

SPECIAL EVENTS AND CULTURAL AMENITIES (SECA) GRANT FUND PROGRAM WORKSHOP

April 29, 2019



AGENDA

- ▶ Introductions
- ▶ Recent SECA Grant Fund Reviews
- ▶ Update of February 2018 Workshop Recommendations
- ▶ Review of 2019 SECA Commission Task Forces and Recommendations
- ▶ Decision Matrix and Council Consensus
- ▶ Adjourn

INTRODUCTIONS

- ▶ Gary Kovener, SECA Commission Chair
- ▶ Rebecca Obarski, Council Liaison to the SECA Commission
- ▶ Dawn Portner, Special Events Coordinator
- ▶ SECA Commissioners
 - Jacque Clermont
 - Vicki Coletta Donna Kearney
 - Rick Grimes Melvin Kim
 - Deana Losurdo Colleen McQuillan
 - Shannon Greene Robb
- ▶ Student Commissioners
 - Vaishnavi Tetali Kevin Li

SECA GRANT FUND REVIEWS

- ▶ SECA Grant Fund Comprehensive Reviews
 - ▶ January 2016
 - ▶ SECA 101
 - ▶ August 2016
 - ▶ Council approved 8.5 of the nine Commission recommendations
 - ▶ February 2018
 - ▶ Council approved all four Commission recommendations
 - ▶ April 2019

FEBRUARY 2018 RECOMMENDATIONS

Action Item No.	Action Item Description	Commission Recommendation	Council Consensus	
			Yes	No
1	Application Evaluation Methodology	Create objective criteria and an associated point system to score applications	X	
2	SECA Awards	Maintain the diversity of the SECA Grant Fund program awards	X	
3	SECA Grant Fund Cap	Reinstate the 2% annual escalator in Calendar Year 2019		X
		Revised: Reinstate the 2% annual escalator or CPI, whichever is lower, in Calendar Year 2019	X	
4	Legacy Events Category	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	X	

2018 RECOMMENDATION #1 - UPDATE

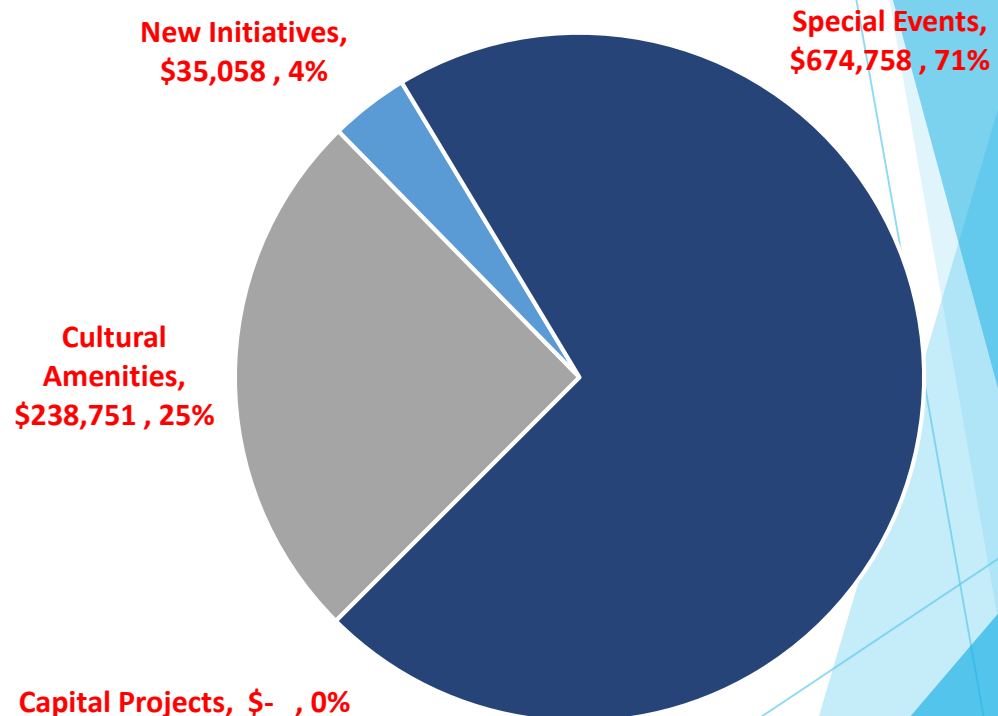
Create objective criteria and an associated point system to score applications

