

OUTDOOR MUSIC GENEVA (OMG) FUNDING GUIDELINES

(Matching Grant Program)

The City of Geneva is offering a matching grant program to help create more entertainment in downtown Geneva when Festivals are not operating. This grant program is administered by City staff. The City has allocated \$5,000 from its Hotel/Motel tax to fund this grant program which will enhance our visitors' experience in the downtown and encourage overnight stays as part of a Geneva Getaway.

Award Structure:

- Applicants may qualify for a matching grant (up to 50% of the eligible cost of the event) that brings music or entertainment (performing arts such as dance, mimes, magicians, jugglers, etc.) to outside venues in downtown Geneva
- Maximum grant award per day is \$500 (provided the applicant matches the amount of funds from the City)
- o An applicant will not be awarded more than one grant per day or a more than \$1,000 per fiscal year
- o An applicant may apply for multiple grants for events on different days. Music Series are encouraged.
- o Multiple performers may perform under a single \$500 grant award
- All funds are to be paid on a reimbursement basis for eligible costs (Receipts must be presented for reimbursement before the end of the fiscal year to be reimbursed.)
- Eligible events must be free and accessible (able to be seen and heard) by the public and promote Geneva as a place to shop, come for the day or a short stay
- Events may be held on outdoor public property (with the consent of the government body) or on outdoor private property
- Rain dates for awarded events must receive City approval prior to the event
- Eligible for-profit businesses need to be located within the Geneva CBD which is roughly bounded by Anderson Drive on the west, Eastside Drive on the east, Steven Street on the north, and the train tracks on the south
- Successful grant recipients will place City-owned A-Frame signs on site the day of the event
- o promote the event and acknowledge the City in promotional materials

Priorities: The City of Geneva is interested in funding applications that show the applicant has planned the event well. The City will give preference to new and creative events or programs. When requesting funds, keep in mind priority is given to projects that:

- o Generate overnight stays in Geneva hotels or Bed and Breakfast establishments
- Encourage people to patronize downtown Geneva businesses, restaurants and attractions;
- o Attract positive coverage in local, regional and national media
- o Reach a broad section of the community
- Seek additional sources of support
- Promote cooperation among event organizers to reduce costs

Eligible Expenses:

- o Performer Compensation
- Other Costs, i.e advertising, printing and design may not exceed 25% of total grant costs (see application)
- Liability insurance (if on public property the City will need to be named on the policy)

Limitations: Not every worthwhile program or event can be funded. Resources are directed to those areas where public support will have the greatest impact. Funds must be used by the applicant for the purposes approved in the grant. In general, the following are <u>not</u> considered for funding:

- o Proposed events that run during an approved Geneva Festival
- o Organizations that support political candidates or political philosophies
- o Organizations whose purpose is to influence, promote, or attempt to initiate legislation
- Fundraising
- Purchase of permanent equipment
- o Not For Profit and City of Geneva funded programs
- Programs held inside a private business



CITY OF GENEVA OUTDOOR MUSIC GENEVA (OMG) FUNDING APPLICATION

Application Instructions/Guidelines:

The application must be submitted in writing, or one (1) complete copy in an electronic pdf file. Allow 2 weeks for review prior to marketing the event. Requests for funding must be legible and must respond to the following questions on the attached application:

Name of Applican	ıt:		
Contact Person: _			
Address:		Telephone:	
Name of Event: _			
Location of the Ev	vent:		
Date(s) of Event:			
Starting Time:		Ending Time:	
Grant Amount Re	quested From City	OMG Program:	
		WRITE BELOW THIS LIN	
Approval:	Yes*	No	
Approved Gran	t Amount \$		
Approved By: _			
Date:			

*Grant Disclaimer: If inclement weather causes the entertainer/musician to perform indoors, then the grant will not be reimbursed to you for that performance. An alternate rain date is preferred.



Please answer every question below:

1.	Briefly describe the event or program. (<u>Attach a plan showing where the event would be located and where the patrons will be located</u>)
2.	Is the project: 1) continuation of an existing or similar program or 2) new activity?
3.	State the amount of the grant requested. (\$500 maximum award with 50% match from private sources)
4.	What specifically will the grant funds be used for?
5.	What is the total cost for the program or event? (Please list the items of income and expenses on the attached budget form or attach your own)
6.	Outside Support – What non-City sources of support are committed or are being sought for this program or event? (Grant funds may not be used for charitable donations or in a fundraising event.)
7.	What is the expected attendance at the event(s)?
8.	How many overnight visitors, if any, are estimated to stay in Geneva hotels? Are you promoting a hotel package? Please describe if so (partnership with which properties, special rate, any other activities bundled in)
9.	How specifically will the event/project be promoted? In what markets will you be promoting the event? Who is your target audience for this event or program?



