SPECIAL EVENTS CULTURAL AMENITIES GRANT FUND PROGRAM WORKSHOP

February 26, 2018

AGENDA

- Mayor's Welcome
- Public Forum
- Opening Comments by Chairman Rick Grimes
- Review of Decisions from the January and August 2016 Workshops
- Commission Recommendations and Council Consensus for February 2018 Action Items
- Adjourn

HOW DID WE GET HERE?

- In late 2017, several questions were presented regarding appropriate funding and the overall mission of the program.

- The City Council directed staff and the Commission to review the SECA Grant Fund Program and present recommendations for change.
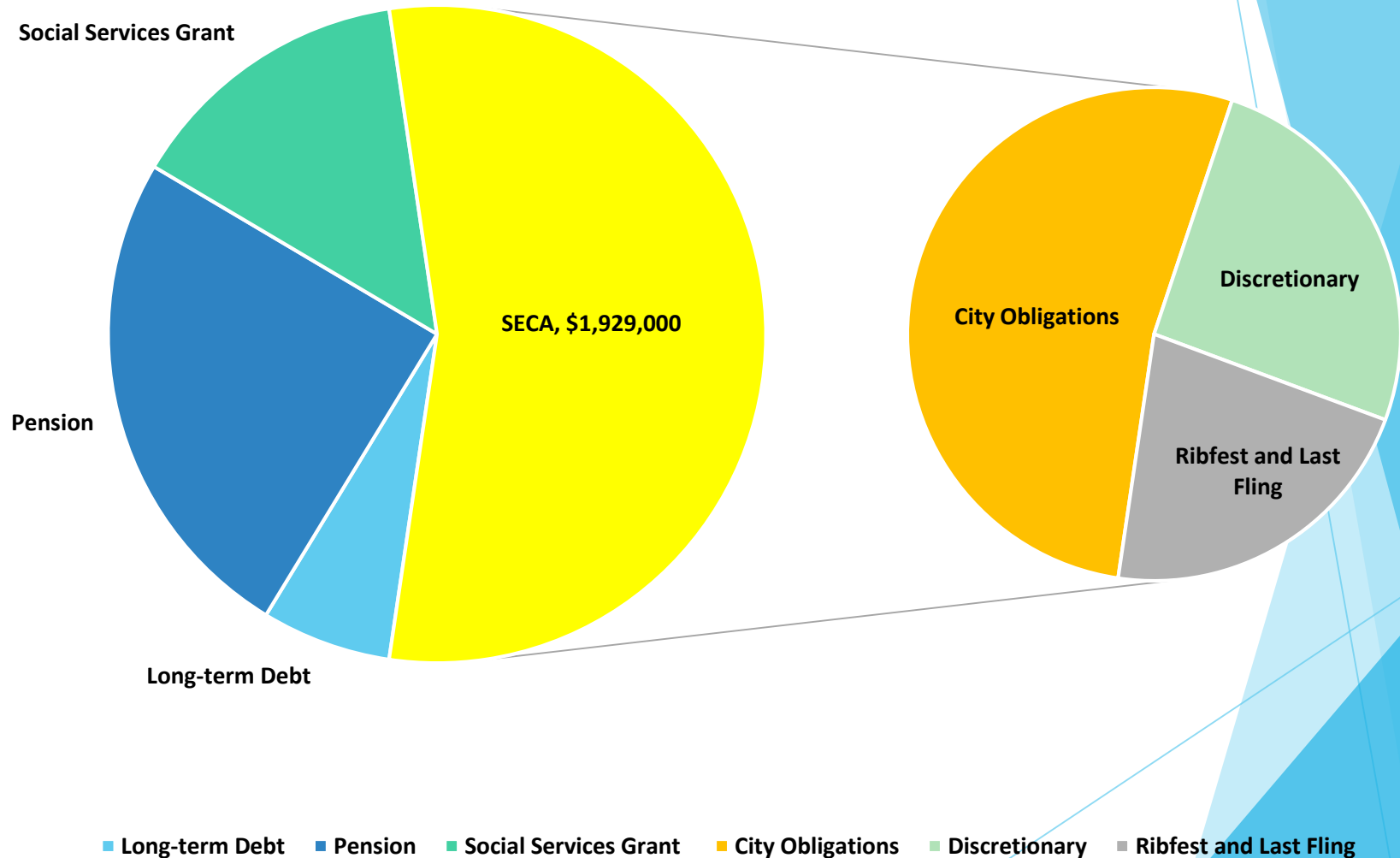
WHERE HAVE WE BEEN? JANUARY 2016