- ▶ Amended Final Report document to include quantitative metrics
 - ▶ Attendance, additional revenue sources, self-sustaining
- ▶ Researched Midwest arts councils (Indiana, Wisconsin, Ohio)
- ▶ Received feedback from several current grantees
- ▶ Developed qualitative evaluation criteria
 - ▶ Quality, feasibility, benefit to community, benefit to artistic community, and self evaluation
 - ▶ Commission to develop common definitions around criteria

2018 RECOMMENDATION #2 - UPDATE

Maintain diversity of the SECA Grant Fund awards

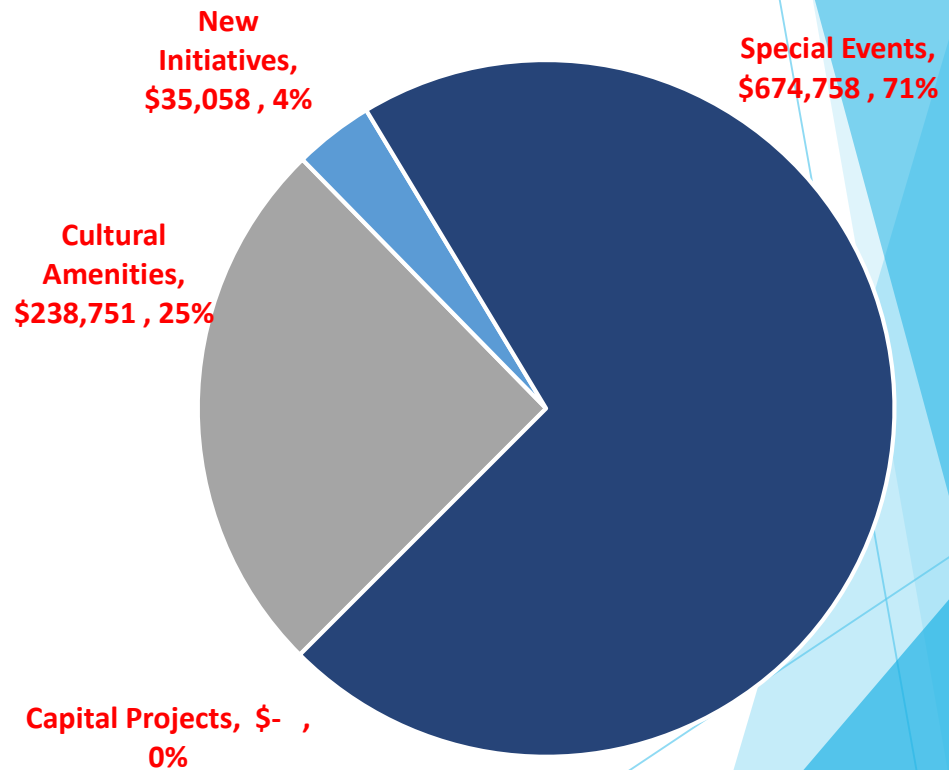
- ▶ Funding for cultural experiences and other celebrations will decrease without continuous evaluation of special event costs
- ▶ Stakeholder consensus is to stay true to SECA mission and encourage a variety of applications
- ▶ Funded 54 events and celebrations in CY19



2018 RECOMMENDATION #3 - UPDATE

Reinstate the 2% annual escalator, or CPI, whichever is lower

- ▶ 2013 - implemented
- ▶ 2014 - removed from SECA and obligated to the Sportsman's Park remediation
- ▶ 2016 - terminated and final Sportsman's Park payment was made from SECA Grant reserve funds
- ▶ 2019 - reinstated and realized \$38,000 for SECA applicants
 - ▶ \$948,567 available in discretionary funding



