

GUIDELINES & APPLICATION PROCESS

- **Objective**

- The primary goal of the City of Santa Rosa Event Support Program is to provide a streamlined application, a consistent review and award process for event support, and to encourage community events in Santa Rosa that develop community culture, provide a community service, attract visitors, and contribute to destination vitality and placemaking.

- **Eligibility**

- Events must take place in Santa Rosa
- Events may be ticketed or free to attend
- Events must develop community culture, provide a community service, attract visitors and/or contribute to destination vitality and placemaking

- **Guidelines**

- Applying organizations may be non-profit or for-profit
- Event Support funds may be used for city services (such as police, traffic control, permit fees) and/or venue fees, advertising, event marketing inside or outside the area designed to promote or increase overnight visits
- Organizations receiving support must submit a completed W9 prior to disbursement of funds
- Event Support funds are issued through reimbursement only up to the amount awarded
- Event Support funds should NOT be the sole source of funding for the event and cannot be used for the organization's staff/employee wages or salaries
- A Post-Event Report is due no later than 45 days following the supported event, and must include information on attendance, how funds were used, in what way the event provided a community service, and/or developed community culture and contributed to destination vitality and placemaking
- *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*

Application Process

- Review Program Guidelines
- Contact Staff with any questions: EconomicDevelopment@srcity.org, 707-543-3080
- Submit applications through this link*: <https://srcity.submittable.com>
** If you cannot submit your application using the link, call 707-543-3080*
- Application Windows Each Year: February 1 - March 31 and August 1 - September 30
- Event Support amounts are determined by how well the event address the program guidelines and eligibility requirements, and funding availability year to year

CONTACT US

City of Santa Rosa Economic Development Division
EconomicDevelopment@srcity.org
707-543-3080