

SECA: Naperville's Community Investment Framework

May 19, 2026



Naperville

SECA has delivered 20 years of cultural investment — tonight we sharpen how it works.



Tonight's purpose: policy briefing and direction



Tonight's Agenda

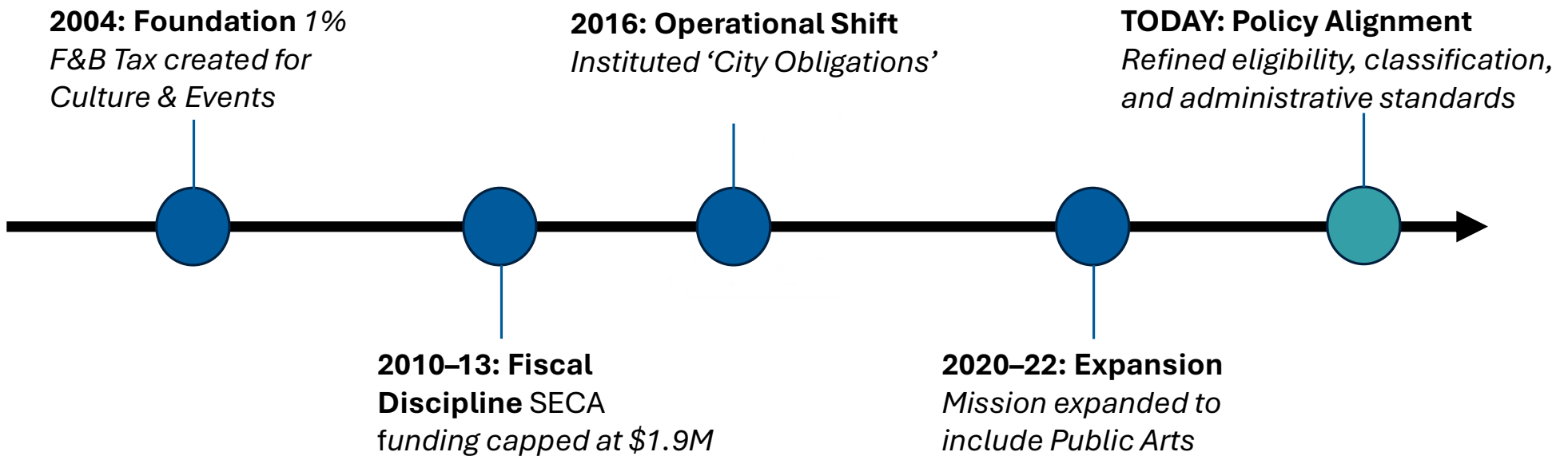
- Background
- Administrative
- Key Topics

Tonight's Requests at a Glance

- ✓ Memorial Day Parade (City Obligation, not a discretionary grant)
- ✓ Define Change of Scope
- ✓ Formalize Path to Self-Sufficiency
- ✓ Standardized parades operations



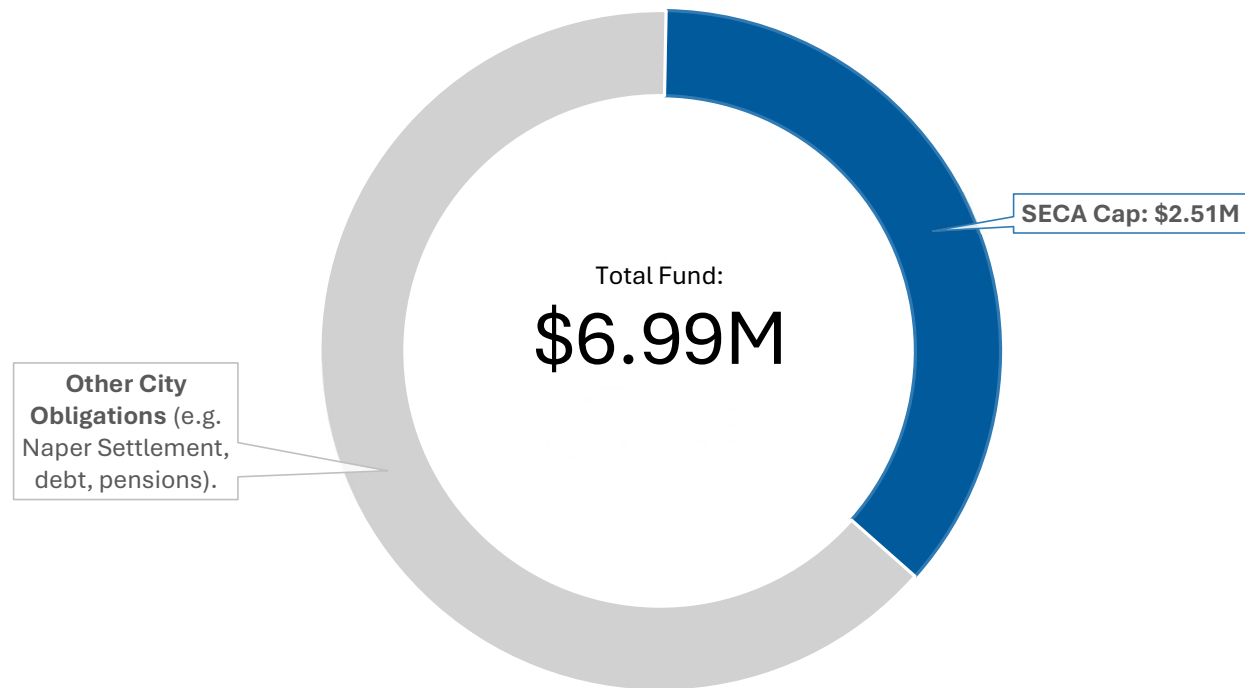
A 20-Year track record of Council-directed evolution.



