



### **CITY-SPONSORED PUBLIC EVENT GRANT PROGRAM: ROUND ONE**

*City-Sponsored Public Events are recognized by the City of Oregon City as events that are open to the general public. Generally, such activities should occur on a reoccurring basis; however, the City Commission of Oregon City reserves the right to fund a one-time public event if they deem of subsidizing.*

*City-Sponsored Public Events are designed to enhance the growth and development of the community's tourism industry and help solidify its brand. City-Sponsored Public Events are well-organized and well-publicized events that attract 1,000 to 5,000+ tourists from across the region.*

*The City of Oregon City will provide grants to non-profit formulated organizations as well as for-profit businesses that produce events that are open and accessible to the general public. Such events require the use of public rights-of-way and/or use of publicly owned facilities.*

*The City-Sponsored Public Event Program is designed with the following objectives in mind:*

- *Maintains accountability to the taxpayers of the community;*
- *Benefits local businesses;*
- *Supports well managed, viable existing and new public events that are designed to take place on a reoccurring basis; and*
- *Ensures transparency in the award of grant funding.*



# OREGON CITY

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## GUIDELINES

Before filling out the application, **READ** the program guidelines and instructions.

The Economic Development Department of Oregon City has developed the following program guidelines to establish terms and conditions for **public event organizers/producers** (herein referenced as “applicant”), seeking financial support from the City to help defray the cost of producing public events designed to attract tourists from across the region.

### GENERAL ELIGIBILITY

- City-sponsored Public Events are for activities that take place within the legal boundaries of Oregon City and use the public rights-of-ways and/or publicly owned facilities.
- City-sponsored public events are open to anyone and everyone that wants to attend or participate. They do not limit admittance or partnership to only a specified organization or group. (i.e., only engineers, Elks, veterans, physicians, scientists, school alumni, etc.).
- Nonprofits organizations, businesses, or individuals that are producing the public event must have commercial liability insurance. Liability Coverage: \$2,000,000 for each occurrence and \$4,000,000 for an aggregate occurrence, naming The City of Oregon City an additional insured.
- The event must obtain all required permits.
- The applicant and its collaborators must not discriminate based on race, ethnicity, age, gender, or sexual orientation.

#### I. ELIGIBLE APPLICANTS

To obtain City-sponsorship funding, it will be necessary for the public event organizer/producer (“the applicant”) to meet all applicable eligibility requirements:

- A. **If a non-profit**, the applicant must have a current Oregon City Business License, recognition by the US Internal Revenue Service as a 501(C)(3) nonprofit, a current registration, in good standing, with the State of Oregon, in good standing with the federal government, and with local regulatory agencies.



- B. **If a for-profit business**, applicant must have a current business registration, in good standing, with the State of Oregon and have a current business license with the City of Oregon City.
- C. Groups associated with political parties and/or organized to promote political messaging as well as religious groups organized to convey a religious message and are the primary organizers of a public event are not eligible to receive City municipal funding.
- D. All applicants must be in good legal standing with all local, state, and federal regulatory/reporting agencies and taxing authorities.

## II. PROGRAM CRITERIA

To be approved for grant funding under the program the applicant must meet the following program criteria:

- A. **NONPROFITS THAT RECEIVE FUNDING UNDER THIS PROGRAM MAY CHARGE AN ADMITTANCE FEE FOR ATTENDEES AT THE PUBLIC EVENT BEING SPONSORED BY THE CITY.**

*The City-sponsored public event program is designed to help defray the cost of putting on the event not cover all associated costs.*

- B. **FOR-PROFITS RECEIVING FUNDING UNDER THIS PROGRAM MAY NOT CHARGE AN ADMITTANCE FEE FOR ATTENDEES AT THE PUBLIC EVENT BEING SPONSORED BY THE CITY.**

- C. **CITY-SPONSORED PUBLIC EVENTS MUST BE WELL-MANAGED AND ORGANIZED AS TO ENSURE PROGRAM RESILIENCY AND FINANCIAL STABILITY ON A CONTINUAL BASIS.**

*The City's financial support must result in supporting growing, stable, and viable ongoing public events that can demonstrate public support and demand.*

*The applicant should be prepared to demonstrate and explain the public event's financial performance. They are expected to present accurate historical financial reporting and well-prepared financial proforma of the current event being organized.*



**D. EVENT ORGANIZERS MUST DEVELOP A METHOD THAT HELPS TO SUBSTANTIATE ESTIMATED VISITOR ATTENDANCE LEVELS AND VISITORS' ORIGINATION.**

*Guessing or “eyeballing” how many visitors are in attendance is not sufficient to determine the number of visitors that are in attendance.*

*While it is not expected that visitor tallies be exact, it is necessary that the applicant have a method to ascertain credible estimates of visitors’ attendance levels.*