▶ Confirm roles of Advisory Cultural Commission and City Council

▶ Confirm eligibility criteria to apply for SECA funding

▶ Confirm changing SECA Fund cycle to calendar year in 2017

  ▶ May 2016-April 2017 (FY17)

  ▶ May-December 2017 (Stub Year 17)

  ▶ January-December 2018 (CY18)

▶ Confirm that underspend from a particular SECA Grant cycle will be carried forward to the next full SECA Grant cycle available

WHERE HAVE WE BEEN? AUGUST 2016

Action Item No.	Action Item Description	Commission Recommendation	Council Approval Yes	No
1	Develop a New SECA Grant Program Mission Statement	The mission of the Special Events/Cultural Amenities Grant Fund is to create opportunities to provide social events and artistic experiences for Naperville and its visitors.	X	
		Change Commission name to "SECA Commission"	X	
2	Develop Event Metrics	1. Actual v. target attendance to determine cost per guest/participant 2. Other sources of revenue to determine percent of SECA award 3. Number of years the project has been funded to determine efforts to become self-sustaining Collect data – SY17 and CY18 Use data to evaluate applications – CY19	X	
3	Assign SSG Review to the Commission	Commission is declining the opportunity to review SSG and recommends maintaining separate application, review, award, and allocation processes	X	
4	Evaluate Existing Agreements Category	Change the "Existing Agreements" category to "City Obligations" and expand to include awards outlined in memorandum	X	
		Transfer responsibility for review and authorization of City Obligations items to City Council with a separate approval timeline in October	X	
5	Special Events	Remove costs associated with vehicles and employee benefits from City services charges beginning in SY17	X ee benefits	
		Create a new Legacy Event category reserved for Ribfest and Last Fling	X	
6	Increase Monies Available for Discretionary Allocation	Use a portion of the SECA Grant Program reserve balance to make the final Sportsman's Park installment payment of $120,000 in SY17	X	
		In SY17 fund administrative costs for the collection of the Food and Beverage tax from the Food and Beverage Fund prior to allocating $1.9M to SECA	X	
7	Fundraising Events	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	X	
		Collect data in SY17 and CY18 with criteria established for the CY19 grant cycle	X	
8	Redefine Discretionary Funding Categories	Special Events, Cultural Amenity, First Year Initiatives, Capital Project, Legacy Event, and Fundraiser	X	
9	Change-in-Scope Requests	1. Determined by the Commission with appeal available to the City Council 2. Approved if there is no request to increase the award allocation 3. Approved if the change was unforeseen, a one-time event, a unique opportunity, or similar situation	X	