Every major change in this program has been Council-directed



The SECA Grant Fund portion of F&B revenue is stable and governed by City Code.



Every dollar discussed tonight operates within the existing \$2.51M envelope.



All applications are evaluated against the same three criteria — no exceptions.



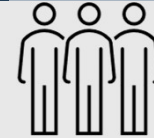
OPERATIONAL EXCELLENCE

- Event Quality & Objectives
- Experienced Organizers
- Unique Mission
- SECA Mission Alignment



FISCAL DISCIPLINE

- Strong Fiscal Management
- Diverse Funding Sources
- Alignment with Long-Term Solvency



COMMUNITY IMPACT

- Community Benefit/Location
- Attendance & Support
- Evidence of Commitment to Diversity

These criteria apply to all 80+ applicants equally.



Administrative refinements: clearer rules, consistent expectations.

- Background
- Administrative
- Key Topics



Four administrative updates are presented as a package for Council concurrence



Four administrative updates: timeline, eligibility, compliance and attendance.

APPLICATION TIMELINE

RELIGIOUS ELIGIBILITY

POLITICAL ADVOCACY

NONCOMPLIANCE POLICY

Council concurrence on these four items authorizes staff to update the Policy Manual





Naperville

Key Topics: four policy questions require Council direction tonight

- Background
- Administrative
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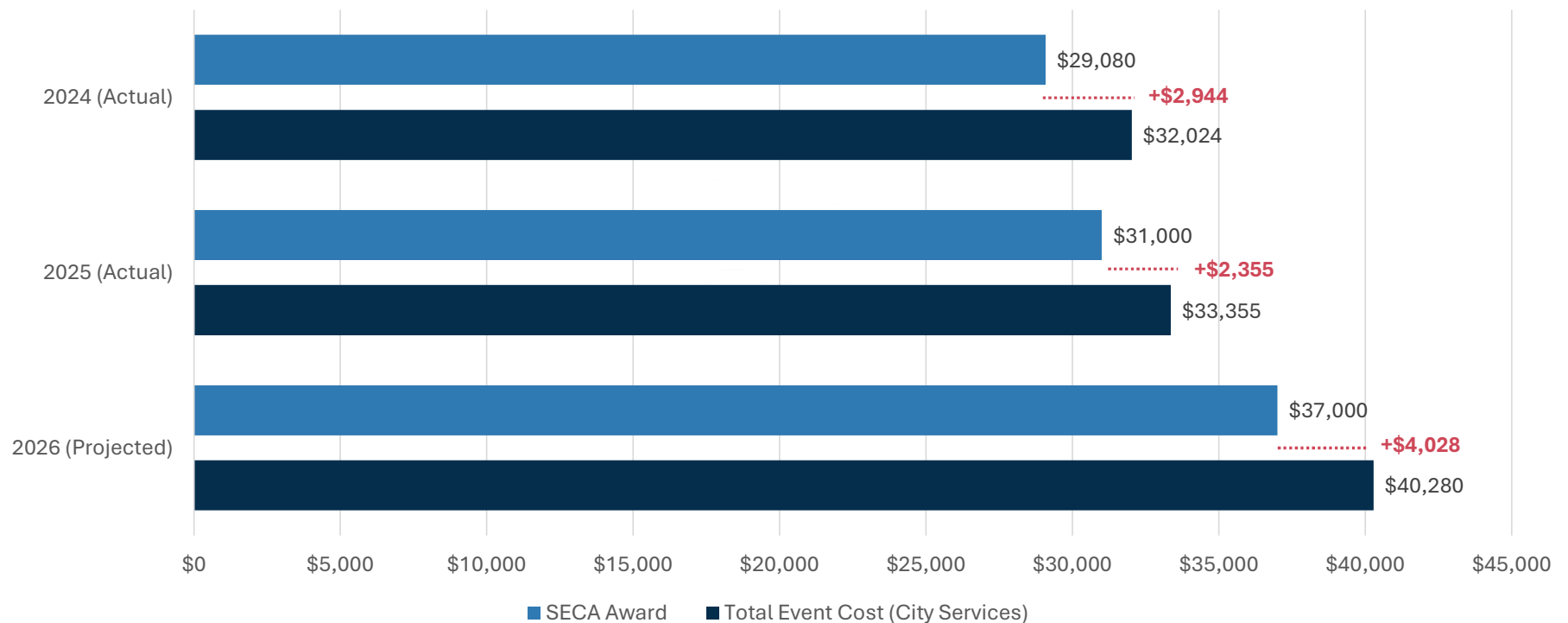


