initiatives		4%	\$104,000
Special Events	City Services	22%	\$568,000
	General Events		
Cultural Amenities	Existing Agreements	31%	\$120,000
	Arts-Education		
	Ethnic/Folk Art		
	Media/Literature		
	Miscellaneous		
	Music		
	Theatre/Dance		
Visual Arts			

Total 100% \$2,600,000

Capital: a relatively high monetary value (minimum cost of \$10,000), and a life of at least five years resulting in the creation or revitalization of a fixed asset.
New Initiatives: An organization or project which has existed for 3 or fewer years.

**CITY OF NAPERVILLE
MEMORANDUM**

DATE: June 10, 2011

TO: Douglas A. Krieger, City Manager

FROM: Dan Di Santo, Assistant to the City Manager

SUBJECT: Additional Workshop Materials: June 13, 2011 – SECA Workshop

BACKGROUND:

Materials for the June 13, 2011 Special Events and Cultural Amenities (SECA) Workshop were sent to City Council on Friday, June 3 with the expectation that the Advisory Cultural Commission presentation for the workshop would be sent on June 10, 2011.

DISCUSSION:

Section 2-19-5:4 (Powers and Duties) of the Naperville Municipal Code grants the Advisory Cultural Commission with the responsibility of to “provide recommendations to the City Council regarding the SECA fund policy, procedures, application, vision statement and goals within the framework of the SECA Master Plan.” As such, Commissioner Phillip Kapela will present the attached power point to the City Council during the SECA Workshop.

Commissioner Kapela will begin his presentation by describing the role of the Commission, the experience and qualifications of the Commissioners, and the process they use to make recommendations to the City Council. Since the Commission was created in 2008, a number of policy issues have come up in Commission discussions that warrant additional consideration by the City Council. With that said, the Commission presents the list of policy issues below for City Council discussion. The items below do not necessarily represent consensus recommendations from the Commission; rather they are areas the Commission believes are worth a City Council policy discussion in order to further define the future of SECA.

- Having a member of the City Council sit on the Commission;
- Defining the role of the Master Plan – should the percentages be a goal or a mandate;
- Reducing grantee dependence on SECA funds;
- Determining the importance of seeding new initiatives;
- City service expenses;
- Competitive bidding for items over \$5,000 – potentially encouraging Naperville vendors;
- Ratio of funding request vs. organization project/event total expenditures;
- Applicant administrative costs vs. total expenses; and
- Limiting funding to Naperville-based organizations and money spent in Naperville.

The Advisory Cultural Commission looks forward to a fruitful discussion at the SECA Workshop and Commissioner Kapela will be available to explain the background of the above issues and answer City Council questions.

RECOMMENDATION:

Please transmit these additional materials to the City Council.

ATTACHMENTS:

1. Advisory Cultural Commission Presentation