CY2018 SECA GRANT FUND PROGRAM

WHERE ARE WE GOING? JANUARY 2018

▶ Stakeholder input

  ▶ Grant applicants

  ▶ Ad hoc community group formed specifically to discuss the future of SECA

  ▶ Non-profit arm of Naperville Area Chamber of Commerce

  ▶ Members of City Council

▶ Themes were identified from all meetings

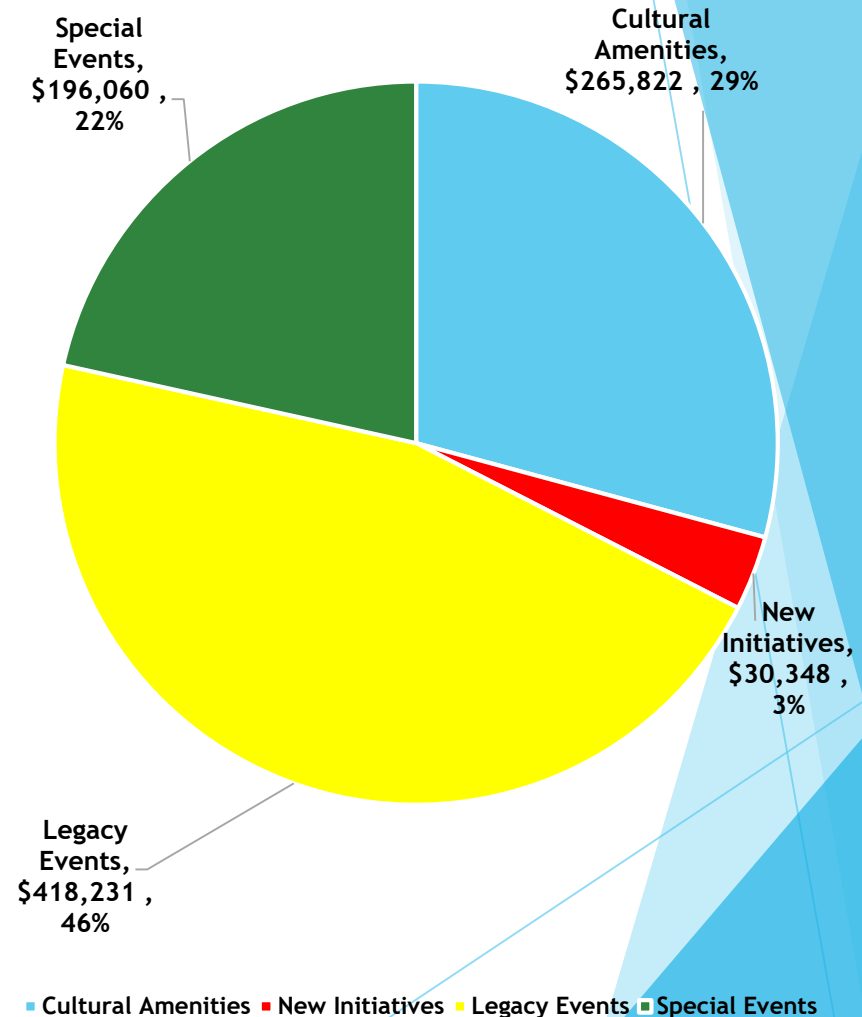▶ Distilled into four recommendations

FEBRUARY 2018 – RECOMMENDATIONS

▶ Create objective criteria and an associated point system to score applications

▶ Maintain the diversity of the SECA Grant Fund program awards

▶ Reinstate the 2% annual escalator beginning in CY19

▶ Eliminate the Legacy Events category and return Ribfest and the Last Fling to the Special Event category to receive the same funding and logistic scrutiny as all other events

RECOMMENDATION #1

- Create objective criteria and an associated point system to score applications

  - Post-event metrics currently in place

  - Clear understanding of what is required for a quality submission and areas to focus on to increase potential award amount

