

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

**Calendar Year 2022 (CY22)
January 1, 2022 – December 31, 2022**

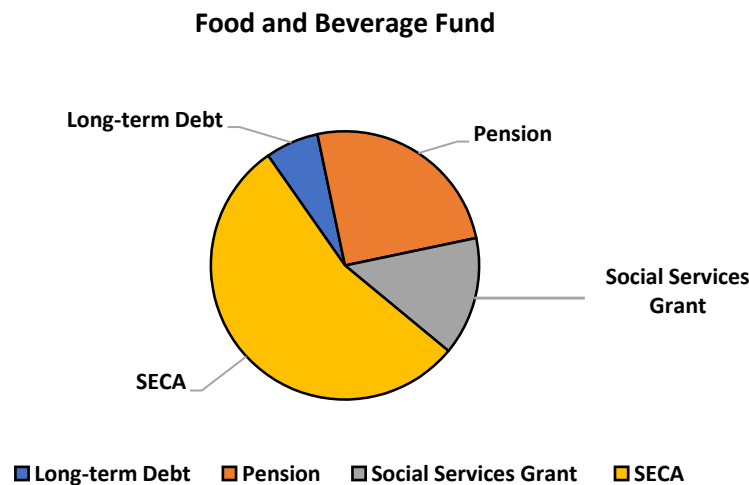


The mission of the Special Events & Cultural Amenities Grant Program is to assist the City in furthering special events and artistic cultural experiences that support an inclusive community that values diversity for Naperville and its visitors.

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

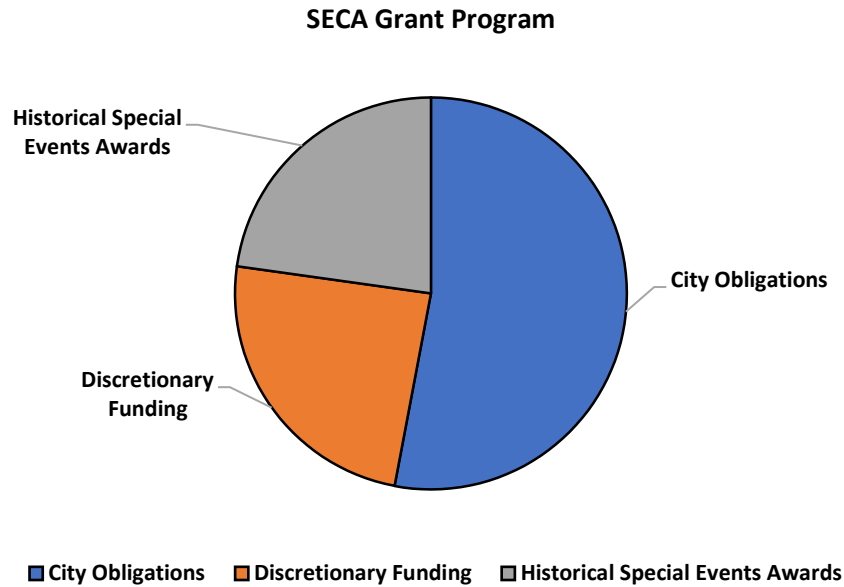
In March 2004 the City Council discussed the creation of a fund to supplement and cover the expenses associated with hosting social and artistic events. Council approved a 1% food and beverage tax to fund the SECA Grant Program and financial support of these events were removed from the City's General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



Section Two – Who is Involved?

The Community Services Department 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 CY22?

In 2021 staff partnered with the SECA Commission to perform an annual review of the SECA Grant Program. The Commission approved the following three recommendations be included in the CY22 application cycle:

1. Updated SECA Mission:

The mission of the Special Events & Cultural Amenities Grant Program is to assist the City in furthering special events and artistic cultural experiences that support an inclusive community that values diversity for Naperville and its visitors.

2. Updated Pre-payment Policy

A pre-payment will only be granted if the event organizer can guarantee the fees are refundable. If the fees are not refundable and the program or event gets canceled, it will be the responsibility of the grantee to return the funds to the City of Naperville.

This revised policy is designed to provide financial assistance to a new organization in order to establish itself and help with logistics of the inaugural program and/or event.

All pre-payment requests must be reviewed by the SECA Commission.

All requests must include a 1-2 paragraph description of why the pre-payment is needed and all invoices/contracts that support the request.

Prepayments will primarily be considered for new organizations that have never applied and received SECA funding in the past.

If the SECA Commission recommends pre-payment approval, the funds are restricted to:

- Venue deposits
- Logistics expenses
- Honorariums/artist fees
- Event promoters/planners

If an organization has the cash on hand, a pre-payment request is not appropriate.

Upon approval by the SECA Commission, the grantee will must sign an updated SECA Grant Fund Agreement that includes a pre-payment clause.

3. The following questions related to Sustainability have been added to the CY22 application:

- ❑ **Waste Reduction and Recycling:** in 200 words or less, describe your plans to reduce waste by recycling and/or composting at your event. Include signage, procurement policies for event materials and supplies, and any giveaway policies that promote the use of durable items as appropriate.
- ❑ **Transportation Accessibility:** In 200 words or less, describe transportation options available to attendees. (e.g., bicycle-friendly, walking-friendly, close to public transportation, etc.)
- ❑ **Clean Energy:** in 200 words or less, describe any on-site event energy usage and the fuel source used (e.g., electricity, diesel generators, biodiesel generators, solar power, etc.)

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.

The applicant, or designee, **must** have attended one of two SECA Grant Program workshops held prior to the availability of the grant application. Dates of the workshops will be posted on the SECA page of the City website. 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, 2022 and December 31, 2022. 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 Shebnem Ozkaptan, Budget and Administrative Services Coordinator at ozkaptans@naperville.il.us.

- 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.
- 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 comeingle 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

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 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 CY20 application season. Access to the software will be available on the SECA page of the City's website at www.naperville.il.us beginning on September 15, 2021.

Applications and supporting documentation are due no later than noon on October 5, 2021.

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.

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

CY22 SECA TIMELINE		
September 15, 2021	SECA Applications Live	Applicants may begin entering application information
October 5, 2021	SECA Applications Due at Noon	Staff will review and compile applications for Commission review
November 13, 2021	SECA Commission Workshop	Applicants are invited to make three-minute presentations to the Commission

December 1, 2021	SECA Commission Meeting	Commission meets to determine unified recommendation
February 2022	City Council Meeting	Council approves final CY22 allocations

Section Eleven – Completing the Application

All applications will be submitted via the GIFTS Online software. Access to the software will be available on the SECA page of the City beginning on September 15, 2021. Applications are due no later than noon on October 5, 2021.

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 SECA page of the City’s website at www.naperville.il.us

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.

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, 2022 - December 31, 2022.

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.

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. 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 on the SECA page of the City’s website beginning on September 15, 2021.
- 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.
- 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.

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 agreements in early spring of 2020.

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.

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

Phone: (630) 305-5340