

SECA GRANT FUND PROGRAM APPLICATION WORKSHOP



Calendar Year 2027 (CY27)
(January 1, 2027 - December 31, 2027)

Special Events and Community Arts (SECA) Grant Fund Program

- Established in 2004
- 1% citywide Food & Beverage tax
- Funds support events and culture in Naperville
- CY26 SECA Grant Fund Total - \$2, 509,935
 - City Obligations -\$1,309,198
 - Discretionary Funds - \$1,200,737
 - 86 applications received, 80 funded

SECA Commission

- 9 Commissioners
- Appointed by the Mayor
- Makes recommendations to the City Council on:
 - SECA policy
 - Annual SECA discretionary allocations

**In accordance with the Open Meetings Act,
if you wish to contact SECA
Commissioners, please send your
communication to the Special Events
Coordinator to forward to the Commission**

- Judy Brodhead (Chair)
- Rich Gannon
- Tom Miers
- Rachna Prasad
- Greg Gustin
- Lai So
- Arthur Zards
- Linda Kuhn
- Shree Gurusamy
- Councilman Ashfaq Syed (Council Liaison)

What is new for CY27?

- Online grant application via Microsoft Forms
- New applicants or grant requests for more than \$25,000 are **required** to have a representative attend the SECA Commission Q&A Session on Saturday, Nov. 7, 2026.
- **No** funds from the SECA grant to be used for any food or beverage purchases
- **No** Public Art Set Aside

What is new for CY27?

➤ Extension Policy

- Request for a time extension **must** be made in writing to the Special Events Coordinator for SECA Commission approval. If no extension is requested, recipients will forfeit reimbursement of all grant monies and shall return any funds.

➤ Email distribution of proposed grant award

- Applicants will receive an email in December from Staff once allocations are proposed (allocations are **only a projection** at this time).
- All SECA meetings are recorded and posted to the City's calendar

Administrative Guidelines

CY27



Definition of a Fundraising Event

- An event with the **primary purpose** of generating revenue to support the organization's own mission
- **Ineligible Event:** If the event is structured, marketed, or branded primarily as a fundraiser rather than as a cultural or entertainment experience

Advancement of Funds Policy

- No advance payment shall be issued without the approval of the Special Events Coordinator.
- Advance requests will be reviewed; however, approval is **not** guaranteed.
- Awardees may request an advance under the following conditions:
 - I. The request for advancement must be fully detailed in the “Cost” section of the SECA Grant application
 - II. Any advancement provided to the Grantee must only be used for entertainment and venue deposits, and only if those deposits are refundable
 - III. The Grantee must formally notify the Special Events Coordinator of the request

Change of Scope

- Any substantive modification to the nature, purpose, or primary components of a funded project/ event is considered a Change of Scope and **must** be reported immediately to the Special Events Coordinator
- Routine logistical adjustments are not considered a Change of Scope if the event's overall intent, nature, and public benefit remain substantially unchanged
- If the Commission determines that a Change of Scope has occurred, City Council will be notified via Manager's Memo.

Cancellations

- Cancellations impact the community and may affect your standing, including potential ineligibility for future funding.
- Applicants **must** submit a formal cancellation notice to the Special Events Coordinator as soon as possible; staff will then notify the SECA Commission. The written notice must include:
 - I. A clear statement indicating the applicant's intent to cancel the approved event and/or project.
 - II. A detailed explanation of the reasons for the cancellation.
 - III. Any relevant supporting information that may assist the Commission in understanding the circumstances leading to the cancellation.
- Should staff **not** receive a cancellation notice, the applicant should expect the consequences of their decision to be reflected in the following calendar year

Consequences for Noncompliance

- Recipients of SECA grant funds are **required** to comply with all program policies, procedures, and conditions outlined in the manual and in the SECA Grant agreement.
- Failure to comply may result in corrective action, including but not limited to:
 - I. Ineligibility for future SECA funding opportunities for a period determined by the Commission; and/or
 - II. Referral of unpaid balances to collections, in accordance with City policies and procedures
- The SECA Commission reserves the right to evaluate noncompliance on a case-by-case basis and determine appropriate action to ensure accountability and protect the integrity of the program.

Criteria to Evaluate Applications

Special Events

Quality of event, clear project objective, uniqueness, experienced organizers

Strength of organization's fiscal management and variety of funding used to support the event

Clear organization mission statement

Evidence of organization's commitment to diversity

History of event

Alignment with SECA mission statement

Benefit to the community, location, community support, number of attendees

Final Financial Reports

Criteria to Evaluate Applications

Community Arts

Quality/purpose of the art

Intentionality of
design/artistic approach

Artistic, community, and/or
public impact

Diversity of art forms

Originality/redundancy

Location/relationship to the
surrounding public
space/community

Conservation/maintenance
requirements, when
applicable to physical
public art

Public safety and
accessibility

Agreements, liability, and
other legal/ administrative
considerations

Alignment with goals of the
Program.

