

**City of Naperville  
Special Events & Cultural Amenities (SECA)  
Grant Program  
Policy Manual for Applicants**

**Calendar Year 2019 (CY19)  
January 1, 2019 – December 31, 2019**



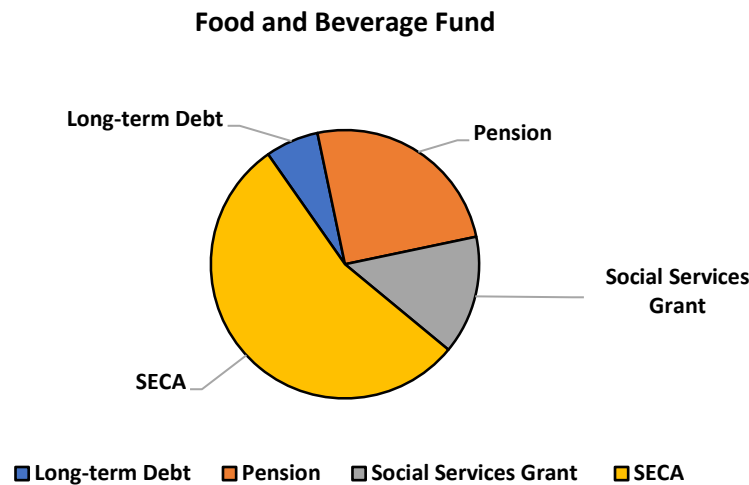
The mission of the Special Events Cultural Amenities Grant Program is to create opportunities to provide social events and artistic experiences for Naperville and its visitors.

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## **Section One – What is the Special Events Cultural Amenities (SECA) Grant Program?**

In March 2004 the City Council discussed the creation of a fund to supplement and cover the expenses associated with hosting social and artistic events. Council approved a 1% food and beverage tax to fund the SECA Grant Program and financial support of these events were removed from the City’s General Fund.

Since 2004, the Food and Beverage Fund and the SECA Grant Program have been reviewed and refined almost annually. Currently the revenue generated by the 1% food and beverage tax is placed in the Food and Beverage Fund with .75% allocated to the SECA Grant Program (capped at \$1.9M), dividing the remaining .25% equally between the two public safety pension funds, applying revenue (up to \$500,000) to the Social Services Grant Program, and using any remaining revenue for debt service.

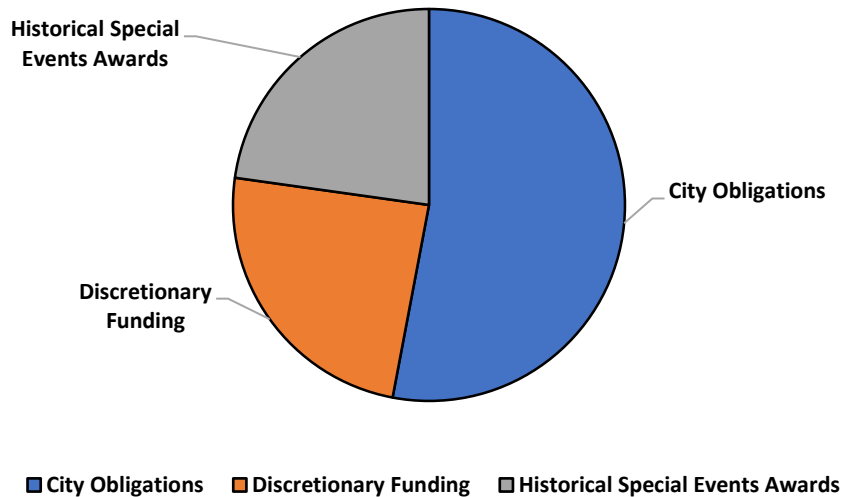


While SECA is promoted as a \$1.9M grant program, a significant portion of funding is dedicated to City Obligations. These items must be funded in accordance with an Ordinance, Resolution, Intergovernmental Agreement, or in support of program administration. In an effort to truly represent discretionary monies available to applicants, the City Council approves allocations for City Obligations at a regularly scheduled meeting. Once these items have been funded, staff will inform the SECA Commission of the final discretionary dollar amount that is available for allocation.

A large allocation of discretionary funding is for City services (Police, Fire, Public Works, Traffic/Transportation) necessary to support special events. While events are not guaranteed approval, and certain conditions may warrant changes to the scope of the event which will affect funding levels, it is important to note that staff anticipates a certain funding level based on approval of the annual Special Events Calendar and historical awards. A more transparent depiction of how funds are allocated is shown below.

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### SECA Grant Program



### **Section Two – Who is Involved?**

The City Clerk’s Office is responsible for the administration of the SECA Grant Program. Specifically, the Special Events Coordinator provides a cursory review of all applications to ensure eligibility requirements have been met and then submits all applications to the SECA Commission.

