

City of Naperville
**Special Events and Cultural
Amenities (SECA) Fund**
Policy and Procedures Manual

Fiscal Year 2012-13

The Mission of the Special Event and Cultural Amenities Fund

The City of Naperville encourages celebrations of community that focus on the heritage, diversity, and character of Naperville. In support of these activities, the City of Naperville established the Special Events and Cultural Amenities (SECA) Fund in 2004 as “a separate fund used solely for the funding of social and artistic events and entities, providing cultural experiences for the Naperville community and its visitors.”

Section One – Who is Involved?

The City Clerk's Office is responsible for the administration of the Special Events and Cultural Amenities Fund and its application process. Specifically, the Special Events Coordinator accepts the applications, provides a cursory review, and submits all applications to the Advisory Cultural Commission.

Members of the Advisory Cultural Commission (ACC and "the Commission") are appointed by the Mayor. The Commission is comprised of eight members of the community and one Council member. The Commission performs a comprehensive review of all applications and makes funding recommendations to the City Council.

The City Council is made up of the Mayor and eight Council members elected at large. The City Council will review the applications, the recommendations made by the ACC, and make the final funding decisions.

Section 2 – Eligibility

In order to apply for SECA funds, organizations must adhere to the following:

- 1) The organization must be located within the city and provide services or benefits to the community.
- 2) The event, project, or initiative must be located within incorporated Naperville.
- 3) The sponsoring organization must be a non-profit 501(c) (3) or recognized by the State of Illinois as a non-profit organization.
- 4) Preference will be given to non-governmental/non-taxing applicants.
- 5) The proposed event or project must not promote religion or religious organizations.
- 6) The proposed event or project must not be a social service activity, such as transitional housing, job placement, and crisis intervention programs.
- 7) The Applicant must demonstrate the organization's need for supplemental funding.
- 8) If the organization has been awarded SECA funds in the past, those events or projects must have complied with city requirements.
- 9) The Applicant must submit an event or project budget, including an estimate of city services where appropriate.
- 10) The Applicant must work with the city's Special Events Coordinator if an event permit is required.

Although the organization may be eligible to apply for funding, the city does not guarantee that the applicant will receive funding. Funding is awarded on a competitive basis and past funding does not secure funding in the future.

Eligible Event or Project

Requests for funding may include, but not be limited to, such efforts as organizational administration and operations, capital improvement purchases, one-time projects, new program start-up, community events, and cultural education. Preference will be given to non-governmental/non-taxing applicants.

Section Two – The Application Process

The application will be available on the city's website (<http://www.naperville.il.us>) beginning September 12, 2011. Applications and supporting documentation must be uploaded to <http://bit.ly/naperseca> by 5:00 p.m. on Tuesday, November 1, 2011.

Applicants requesting funding which totals \$2,000 or less shall complete Section One only of the application. Applicants requesting funding greater than \$2,000 must complete the entire application.

The Special Events Coordinator will compile all applications and submit them to the Commission by November 18, 2011. The members of the ACC are given until January 15, 2012 to review and comment on the applications and assign preliminary funding amounts. The Commission will meet in late January 2012 to discuss the individually assigned funding levels and to reach consensus on overall dollars awarded. A public hearing will be held in February 2012. The public is invited to attend, applicants may make brief presentations, and staff and the ACC will be available to answer questions.

In March 2012 a City Council Workshop will be held where the Council reviews the recommendations of the Commission and makes the final funding decisions. The public is welcome at this meeting, but not permitted to address the Council.

Review of the Application

Applications will be evaluated and scored against the three core criteria listed below.

- 1) Project Purpose – the project/event/program/initiative must promote the Special Events and Cultural Amenities mission.
- 2) Community Benefit – the project/event/program/initiative must have a positive impact on the Naperville community.
- 3) Fiscal Administration – the applying organization must demonstrate integrity through strong business practices, a varied group of funding sources in addition to the requested SECA allocation, and a fiscally responsible board/management who is committed to making the project self-sustaining.

Required Documentation

All applicants are required to submit the following documentation in addition to the application form. Applications will not be considered complete unless all required documentation has been received.

- 1) Nonprofit Status – attach a copy of your organization’s 501(c) (3) status.
- 2) Financial Documents – attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, describe why they are not available.
- 3) Governing Body Authorization – a resolution or written endorsement by your governing body authorizing this application.

The Scoring of the Applications

The Commission will assign points (up to 100) to eligible applications. The table below explains the categories and point system.

Application Scoring Matrix		
Criteria	Maximum Points Available	Explanation
Project Purpose	30	The project/event/program/initiative must promote the mission of the Special Events and Cultural Amenities Fund.
Community Benefit	45	The project/event/program/initiative must have a positive impact on the Naperville community.
Fiscal Administration	25	Must demonstrate integrity through strong business practices, a varied group of funding sources in addition to the requested SECA allocation, and a fiscally responsible board and/or management who is committed to making the project self-sustaining.

Applications Submitted Past the November 1, 2011 Deadline

Applications that are submitted outside of time frame set forth above will be accepted, however funds are not guaranteed. The Applicant must submit the following:

- 1) A completed application in paper form only (incomplete applications will be rejected); and
- 2) A written statement that demonstrates why it was not possible to participate in the formal application process.