Feasibility, including
permitting and
implementation
considerations

Financial information,
including the project budget
and applicable final
financial reporting
requirements

Reminders & Limitations



SECA Application Timeline

May 26	Special Events Applications available through the Civic Access portal
July 8	Special Events Applications close
August	SECA Mandatory Applicant Workshop(s) Special Events Team provides funding estimates for City Services
September 4	SECA Grant Fund Program Applications available online
October 2	SECA Grant Fund Program Applications close
November 7	SECA Commission Q&A Session with the Applicants – Council Chambers
December 10	SECA Commission Unified Recommendation Meeting – Council Chambers
January 19 th (tentative)	Council approves SECA Commission recommendation

SECA Fund Limitations

- Requests for reimbursement for costumes must include a photo of the costume
- Funds must be used within the fund cycle for which they were granted (CY27: January 1, 2027 – December 31, 2027)
- Good faith effort to purchase goods and services in Naperville and work with the Naperville Convention & Visitors Bureau
- Good faith effort to incorporate recycling into events.

Prohibited SECA Fund Expenses

- Funds shall not be used as a subsidy for an individual's salary, payroll and all other administrative related expenses (honorariums/stipends are fine).
- Funds shall not be used to subsidize academic study
- Commercial storage rental space is not eligible for SECA funding.
- Travel-related expenses are not eligible for reimbursement
- Food and beverage purchases are not eligible for funding

SECA Logo

- Recognition of SECA grant funding is a **requirement** for each funded project/event/program. Evidence of recognition is required in the Final SECA Grant Report.
- Contact the Special Events Coordinator for the SECA Grant Fund logo
- Use of the City of Naperville logo is **prohibited**



Application Overview



SECA Application Eligibility

- 1 application with 2 Parts (Part 1 Responses, Part 2 Documents)
- Online fillable Microsoft Form
- Eligibility
 1. Organization is a tax-exempt 501(c) nonprofit in good standing
 2. Organization complies with all Federal and Illinois nonprofit laws, including political-campaign restrictions
 3. Project/event does not include religious worship, instruction, or promotion
 4. Project/event does not include social service activities (housing, job placement, crisis intervention, etc.)
 5. Project/event complies with nondiscrimination laws and the American with Disabilities Act of 1990
 6. Project/event is located within incorporated Naperville.
 7. Project/event will be held January 1 – December 31, 2027.
 8. Applicant attended the mandatory CY27 SECA Applicant Workshop

Part 1 - Application Responses

- Section 2: General Information
 - Name of event, event type, organizational history, request details, cost, need for funding and self-sustainability
 - Organization name, address, contact information
- Section 3: Impact to the Naperville Community
 - Organization objectives, community benefit, municipality objectives-accessibility/waste reduction/transportation plan
- Section 4: Conflict of Interest
- Section 5: Acknowledgement of the SECA Application Process Parts 1 and 2

Part 2 - Required Documentation

Applicants will email the following **required documents** (as a PDF) to the Special Events Coordinator (fiedlerj@naperville.il.us) **immediately**.

- ▣ **Budget Worksheet** (Budget template will be emailed & is found the City's SECA webpage)
- ▣ **Non-Profit Status Document** (Articles of Incorporation or Certificate of Good Standing)
- ▣ **Latest Agency Audit / Financial Statement**
- ▣ **Federal Form 990** (Gross revenues of \$50,000 or less are not required)
- ▣ **Governing Body Authorization**
- ▣ **Disclosure of Interest Form**
- ▣ **For Individual Artists and Artist Groups** (required documentation varies, contact the Special Events Coordinator (fiedlerj@naperville.il.us))

IMPORTANT NOTE: Documentation not received immediately may result in an incomplete grant application and will not be reviewed.

<https://www.naperville.il.us/government/grants/special-events-community-arts-program/>



Individual Artists and Artist Groups

- 501c designation is not required
- Required Documentation includes:
 - Resume of artist
 - Letters of Recommendation
 - Samples of past work
 - Rendering of proposed art
 - Site plan
 - Maintenance plan
 - Written valuation statement of the art
 - Additional documents may be requested
 - Certificate of Insurance, Property Owner Agreement, etc.

Contact the Special Events
Coordinator with any
questions
(fiedlerj@naperville.il.us)

Budget Worksheet

➤ Budget Worksheet

- ❖ Incomplete or inaccurate budgets will not be accepted
- ❖ Include all other revenue sources for event/project
- ❖ Provide a description for artist fees, if applicable

➤ Budget Worksheet - Key Terms

- ❖ **Estimated Total** = Entire Estimated Project Cost Before the Event
- ❖ **SECA Allocation** = Amount Projected Toward Total Event Cost
- ❖ **Actual Total** = Entire Project Cost After the Event has Occurred

Budget Worksheet

Event Budget (Sample)