Members of the SECA Commission (the Commission) are appointed by the Mayor. The Commission is comprised of nine members of the community and one non-voting 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. The City Council will review the applications, the recommendations made by the Commission, and make the final funding decisions.

### **Section Three – What is New for CY18?**

In 2016 staff partnered with the SECA Commission to perform a comprehensive review of the entire SECA Grant Program. Council approved nine recommendations in August 2016 to begin with the Stub Year (SY) 2017 application cycle. The following recommendations are among those approved in 2016 that are in place for the Calendar Year 2018 application cycle.

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### *Fundraising Events are Prohibited*

In 2016 the Council determined it was inappropriate to award grant money for fundraising events. As such, prior to the release of the SY 2017 applications, the Commission developed fundraising definitions. Requests were evaluated against the definitions shown below.

A fundraiser is defined as an event with the primary purpose of generating revenue to support the organization's own mission.

An event will not be characterized as a fundraiser if the primary purpose is to present cultural or entertainment experience.

During the review and approval of the SY17 applications, Council directed the Commission to no longer accept applications for fundraising events.

### *Event Metrics*

The Commission developed metrics that measure the success and sustainability of events and programs. The metrics will be reported by the applicants via the SECA Grant Program Application and Final Financial Event Report documents. The Final Financial Event Report must be completed and submitted to the Special Events Coordinator no more than 30 days after the conclusion of the event. The metrics will ultimately be used to evaluate the following year's application and assist with determining an appropriate funding allocation. Failure to submit the report on time may jeopardize future funding.

### **What else is new?**

#### *Application Change – Documents Required*

Section Four (Project Finances) of the [application](#) has been removed. Instead, applicants are required to submit a separate Budget Worksheet. As stated in the workshops, incomplete or inaccurate worksheets will not be considered.

#### **Section Four – Applicant Eligibility Requirement**

In order to apply to the SECA Grant Program the organization cannot be a taxing body and must be recognized as a tax-exempt nonprofit organization in the United States according to Section 501(c) of the United States Internal Revenue Code [26 U.S.C. § 501(c)]. The organization will be asked to supply a valid tax ID number on the application. If no number is entered, the organization will not be permitted to proceed.

The Gifts Online system is linked to the IRS and will verify the tax ID number that is entered. Once verified, the organization may continue entering the application information.

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The applicant, or designee, **must** have attended one of two SECA Grant Program workshops held in May. Applicants who did not attend a workshop will not be allowed to proceed in the Gifts Online system.

### **Section Five – Project Eligibility Requirements**

In certain instances the applicant may be eligible to apply to the SECA Grant Program, however the proposed event, project, or initiative does not qualify. In order for the request to be reviewed by the Commission it must meet the following criteria:

- 1) The event, project, or initiative must be located within incorporated Naperville.
- 2) The event, project, or initiative must be held between January 1, 2018 and December 31, 2018. Events held outside of the funding year will not be reimbursed.
- 3) The request cannot be for a social services event, project, or initiative such as transitional housing, job placement, and crisis intervention initiatives. If your request is a social service initiative, please contact Ruth Broder, Community Grants Coordinator, at [broderr@naperville.il.us](mailto:broderr@naperville.il.us) to discuss possible funding options.
- 4) Requests for fundraising events are prohibited.
- 5) Appropriate funding requests include, but are not limited to, capital improvement projects, new program start-up, community events, and cultural experiences.
- 6) Salary, payroll, and other compensation-related requests are ineligible and will be denied.
- 7) Each applicant shall disclose whether any Director, Board Member, or employee of the applicant has a family interest, employment interest or ownership interest in the applicant's use of the SECA funds being requested. Family interest, employment interest and ownership interest are defined in 1-13-1 of the Naperville Municipal Code.

**Funding is awarded on a competitive basis each year and past funding does not secure a future award.**

### **Section Six – Receiving a SECA Grant Program Award**

The following requirements, criteria, and limitations are in place to facilitate an efficient and equitable reimbursement process:

- 1) Recipients must sign and return the Special Events and Cultural Amenities Grant Program Agreement.

