

**2016
DECISION MATRIX
SECA GRANT FUND PROGRAM WORKSHOP**

| Action Item No. | Action Item Description | Commission Recommendation | Council Consensus | |
|-----------------|--|---|-------------------|----|
| | | | 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 incremental costs associated with employee benefits from City services charges beginning in SY17 | X | |
| | | 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 | |
| | | Apply the salary expenses for the administration of the food and beverage tax to all components of the F/B Fund on a pro rata basis beginning in SY17 | 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 CY 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 | Requests recommended by the Commission and determined by the City Council | X | |