Once the application and statement are received, they will be reviewed by the Special Event Coordinator and the members of the ACC. The Commission will make a recommendation to the City Council in support of the project or will advise that the funding request be denied. The request will then be heard by the City Council, as agenda deadlines permit, at its next scheduled meeting.

Section Three – Recipient Requirements

Those organizations that have been awarded SECA funds must comply with the following requirements:

- 1) Recipients must sign the Special Events and Cultural Amenities Fund Grant Agreement.
- 2) Funds must be used for what was requested and approved in the application.
- 3) Recipients must obtain required permits, insurance, event authorization and pay any relevant fees.
- 4) Grantees must comply with all local, state, and federal laws and regulations concerning civil and human rights.
- 5) Recipients must comply with the Americans with Disabilities Act (ADA) Accessibility guidelines.
- 6) The SECA logo is the only “city” logo that may appear on event materials. See Section Four for details.
- 7) Grantees receiving \$10,000 or more must submit a Six-month Progress Report to the Special Events Coordinator by October 31, 2011.
- 8) All grantees must submit a Final Financial Report to the Special Events Coordinator no later than 120 days after the completion of the project/event/program/initiative.

Section Four – SECA Logo

A logo contest is now underway to develop a SECA logo to be used by all grant recipients. The city logo may not be used. The logo will be unveiled in spring 2012 for use by all 2012-2013 SECA fund recipients.

Section Five – Receiving SECA Funds

Awardees must submit an invoice to the Special Events Coordinator in order to receive funds. Upon approval by the Special Events Coordinator the invoice will be forwarded to the Finance Department for processing. Grant recipients will be reimbursed, up to the amount awarded, within 60 days of staff approval.

Section Six – Reporting Requirements

Evaluating the progress of SECA grantees is a vital part of the award process. The city requires grantees who are awarded \$10,000 or more to submit a Six-month Progress Report to the Special Events Coordinator by October 31, 2011. Events or projects that have not taken place by the Six-month reporting deadline are still required to submit a report documenting progress-to-date. This report is an opportunity to share outcomes, successes, and challenges. The Progress Report form will be posted to the city's website in September 2012.

All awardees are required to submit a Final Financial Report to the Special Events Coordinator no later than 120 days after the completion of the funded project or event. If an extension is required, the grantee must submit a request in writing and include the reason for the extension.

Section Seven – Complete FY 2012-13 SECA Application Timeline

FY 2012-13 SECA Application Timeline	
Activity	Date(s)
FY 2012-13 SECA application and Policy/Procedures Manual available online	September 12, 2011
FY 2012-13 SECA applications due	November 1, 2011

FY 2012-13 SECA applications submitted to the Advisory Cultural Commission	November 18, 2011
Commission concludes individual scoring and funding allocations	January 15, 2012
Commission Meeting	January 2012
Commission Meeting/Public Hearing	February 2012
City Council Workshop to discuss ACC funding recommendations	March 2012
City Council Meeting to formally approve SECA awards	April 2012
Approved contracts distributed to grantees for signature	April-May 2012

Section Eight – Frequently Asked Questions

- 1) **Can I use the City of Naperville logo on event materials?**
No. See Section Four of this Manual for details.
- 2) **Where is the application located? Can I submit the application in hard copy?**
The application is on the city's website (<http://www.naperville.il.us>). All applications must be electronically uploaded to <http://bit.ly/naperseca> by 5:00 p.m. on Tuesday, November 1, 2011.
- 3) **What if I cannot submit my application by the deadline?**
Applications that are submitted past the deadline will be accepted, however funds are not guaranteed. See Section Two of this manual for details.
- 4) **How long after I submit the application will I hear if my event has received funding?**
See Section Seven of this Manual for a detailed timeline.
- 5) **Can I submit more than one application for different parts of my project/event/initiative?**
No. Only one application may be submitted per project/event/initiative.

- 6) Can government entities or other taxing bodies apply for SECA funds?**
Yes. However, preference is given to non-government/non-taxing organizations.
- 7) Does the project need to meet a minimum dollar amount to apply for SECA funds?**
No. Applicants requesting less than or equal to \$2,000 are only required to complete Section One of the application. The entire application must be completed for requests greater than \$2,000.
- 8) Does the city require grantees to submit progress reports?**
Yes. Different reports must be submitted based on the amount of the award. See Section Six of this Manual for details.
- 9) How do I receive the funds?**
Grantees receive funds through a reimbursement process. After the city receives and approves the event invoice, the applicant will receive a check up to the amount that was awarded.
- 10) How will I be notified of my award amount?**
Applicants are encouraged to attend the Advisory Cultural Commission and City Council public meetings. Agenda items are also available online. Once funding levels have been decided, the Special Events Coordinator will send the contracts to awardees in April.
- 11) What if I am not awarded the entire amount that was requested?**
If the award is less than the amount requested, the applicant may choose to not hold the event and thus notify the Special Events Coordinator. If the event is still to be held, the grantee may decide to reduce its scope and scale.
- 12) Should I expect SECA to fund my entire event?**
No. SECA is meant to supplement funding that the organization already has/or will have.

Section Nine – Contact Information

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