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- 2) The SECA Grant Program is a reimbursement-based program. Awardees must submit an invoice and a Reimbursement Request Form to the Special Events Coordinator in order to receive funds. Grant recipients will be reimbursed, up to the amount awarded, within 60 days of staff approval. No awards shall be advanced without approval of the SECA Commission and/or City Council.
  - 3) Awards greater than \$50,000 will be reimbursed on a quarterly basis.
  - 4) SECA monies shall not be used for the payment of any previous year's deficit and reimbursement requests dated from the previous year will be denied.
  - 5) Requests for reimbursement may only be submitted after the event has occurred, unless special permission has been granted by the SECA Commission or City Council.
  - 6) Funds shall not be used for, or to subsidize, an individual's salary, an organization's payroll, and all other compensation-related expenses, or academic study.
  - 7) Funds shall not be used to pay for commercial storage space.
  - 8) Recipients will not be reimbursed for any travel-related expenses.
  - 9) Food and beverage purchases, with the exception of professional catering, are not eligible for reimbursement. This includes grocery store, fast food, and other restaurant purchases.
  - 10) Requests for reimbursement for costumes must include a photo of the costume.
  - 11) Receipts submitted for reimbursement must not include personal items. Please do not commingle purchases.
  - 12) Applicants must make a good faith effort to purchase goods and services in Naperville. Reimbursement requests will be reviewed for point-of-sale information.

### **Section Seven – Reporting Requirements**

Evaluating the success of SECA-funded initiatives is a vital part of the award process. All awardees are required to submit a Final Financial Event Report to the Special Events Coordinator no later than 30 days after the completion of the event. Data collected on the report will be used by the Commission to evaluate future funding requests.

### **Section Eight – Promotion of City Amenities and Services**

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A critical component of the SECA Grant Program is to encourage positive economic impact through the promotion of all aspects of the city. As such, recipients are encouraged to partner with the Naperville Convention and Visitors Bureau in a good faith manner to facilitate overnight accommodations and use of other community amenities. For more information, visit [www.visitnaperville.com](http://www.visitnaperville.com) or call (630) 305-7701.

**Section Nine – SECA Grant Program Logo**

Use of the City of Naperville logo is strictly prohibited. The SECA Grant Program logo is shown below and will be provided to all recipients upon request (in blue or black) for the purpose of designating their event/project as SECA funded.



**Section Nine – Environmental Sustainability Initiatives**

The City encourages all awardees to incorporate recycling and other green initiatives into events as much as practicable and appropriate. Recipients are asked to describe these efforts when answering questions in the Final Financial Event Report.

**Section Ten – Overview of the Application Process**

The City will once again be using the GIFTS Online software for the CY18 application season. Access to the software will be available from the City's website at [2018 SECA Application](#) beginning on June 5, 2017.

Applications and supporting documentation are due no later than noon on July 5, 2017.

**Applications that are submitted outside of this time frame will not be accepted.**

Applicants requesting funding which totals \$2,000 or less are required to only complete the Pre-application questions and Section One of the application. However, they are welcome to submit the entire application if desired.

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Applicants requesting funding greater than \$2,000 must complete the entire application.

| CY18 SECA TIMELINE |                               |   |
|--------------------|-------------------------------|---|
| June 5, 2017       | SECA Applications Live        | Applicants may begin entering application information                       |
| July 5, 2017       | SECA Applications Due at Noon | Staff will review and compile applications for Commission review            |
| September 16, 2017 | SECA Commission Workshop      | Applicants are invited to make three-minute presentations to the Commission |
| October 21, 2017   | SECA Commission Workshop      | Applicants are invited to make three-minute presentations to the Commission |
| November 2017      | City Council Workshop         | Applicants are invited to make three-minute presentations to the Council    |
| December 2017      | City Council Meeting          | Council will approve final allocations                                      |

### **Section Eleven – Completing the Application**

All applications will be submitted via the GIFTS Online software. Access to the software will be available from the City’s website at [2018 SECA Application](#) beginning on June 5, 2017. Applications are due no later than noon on July 5, 2017.

If you are unable to complete the application in one session, you can save the application and return to it at a later time via the City’s website at [2018 SECA Application](#).

Organizations requesting \$2,000 or less are only required to complete the Pre-application questions and Section One.

Organizations requesting funding greater than \$2,000 must complete the entire application.



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## The Application

Read the entire SECA Grant Program Policy Manual before you begin. Have the organization's tax identification number and supporting documentation available. You will be asked to enter the tax ID number in order to proceed and must upload documents to complete the application.

### *Pre-application Questions*

You must answer all questions to prove eligibility and proceed to the application.

1. Tax ID Number  
Enter the organization's tax ID number
2. Non-profit Status  
Confirm that the organization is a non-profit 501(c) as recognized by the IRS.
3. Location  
Confirm that the event, project, or initiative is located within incorporated Naperville.
4. Date  
Confirm that the event, project, or initiative will be held between January 1, 2018 - December 31, 2018.
5. Event  
Confirm that the request is not for a social services event, project, or initiative such as transitional housing, job placement, and crisis intervention initiatives.
6. Event promotion  
Confirm that the request is not for an event, project, or initiative that promotes religion or a religious organization.
7. Mandatory Workshop  
Confirm that your organization has attended one of the mandatory SECA Fund workshops

### *Section One: General Information*

This section must be completed by all applications.

