

CITY OF GRAND FORKS
SPECIAL EVENTS PROGRAM
PROGRAM DESCRIPTION

The purpose of the Special Events Program is to provide funding to groups or agencies that promote the City of Grand Forks as an entertainment, recreation, and tourism center by holding new or expanding existing community-wide events that address the following priorities:

- Promote Grand Forks as an entertainment, recreation, and tourism center.
- Attract visitors from outside the community/region.

1. PROGRAM ADMINISTRATION:

The Office of Urban Development administers the program, including advertising the availability of funds, providing technical assistance to applicants, managing the application review process, and disbursing funds.

Funds are provided on a reimbursement basis only; organizations must submit proof of a dollar-for-dollar match with requests for funds.

2. ELIGIBILITY:

Any organization with the capacity to successfully implement a community-wide event that supports the above priorities is eligible to apply. Funds may be requested to support salaries/fringe benefits, advertising, supplies, rent/utilities, and other costs necessary to support the successful operation of the event. Arts organizations are encouraged to request funding through the North Valley Arts Council.



Period of Eligibility:

Individual events will be eligible for funding for a maximum of five years (subject to continued Special Events Program funding by City Council). New events as well as events that have previously received Special Events Program funding will begin their five-year period of eligibility starting with the 2014 program year.

NOT ELIGIBLE:

- Funds may not be used to support ongoing or routine administrative and operational costs for applicant agencies.
- Funds may not be used to support conferences or conventions; sponsors of those activities are encouraged to contact the Grand Forks Convention and Visitors Bureau.

3. APPLICATION REVIEW PROCESS:

Applications will be available in the fall proceeding the program year at which a 30-day application period will be held. Applications received after the determined deadline will be returned. Applications will be reviewed by the Special Events Committee at a public meeting and applicants are encouraged to attend to respond to any questions committee members may have. The committee will have a subsequent public meeting to make budget recommendations. Committee recommendations will go before the Finance and Development Committee and then on to the City Council who will give final approval and allocate funds.

4. REVIEW CRITERIA:

All funding requests will be reviewed to avoid duplication of efforts. Applications will be reviewed and recommendations made based on:

- The feasibility and achievability of the event.
- The applicant organization's capacity to successfully hold the event.
- The need for City funding vs. the applicant's ability to leverage other funding.
- Impact/economic benefit of the event.
- Ability of the event to meet the goals of this program.
- Overall quality of application/presentation.

Special consideration may be given to:

- Homegrown annual events that are sponsored by Grand Forks residents or organizations.
- Start-up events with significant growth potential.
- Events that incorporate environmentally sustainable ("green") activities.

5. AWARD OF FUNDS :

The Special Events Committee will recommend a funding amount they feel is appropriate to each qualified event. This may result in a recommendation to allocate less than the total amount budgeted for the program year. If budgeted funds are not fully allocated or expended, they may be carried forward to supplement the following year's budget after notification to the mayor and city council.

6. REPORTING REQUIREMENTS:

Groups or agencies funded through this program must submit a final event summary and financial report within 45 days of event completion. The City will retain 10% of the grant award pending receipt of final reports. The final reports will include:

1. Summary of the event, including how the event:
 - attracted visitors from outside the community/region;
 - supported economic activity and expanded the tax base (to include the method by which these numbers were determined); and
 - expanded cultural/recreational opportunities of the City.
2. Impact of the event, to include how many attended and the method by which this was determined.
3. How City funds were spent (salaries, supplies, advertising, etc.).
4. Income/expense or sources/uses statement.



Agencies **MUST** use the form provided by the City for final reports. A fillable form will be provided. Alternate formats will not be accepted.

Additional information:

The City of Grand Forks' Sustainability Program, Green³ Grand Forks, promotes sustainability in our community. Sustainability is the long-term maintenance of wellbeing. This has economic, social and environmental dimensions and encompasses the concept of stewardship and responsible management of resources. Events funded through this program offer an ideal opportunity to incorporate sustainable practices that show residents and visitors alike that Grand Forks is a great place to live, work and play. An example of this is making recycling bins available in addition to traditional trash receptacles. For more information on how to incorporate sustainable options into your event, please visit www.sustainable.org/living/responsible-buying-a-consumption/473-how-to-plan-a-sustainable-event or to learn more about the City of Grand Forks' Sustainability Program, visit the Green3 Grand Forks Website at <http://green3gf.weebly.com/>.