  - Run concurrently with the CY19 application cycle with a CY20 implementation
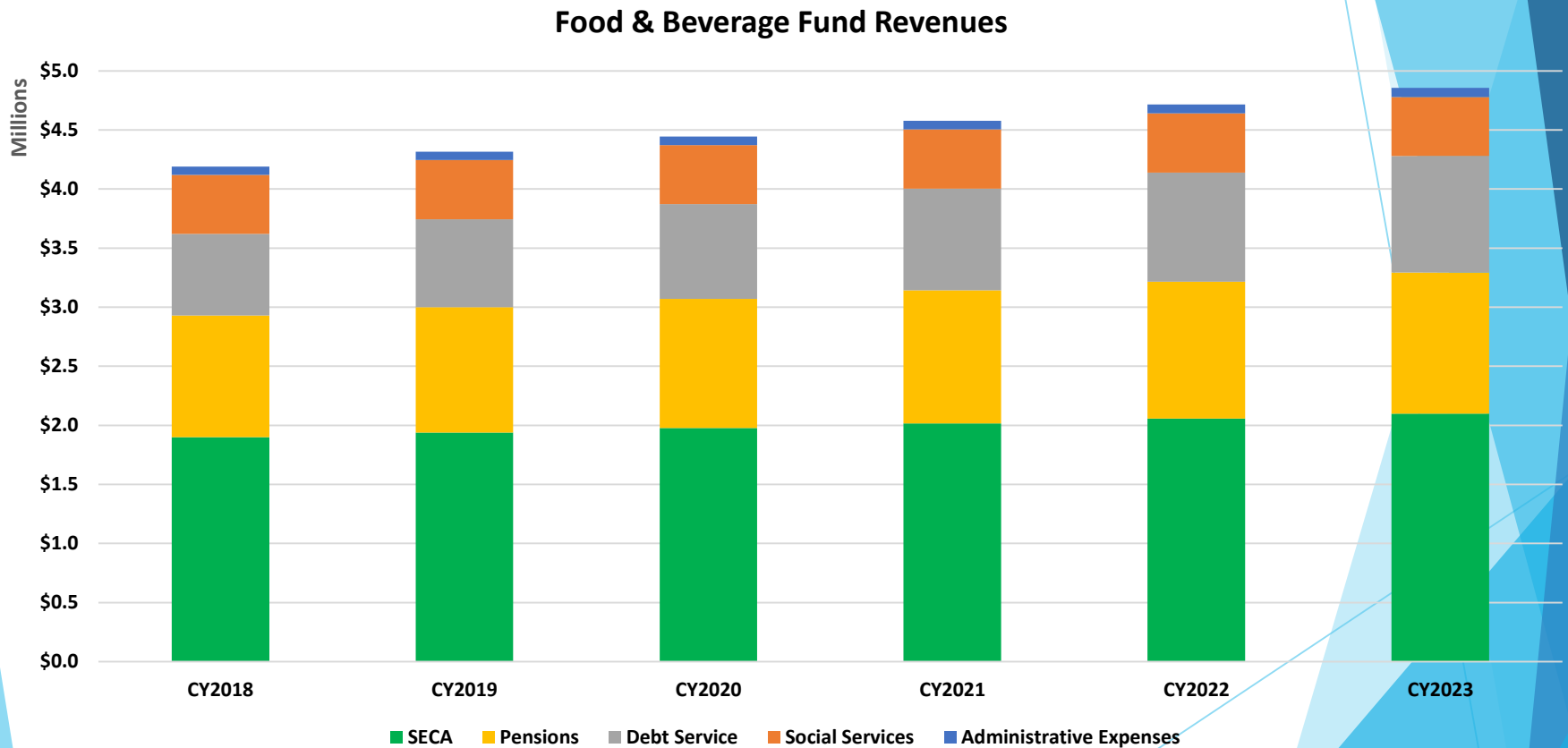
- Council consensus

RECOMMENDATION #2

- ▶ Maintain the diversity of the SECA Grant Fund program awards

  - ▶ Funding for cultural experiences and other celebrations will decrease without continuous evaluation of special event costs

  - ▶ Stakeholder consensus is to stay true to SECA mission and encourage a varied set of applications
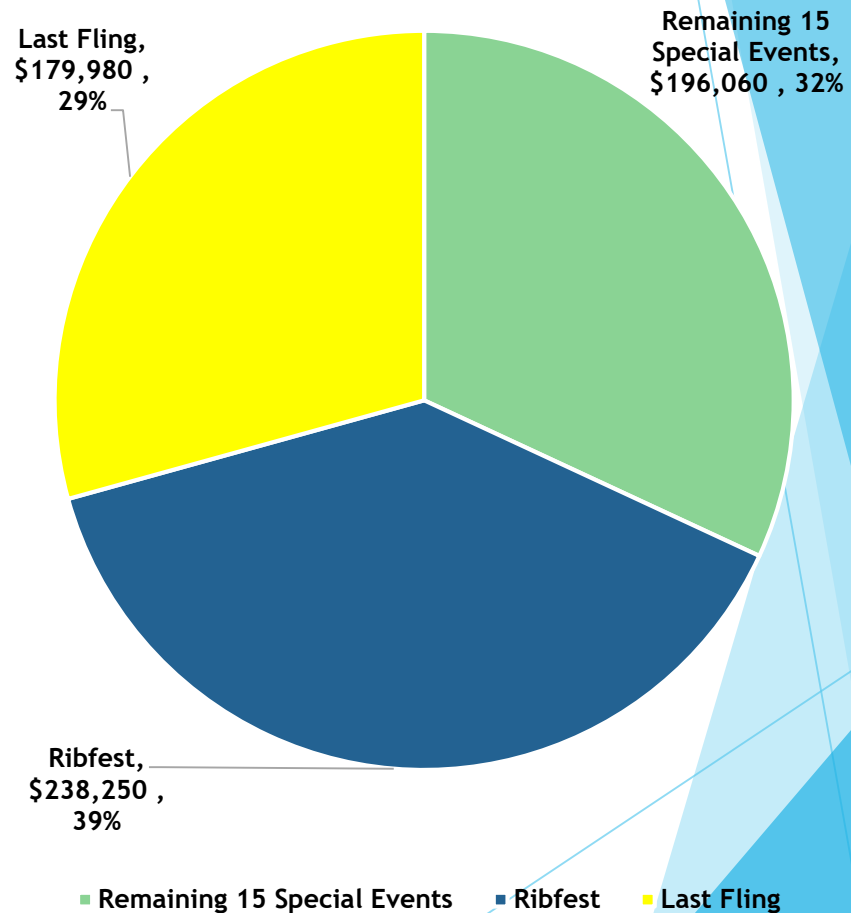
- ▶ Council consensus