**E. APPLICANTS MUST INVOLVE MULTIPLE VENDORS AS PARTNERS OF THE EVENT**

*All public event organizers must engage multiple vendors who are not subsidiaries, or affiliates of the primary organizer of the event. Whenever possible, Oregon City-based vendors should be given preference in their participation in the public event.*

*City-Sponsored Events are designed to spread financial benefit not only to primary organizers of the public event but to other independent participating vendors as well.*

**F. THE EVENT MUST BE DESIGNED TO INCREASE TOURISTS’ ATTENDANCE AS WELL AS CREATE AN ENVIRONMENT WHEREBY TOURISTS ARE MOST LIKELY TO SPEND MONEY WITH EXISTING LOCAL BUSINESSES.**

*As a consequence of obtaining grant funding from the City, it is important that the public event is designed in such a manner that it encourages visitors to spend money at other local businesses.*

*Therefore, City-sponsored public events should help bolster the existing local economy and enhance the community’s tourism brand.*

**G. THE EVENT MUST SUPPORT THE TOURISM BRAND AND IS CLOSELY ASSOCIATED WITH AND CONTRIBUTE TO THE COMMUNITY’S HOMETOWN FEEL AS WELL AS TO ITS UNIQUE COMMUNITY IDENTIFY. (OREGON’S HOMETOWN, WELCOME HOME!)**

*Oregon City Municipal Government should be clearly recognized as a sponsor.*

*Public event producers/organizers will ensure that the Oregon City Tourism Logo and brand slogan are affixed to all advertising (electronic, digital, social media, physical brochures/pamphlets, signs, event forms, A-Frames, and banners).*



#### **H. THE EVENT ORGANIZER(S)/PRODUCER(S) MUST APPLY ANNUALLY TO OBTAIN FUNDING**

*An evaluation of previous public events will be conducted to determine the viability of the current request for grant funding. Is the public event financially stable or growing. Is the visitors' attendance level stable or growing ?*

#### **III. ELIGIBLE COSTS**

- A. Promotion/Marketing Costs
  - 1. Social Media
  - 2. Printing
  - 3. Postage
  - 4. Advertising
- B. Fees
  - 1. Equipment Rentals
  - 2. Event Venue Rentals
  - 3. Event Regulatory Permit Fees, City Fees (including street closure fees)
  - 4. Commercial Liability Insurance Rider
- C. Equipment Purchases (tents, chairs, money boxes, crowd control, speakers, signage)
- D. Crowd attendance software
- E. Supply Purchases (table clothes, swag, tape, staff/volunteer tee shirts etc.)
- F. Security

#### **IV. INELIGIBLE COSTS**

- G. Liquor, Beer, Spirits
- H. Association/club fees
- I. Personnel, except for security
- J. Smoking or Vapor Equipment or Supplies



## V. GRANT AWARD

- A. The program will provide up to 60% of eligible project costs, up to \$12,000 max.
- B. Advance payment of seventy percent (70%) may be granted.
- C. The approving board reserves the right to allocate a lower percentage and dollar amount.
- D. Paid invoices or receipts are required to substantiate expenditures against eligible costs. ***Receipts are required no less than 60 days after the event has ended.***
- E. Public event organizers that incur costs without presenting eligible paid invoices or receipts will be required to reimburse the City if funds have been distributed upfront.
- F. Event organizers are accountable and responsible for presenting receipts and/or paid invoices that equal the grant award cited in the City-Sponsorship Agreement. If expenses are less than expected, organizers will reimburse the City for the difference of the awarded amount
- G. The City reserves the right to hold back 30% of the grant award until all paid invoices and/or receipts are presented against eligible costs.
- H. If the event does not take place, the event organizers will be required to repay the grant award to the City within 10 days of the cancellation.
- I. City Commission approval, and execution of the grant agreement is contingent on the applicant obtaining all necessary permits.



## VI. APPLICATION PERIOD AND PROCEDURES

- A. The application period for Round One opens on March 6, 2025 and closes March 25, 2025. The application period for Round Two opens March 27, 2025 and ends May 26, 2025.
- B. Staff review occurs when complete application is submitted.
- C. City Commission approval is required and is scheduled during the April 2 City Commission meeting. City approval for Round Two is scheduled for Commission review on June 4, 2025.
- D. Funding is granted at least 7 days after City Commission approval.
- E. A full recap report of the event with receipts will be required 60 days after the event has ended. Full recap report should include:
  1. Total number of attendees
  2. Total number of attendees that attended last year (if applicable).
  3. The number of people that have traveled more than 50 miles to Oregon City.
  4. What media outlets that were used to promote the event.
  5. Financial Statements (revenue and expense) from the prior year and for the current year are required.