

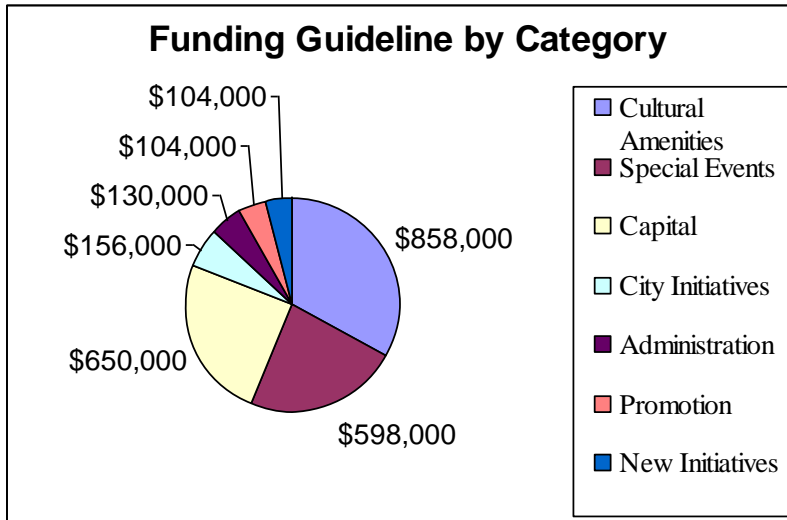


SECA Master Plan Vision for the Future

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.

Funding Guideline by Category



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	\$698,000		

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.