Special Events, $196,060 , 22%

Cultural Amenities, $265,822 , 29%

New Initiatives, $30,348 , 3%

Legacy Events, $418,231 , 46%

■ Cultural Amenities ■ New Initiatives ■ Legacy Events ■ Special Events

RECOMMENDATION #3

▶ Reinstate the 2% annual escalator

Food & Beverage Fund Revenues

Legend: SECA | Pensions | Debt Service | Social Services | Administrative Expenses
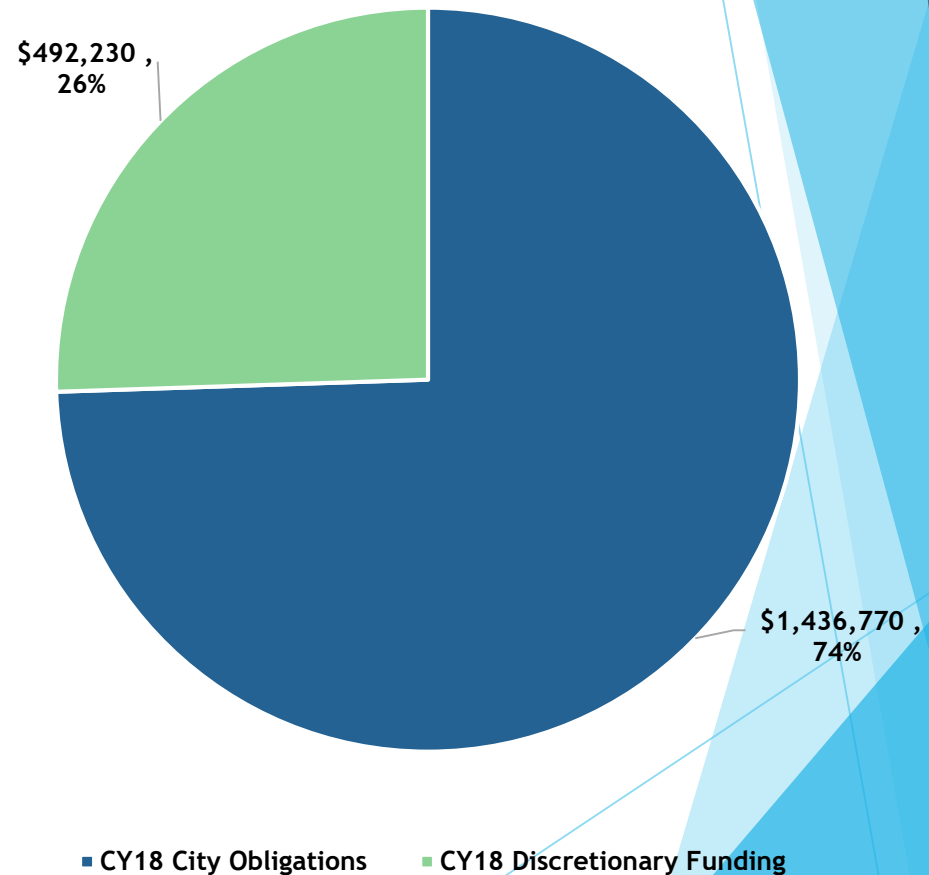
RECOMMENDATION #4