							Estimated Total	SECA Allocation	Actual Total (Final Report)
TOTAL EXPENSES							\$ 8,000.00		\$ -
							Estimated Total	SECA Allocation	Actual Total
Site									
Venue Rental Fees							5,000.00		
Equipment							2,000.00		
Tables and Chairs							500.00		
Totals							\$ 7,500.00	\$ -	\$ -
Event Materials									
Face Painting							300.00		
Totals							\$ 300.00	\$ -	\$ -
Marketing and Publicity									
Yard Signs							200.00		
Totals							\$ 200.00	\$ -	\$ -
Program									
Artist Fees /Honorariums									
Royalty Fees									
Totals							\$ -	\$ -	\$ -
City Services									
Totals							\$ -		\$ -

Estimated Total = Entire estimated project cost **Before** the event
SECA Request = Amount **Projected** to be used/applied to SECA
Actual Total = Entire event cost **After** the event has occurred

Submitting the Application

- Part 1 (Responses) Microsoft Forms submission only, no paper copies
- Part 2 (Required Documents), email Jake directly:
Jake Fiedler, Special Events Coordinator
fiedlerj@naperville.il.us, 630-420-6045
- Jake will send confirmation of application, upon the submission of Part 2. Part 2 finalizes the SECA application process.
- Confirmation is acknowledgement of full application (Parts 1 and 2) received, not grant approval
- Read receipts recommended
- **PDF files preferred**
- If your files are too large to email (Zip file recommended), contact Jake.

Deadline is NOON – Friday, October 2, 2026

Grant Award & Post Event Deliverables



Receiving SECA Funds – if Awarded

- Recipients must return a signed, witnessed SECA Grant Fund Program Agreement (via DocuSign)
- New grant recipients or existing vendors that have changes **must** submit an Accounts Payable – Vendor Form (via the Civic Access portal)
- Submit the Request for Payment SECA Form and valid invoices or receipts
 - **No** personal purchases
- Once approved, reimbursement request is sent to the Finance Department for processing
- City Obligation Awards greater than \$50,000 are issued quarterly

Post Event - Reporting Requirements

- Final reimbursement of grant funds will **not** be distributed until all the **Final Financial Reports** are received by the Special Events Coordinator
- **Final Financial Reports** are due within 30 days of event/project completion. Documents are available on the City's SECA webpage.
 1. **Final Financial Report**
 2. **Budget Worksheet (excel spreadsheet)**
 3. **Final Reimbursement Request Form**
 4. **Itemized Summary Expense Sheet**
- Report **must** display evidence of SECA recognition
- Reports will be available to SECA Commission for review with future applications

Final Financial Report

Note: Page 1 only on display, full Final Financial Report is about 4 pages



Special Events & Community Arts (SECA) Grant Program Final Financial Report

Introduction

As a result of the 2016 comprehensive review of the SECA Grant Program, the Commission developed metrics that measure the success and sustainability of events and programs.

All grant award recipients, regardless of award amount, must submit the Final Financial Event Report within 30 days of the completion of the event/project. Upon submission, the reports will be reviewed by the SECA Commission and used to evaluate the following year's application and assist with determining an appropriate funding allocation.

NOTE: Final reimbursement of funds will not be awarded until the Final Financial Event Report has been submitted.

Section One – Grant Recipient/Organization Information

Name of Grant Recipient/Organization:

Address:

City/State/Zip Code:

Contact Person:

Phone Number:

E-Mail:

Has there been any change the organization's non-profit status since the time the award was received? If so, please explain

Section Two – Project/Event Information

Name of Project/Event:

Brief Description of Project/Event:

Date of the Project/Event:

Amount of SECA Grant Award:

Number of Years the Project/Event has been in Existence:

Number of Years the Project/Event has received a SECA Grant:

In What Year Does Your Organization Anticipate No Longer Needing SECA Funding:

Final Reimbursement Request Form



CITY OF NAPERVILLE SPECIAL EVENTS AND COMMUNITY ARTS PROGRAM REQUEST FOR PAYMENT

Organization Name: _____

Project Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Payment Request # (1st, 2nd, state if it is the *final payout*—based on entire funding): _____

REIMBURSEMENT REQUEST FOR:

Check all that apply and attach required documentation for payment. *

☐ Receipts ☐ Invoices ☐ Other: _____

STATUS OF FUNDS

1. Grant Amount Awarded: _____
2. Sum of Past Claims Paid for this Project: _____
3. Amount of This Request: _____
4. Total Requests: (Line 2 + Line 3) _____
5. Current Grant Balance: (Line 1 – Line 4) _____

I certify that this request for payment is made in accordance with the terms and conditions of the Special Events and Community Arts Grant Fund Agreement between the City and ourselves, as the Grantee.

Signature

Date

Print Name

Title

*Required documentation for Payment

If submitting receipts and/or invoices please provide a summary sheet itemizing each expense.

Itemized Summary Expense Sheet

Itemized Summary Expense Sheet

Event/Project Name:

[illegible]

Total: \$

Questions?

Jake Fiedler, Special Events Coordinator

O:(630) 420-6045

Email: fiedlerj@naperville.il.us

Special Events & Community Arts Program Webpage:

<https://www.naperville.il.us/government/grants/special-events-community-arts-program/>

