



Application for Community Promotion Funds

Application Due Date: March 5, 2020 5:00PM

Each year, the Santa Rosa City Council allocates Community Promotion funding to events that help promote the City. To be considered for this funding, please complete the following application and return it by email to jguzy@srcity.org or mail to:

Julie Guzy
City Manager's Office
100 Santa Rosa Ave, Room 10
Santa Rosa, CA 95404

Applications must be received by Thursday, March 5, 2020, 5:00pm to be considered for funding. Please make sure you answer every question and include the following supporting documents (even if you have applied in the past):

1. *Proof of non-profit status as defined by the Internal Revenue Code*
2. *Board of Directors List*
3. *Event/Program Budget, specifically showing how City funds will be used*
4. *Agency Budget (if different than event or program budget)*

The following guidelines from the Community Promotions City Council Policy (#000-47) are used to aid the City Council in determining funding recipients and amounts:

- *The activity should generate revenue to City businesses*
- *The activity should have broad-based community participation and be open to the public*
- *The activity should take place within the City limits*
- *The funding from the City should NOT be the sole source of funding for your event*
- *The funding cannot be used for salaries*

The Council can approve up to \$125,000 in total funding annually.

Events must take place between July 1, 2020 and June 30, 2021.

Please provide an update within 30 days after your event, include how funding was used, number of participants and goals met.

The granting of Community Promotions Funding is not guaranteed from year to year, is solely a monetary contribution and not a co-sponsorship by the City of any event or activity for which funding is used unless specifically agreed to in writing by the City.

Award of Community Promotion Funding shall not eliminate the need for any applicant to comply with any applicable regulations or permit requirements for the event or activity being funded.

Please consider these guidelines when completing this application.

EVENT/PROGRAM DESCRIPTION:Event Name:Event Date(s):Event Location:Organization/Agency:Contact Person/Title:Email Address:Daytime Phone:Mailing Address:

If additional space is needed below, please use a separate sheet of paper numbered appropriately.

1. Please note the amount of Community Promotion funding you are requesting for Fiscal Year 2020/2021:

City Services Funding:Cash Funding:

*** Receipts must be provided for reimbursement up to the amount approved***

2. Please note the total event/program budget.

3. Describe the event/program.

4. What is the purpose of the event/program?

5. Estimate the number of City residents and non-residents who attend your event/program.

City Residents: _____

Non-City Residents: _____

6. What are the benefits to the City of Santa Rosa?

7. Does this event/program benefit any other community group(s)? If so, how?

8. Please list other major sources of income/revenue projected/confirmed. Please list major in-kind donations.

9. How will City funds be used?

City Services:

Cash:

10. Describe the marketing plan and how the City will be acknowledged for its involvement.

11. Describe your plan for becoming self-sustaining.

12. How do you evaluate your event's success and who is involved in the evaluation?

13. If you have received City of Santa Rosa Community Promotion funding in the past, please note the most recent year you received funding and the amount and describe any changes to the event/program or funding request.

Year:

City Services Funding:

Cash Funding:

Changes?

PLEASE USE CHECK BOX TO ENSURE THAT ALL ITEMS HAVE BEEN INCLUDED.

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4. Agency Budget (if different than event or program budget)

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