▶ Eliminate the Legacy
   Events category and
   return Ribfest and the
   Last Fling to the Special
   Event category to
   receive the same
   funding and logistic
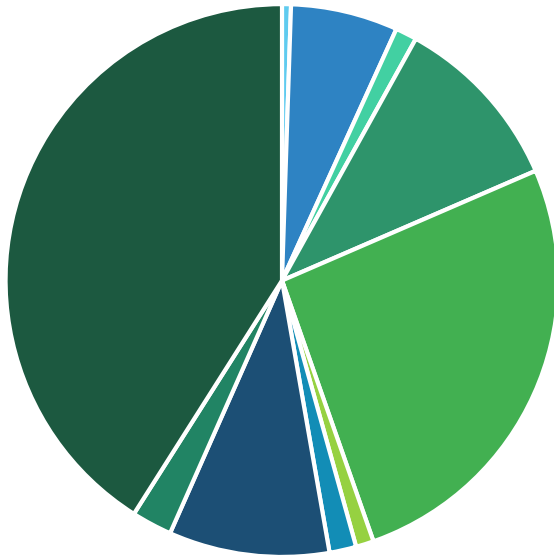   evaluation as all other
   events

▶ Council consensus

Last Fling,
$179,980 ,
29%

Remaining 15
Special Events,
$196,060 , 32%

Ribfest,
$238,250 ,
39%

■ Remaining 15 Special Events   ■ Ribfest   ■ Last Fling

RIBFEST AND LAST FLING CATEGORIZED AS "CITY OBLIGATIONS"

- ▶ 26% of annual SECA funding available for more than 60 applicants

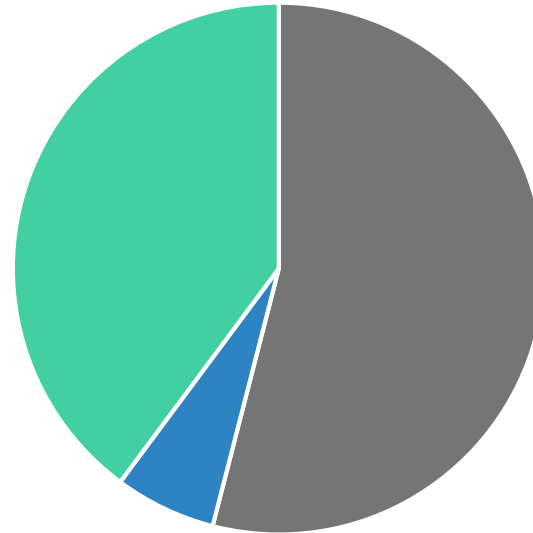- ▶ 74% of annual SECA funding considered non-discretionary and outside Commission review

$492,230 , 26%

$1,436,770 , 74%

■ CY18 City Obligations   ■ CY18 Discretionary Funding

RIBFEST AND LAST FLING CATEGORIZED AS "CITY OBLIGATIONS"

FY05
$956,728

CY18
$492,230

- Born to Read
- Century Walk
- Community CPR Initiative
- PACE Dial-A-Ride
- DuPage Children's Museum
- 4th of July Fireworks
- Kids Matter
- Naperville Municipal Bank
- Naperville Creamery
- Special Events

- Cultural Amenities
- New Initiatives
- Special Events

FEBRUARY 2018 – RECOMMENDATIONS

► Create objective criteria and an associated point system to score applications

  ► Council consensus

► Maintain the diversity of the SECA Grant Fund program awards

  ► Council consensus

► Reinstate the 2% annual escalator beginning in CY19

  ► Council consensus

► Eliminate the Legacy Events category and return Ribfest and the Last Fling to the Special Event category to receive the same funding and logistic scrutiny as all other events

  ► Council consensus

Thank you!

What are your questions?