10.	Are any City services required to implement the proposed application? City services are not
	automatically provided. City services must be requested and approved prior to the event, i.e.
	barricades, street closings, police services, etc. If City Services are requested, a separate
	Community Event Application will need to be submitted. There may be a charge for city services
	depending on the request.

- 11. Will electric power be required? If so, who is supplying the electric and how are you accessing the power?
- 12. How much lead time is needed to organize the event after application approval?
- 13. Will there be a rain date for the event or alternate rain location proposed? If so, please indicate where / when that will be.
- 14. Future Support Will the project continue beyond the funding period? If so, how will it be supported?



Outdoor Music Grant Budget Information

Event:		
Date of Event:	Date of Application:	
Applicant:		
Outdoor Music Geneva Application	on Summary of Event	
Income	Estimated	Actual
	(To be completed at time of application):	(To be completed after the event):
Sponsorships	\$	
Owner Contribution/Match	\$	
City Grant (50% of eligible event	\$	
expenses up to \$500)		
Other: (Explain)	\$	
Total Income	\$	
Expenses (Itemized)		
Entertainment Cost	\$	
Advertising*	\$	
Supplies*	\$	
Postage*	\$	
Rentals*	\$	
Printing*	\$	
Insurance*		
Other (Explain)*	\$	
Total Expenditures	\$	
*reimbursable expenses (as a gro	up cannot exceed 25% of project co	sts)
To be completed after the event:		
How many attended?	_	
Do you have any feedback for the	City on the grant process, or your e	vent?
If you were to repeat the event, w	hat changes might you make?	
To submit for reimbursement, ple	ease attach a copy of bills, this budg	get form with actual numbers, and
sign the following certification:		•
-	t the commercial and financial infor	mation contained in this application is
		• •
•		he funds were approved. Furthermore,
• •		vileged, and confidential, or is of a nature
that its disclosure may cause com	petitive harm to the applicant.	
	Name:	
	Contact Phone:	



Legal Disclaimer

The Applicant understands that receipt by the City of Geneva (City) of an application is not a guarantee or commitment by the City for funding. In addition, the receipt of an application does not commit the City to pay any costs incurred in the preparation of the application. Incomplete applications will not be considered for funding. The City reserves the right to determine if an application is eligible for funding and outline specific terms and conditions, as well as the amount of funding, if any, on an individual basis. Awards made in response to this application will be contingent upon the availability and appropriation of funding from the City's Hotel/Motel Tax Fund, which has been specifically authorized for this program. Please allow two (2) weeks for City review before the proposed event is held.

The City reserves the right to require the City be named as an additional insured on the applicant's insurance policy in an amount sufficient to cover the City's liability exposure. The City reserves the right to disapprove costs incurred prior to award of funding and the execution of the Award Agreement. Portions of the contents of an approved application will become part of the Award Agreement. The application and all documentation submitted with it shall become the property of the City.

Freedom of Information Act:

Information contained within this application may be subject to disclosure by the City of Geneva, under the Freedom of Information Act (ILCS 140).

Audit Requirements:

The Applicant agrees that, upon request by the City of Geneva, it will provide access to its financial records and other information deemed necessary for audit purposes to ascertain that all conditions of the Award Agreement were met and that the expenditure of the awarded funds was for the purpose(s) outlined within the Award Agreement. Special audit requirements may be imposed, as deemed necessary by the City to ensure the accountability of public funds. All records required to demonstrate compliance with the Award Agreement should be maintained for a minimum period of three years. The City reserves the right to commence the audit process at any point during the three-year retention period. Failure to expend the allocated funding in accordance with the Award Agreement may result in the Applicant being required to refund a portion, up to the entire award amount including interest, at the discretion of the City.

Reimbursement

Reimbursement – the city will reimburse the successful applicant for eligible expenses as described in the award letter from the City. The applicant will need to provide documentation to certify that funds were actually expended and that funds were spent solely for the purposes for which funds were approved. All grant awards must be expended and reimbursement processed before the end of the fiscal year (April 30), during which the funds were expended.

Deadline:

Applications must be submitted to the Economic Development Department Office, Geneva City Hall, 22 S. First Street. Applications will be funded on a first-come, first-served basis. Please allow two weeks for City review prior to the proposed event. The program will cease when the funding has been exhausted or insufficient funds remain to fund new applications.



Review of Grant Requests:

City Staff will base their decisions on the listed priorities, program guidelines and quality of the application.

Contact:

Should you have any questions or need additional information, please feel free to contact Paul Evans, Business Development Specialist, at (630) 845-9654 or e-mail pevans@geneva.il.us.

Statement of Assurances

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to be best of my knowledge.

ame (Please Print):				
Signature:				
Date:	Title or Office held:			

Mail or Email this form to: City of Geneva, 22 S. First Street, Geneva, Illinois 60134, Attention: Business Development Specialist or email to: pevans@geneva.il.us