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Applicants must provide contact information, organization details, project information, attendance estimates, and funding specifics.

### *Section Two: Project Purpose*

Applicants are requested to accurately and succinctly describe the event, project, or initiative within the maximum word count provided. This is an opportunity to educate the SECA Commission on the history of the organization, project details, timeline, and what specific outcomes are expected.

### *Section Three: Impact to Naperville Community*

Describe how the event, project, or initiative will benefit the Naperville community. Applicants are encouraged to highlight the collaborative relationships that have developed, how the target audience is measured, and discuss recycling and other green initiatives associated with the project. Applicants must also include an accessibility plan if appropriate.

### *Additional Documentation*

All applicants are required to upload the following documentation with the application:

1. Non-profit status document
2. Most recent financials or annual financial statement; if one is not available, please submit a letter explaining the reason
3. Most recent Federal Form 990
4. Written endorsement by the organization's governing body authorizing the application
5. Disclosure of Interest if applicable
6. **NEW - Budget Worksheet**

### **Section Twelve – Frequently Asked Questions**

#### **1) Can I use the City of Naperville logo on event materials?**

No. A specific SECA logo must be used. Please contact Dawn Portner for details.

#### **2) Where is the application located? Can I submit the application in hard copy?**

All applications must be submitted via the GIFTS Online software. Access to the software will be available from the City's website beginning on June 5, 2017.

#### **3) What if I cannot submit my application by the deadline?**

Applications that are submitted past the deadline will be not accepted.

#### **4) How long after I submit the application will I hear if my event has received funding?**

See above for a detailed timeline of the application process.

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**5) Do I have to attend a Commission or City Council workshop?**

While attendance is not mandatory, it is encouraged as questions do arise for the organizer. If you do not wish to speak, you can sign in and designate yourself “present for questions only.”

**6) What is a capital purchase?**

The City of Naperville defines a capital purchase as a single item which exceeds \$5,000 and has a useful life of more than one year.

**7) Can government entities or other taxing bodies apply for SECA funds?**

No. In 2016 the City Council determined other taxing bodies as ineligible.

**8) 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.

**9) My event involves travel and overnight accommodations. Are those expenses eligible for reimbursement?**

No.

**10) I cannot possibly justify my request in so few words. Can I go over and/or submit supplemental documentation such as reports and pamphlets?**

Due to the high number of submissions that must be reviewed, the Commission has requested that responses be kept brief and succinct. A voluminous response will not improve the organization’s funding opportunity.

**11) Can I use SECA funds to hire an employee or pay another employee’s salary?**

No. Use of SECA funds for an individual’s salary, or any compensation-related expenses, is expressly prohibited.

**12) Does the City require grantees to submit any reports?**

Yes. A Final Financial Event Report must be submitted to the Special Events Coordinator no later than 30 days after the completion of the project or event.

**13) 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. If your award is \$50,000 or more, you will be reimbursed on a quarterly basis.

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**14) How will I be notified of my award amount?**

Applicants are encouraged to attend the SECA Commission and City Council workshops. Once funding levels have been decided, the Special Events Coordinator will distribute the contracts in January 2018.

**15) What is the difference between salary and artist fee/honorarium?**

An artist fee/honorarium is payment for an appearance or performance related to the specific event in the application. A salary is an ongoing commitment to an employee and is prohibited.

**16) May I have the SECA Commission members' contact information?**

No. All requests and inquiries must be submitted to the Special Events Coordinator who serves as staff liaison to the Commission.

**17) 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 must then notify the Special Events Coordinator. If the event is still to be held, the grantee may decide to reduce the scope and scale of the event.

**18) What type of documentation is required when submitting for reimbursement?**

Invoices and receipts are the preferred proof of purchase. Please do not commingle personal and event related purchases. Cancelled checks and credit card statements will not be accepted.

**19) My event is a fundraiser. Can I submit an application?**

No. Fundraising events are prohibited.

**20) Do I have to attend a training session? If so, how long will it last?**

Yes, the training sessions are mandatory and will last approximately one hour.

**21) My event was moved outside of the funding year. What should I do?**

Submit a Request for Extension in writing to the Special Events Coordinator and include the reason for the extension. Requests for Extensions will be accepted up to 60 days into the next funding year and must be approved by the City Manager.

**22) Should I expect SECA to fund my entire event?**

No. SECA is meant to supplement funding that the organization already has/or will have. The organization's ability to reduce its reliance on SECA funding will be evaluated by the Commission and City Council.

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**23) Do I have to recycle at my event?**

While not required, the City of Naperville encourages green initiatives.

**Section Thirteen – Contact Information**

**Dawn Portner, Special Events Coordinator**

E-mail: [portnerd@naperville.il.us](mailto:portnerd@naperville.il.us)

Phone: (630) 305-5340