Key Topics: four policy questions require Council direction tonight

DECISION MATRIX SECA GRANT FUND PROGRAM 2026 PRESENTATION				
Action Item No.	Action Item Description	Commission Recommendation	Council Consensus	
			Yes	No
1	Memorial Day Parade: A Civic Obligation, Not a Discretionary Grant	<p>Given the civic nature of this event and its consistent reliance on City services, the Commission recommends that the Memorial Day Parade be considered a City Obligation rather than discretionary.</p> <p>The Commission is seeking Council direction on whether to authorize staff to explore and formalize an approach to fund the Memorial Day Parade as a City Obligation.</p>		
2	Change of Scope	<p>For the purposes of SECA administration, a Change of Scope is defined as a substantive modification to the nature, purpose, scale, or primary components of a funded project or event that differs materially from what was described in the approved SECA application.</p> <p>Council would be notified via Manager's Memo or Friday Confidential, along with any related recommendations.</p> <p>Does Council concur with this process?</p>		
3	Formalize a Path to Organizational Self-Sufficiency	<p>Does Council support a formal policy expectation for initiatives to move toward self-sustainability?</p>		
4	Four Options for Standardized Parades	<p>Which option should staff move forward with?</p> <p>Option 1) Implement a standardized parade route — Establish a consistent route for all parades to improve safety planning, traffic management, and cost predictability.</p> <p>Option 2) Purchase anti-vehicle barriers — Acquire dedicated infrastructure protection devices to replace the use of City vehicles at access points along parade routes.</p> <p>Option 3) Pursue both options — Implement a standardized route and purchase anti-vehicle barriers as a comprehensive approach to improving parade safety and operational efficiency.</p> <p>Option 4) Maintain the current approach — Continue using flexible, event-specific routes and City vehicles to manage access points.</p>		



The Memorial Day parade funding gap continues — a City Obligation classification ends annual uncertainty.



Recommendation: classify the Memorial Day Parade as a City Obligation



Key Topic #1: formalize the Memorial Day Parade as a City Obligation?

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Direction needed: define when scope changes require Council review.

SECA currently lacks a formal trigger for when an event significantly changes its plan after receiving funds. This policy keeps Council informed of substantive project shifts

Manager's Memo (MM)

- For technical, low-impact scope shifts

Friday Confidential (FC)

- For sensitive or evolving project details

Council direction tonight enables staff to formalize and document this threshold



Key Topic #2: how Council would like to be notified about substantive project or event modifications?

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Does Council support a formal policy expectation for initiatives to move toward self-sustainability?

SECA is designed as a 'Seed Fund.' Proposal: financial self-sufficiency be given greater weight in the evaluation process.



SECA as a 'Seed' Fund

- Focus on organizational growth and resilience.
- Strategic partnership vs. permanent reliance.



New Accountability Metric

- Identification of external revenue growth (e.g., private sponsorships)
- 1-2 year action plan and projected timelines.

Aligning applicant goals with fiscal self-sufficiency



Key Topic #3: formalize a path to organizational self-sufficiency?

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Standardizing parade operations optimizes safety and long-term cost management.

OPTION	OPERATIONAL APPROACH	SAFETY RATING	COST PREDICTABILITY
1. Standard Parade Route	Consistent planning across all events		
2. Purchase Anti-Vehicle Barriers	Dedicated infrastructure vs. City vehicles		
3. Combination	Standardized route + Dedicated barriers		
4. Status Quo	Flexible, event-specific routes		

Public Safety Recommended

Ratings reflect staff assessment based on operational experience and comparable municipal practice

● = High ◐ = Medium ◑ = Low

Direction needed: which option should staff move forward with?





Key Topic #4: assessing options for standardizing parade operations and improving long-term safety infrastructure.


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Staff will advance tonight's approvals through three concrete next steps.

 Update Policy and Procedures Manual

 Revise the mission statement

 Return to Council for formal approval



Current SECA Mission Statement: 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.

NEXT STEPS: policy updates and future Council action if needed





Naperville