

**DECISION MATRIX
SECA GRANT PROGRAM WORKSHOP**

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	