2018 RECOMMENDATION #4 - UPDATE

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

- ▶ SECA Commission evaluated the events and received support from a consensus of the City Council for funding recommendations

2019 RECOMMENDATIONS

- ▶ Creation of grant fund sub-categories
- ▶ No implementation of a sunset policy
- ▶ Revise application and reduce workshops
- ▶ Christkindlmarket and Ribfest awards
 - ▶ 2019 Christkindlmarket
 - ▶ 2020 Ribfest and Christkindlmarket

2019 RECOMMENDATION #1

Creation of grant fund sub-categories changes to provide more funding level detail

- ▶ Special Events - 50%
- ▶ Cultural Amenities - 50%
 - ▶ Capital projects/permanent - 25%
 - ▶ Visual arts/temporary - 15%
 - ▶ Performing arts - 20%
 - ▶ New initiatives - 20%
 - ▶ Annual Call for Projects theme - 20%
- ▶ Applications must meet same eligibility and reporting requirements
- ▶ Unallocated funds will be made available to other grant categories

2019 RECOMMENDATION #2

Sunset Policy

- ▶ Pro:
 - ▶ Define the purpose of SECA Grant Fund program
 - ▶ Seed new applications or support in perpetuity
- ▶ Con:
 - ▶ Implementation timing
 - ▶ Likely exceptions to the policy
- ▶ Negative recommendation to implement a Sunset Policy
- ▶ Commission deem grantee ineligible if receiving awards for a number of years with no effort to become self-sustaining
- ▶ Commission evaluate evidence of community support to continue funding and appropriate funding level

2019 RECOMMENDATION #3

Application and Workshops

- ▶ Revise application
- ▶ Eliminate one SECA Commission workshop
- ▶ Implement Q/A process in lieu of workshop
- ▶ Proposed 2020 application season:
 - ▶ September 2019 Applications due
 - ▶ October 2-9, 2019 Q/A
 - ▶ October 12, 2019 SECA Commission workshop with applicants
 - ▶ November 6, 2019 SECA Commission meeting to finalize funding recommendations
 - ▶ Nov/Dec 2019 City Council review of SECA Commission recommendations

2019 RECOMMENDATION #4

Christkindlmarket will not return to Naper Settlement beginning in 2019 and Ribfest will relocate outside of Naperville for 2020

- ▶ 4a) Reallocate the award to fully fund all 2019 city services requests; remaining “underspend” applied to the 2021 grant year; or
- ▶ 4a) Reallocate the award to fully fund all 2019 city services requests; table applying the remaining “underspend” to the 2021 grant year; direct the Special Events Team to accept applications from the Naper Settlement and provide a recommendation to the City Council to be approved at a regularly scheduled public meeting
- ▶ 4b) Use SECA Challenge software as a survey tool to get public input on how the award funds should be reallocated; results presented to the City Council in July and staff directed accordingly

2019 TASK FORCE RECOMMENDATIONS

Action Item No.	Action Item Description	Commission Recommendation	Council Consensus	
			Yes	No
1	Grant Category Changes	Special Events – 50% Cultural Amenities – 50% <ul style="list-style-type: none"> • Capital/Permanent installations • Display/Non-permanent installation • Performing arts • New Initiatives • Call for Projects – specific annual theme 		
2	Sunset Policy	Commission does not recommend implementing a sunset policy		
3	Application and Workshops	Application <ul style="list-style-type: none"> • Revise and refine application Workshop <ul style="list-style-type: none"> • Reduce the number of Saturday workshops from two to one • Implement a Q/A component 		
4a	2019 Christkindlmarket award	Reallocate the award to fully fund all 2019 city services requests; apply “underspend” to the 2021 grant year; or Reallocate the award to fully fund all 2019 city services requests; table applying the remaining “underspend” to the 2021 grant year; direct the Special Events Team to accept applications from the Naper Settlement and provide a recommendation to the City Council to be approved at a regularly scheduled public meeting		
4b	2020 Ribfest and Christkindlmarket awards	Use SECA Challenge software as a survey tool to get public input on how the award funds should be reallocated		

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Thank you!

What are your questions?