

## EVENT FUNDING REQUEST GUIDELINES AND APPLICATION INSTRUCTIONS

### APPLICATION

One of the priorities of the Sun Valley City Council is to encourage and support events in the City which help grow the local option tax (LOT) to support our tourist economy. By providing financial support, up to \$5,000, for events held in Sun Valley to local based organizations; one of the Council's priorities is fulfilled.

Due to the number of requests for funding that the Council receives each fiscal year, the Council is limited in the number of requests that it can approve. The Council's desire is to encourage the growth and development of grass roots organizations in the City which contribute to events which can improve the quality of life for our citizens and visitors. As such, the Council limits the amount of funding and may decline requests for funding to those organizations that have received financial support in the past. While past recipients of funding are not prohibited from applying in future years, such organizations should be aware that they will not receive the maximum amount of funding available to any organization (\$5,000) and dependent on the number of years that the organization has received funding from the Council, an application may be denied.

Despite the Council's decision to limit funding to repeat recipients, the Council acknowledges the wonderful work that you do and will provide information on other funding sources, upon request. It is our hope that the dissemination of such information will allow these great organizations to continue to thrive.

The sliding scale, which follows, gives ranges of funding available dependent on the number of years an organization has received funding:

<u>Year</u>	<u>Funding</u>
1- 2	Up to \$50,000
3	Up to \$30,000
4	Up to \$20,000
5 (maximum)	Up to \$10,000

### GUIDELINES

- A. All applications must be completed and received by the City Council not less than 30 days prior to the event for which the funds are sought and not less than 30 days prior to the date of the next regular monthly City Council meeting. City Council meetings are normally held the third Thursday of each month.
- B. There are two funding categories:
- Annual - Organizations that were approved for funding during the previous fiscal year are eligible to apply for these dollars during the first quarter of the City's fiscal year: October, November and/or December.
  - Irregular - First time requests and/or those organizations that may have requested funding in past but not during the previous fiscal year.
- C. During the first quarter of each fiscal year (October-December) priority shall be given to those organizations requesting funds for events held on an annual basis. After the first quarter, the Council shall only consider irregular requests. Only one request per organization will be considered during a given fiscal year (October 1 - September 30).

- D. Funding shall be based on a first come, first "approved" basis, and funding may be granted partially, fully, or not at all, based on the Council's decision. The nature of this funding is to reimburse applicants for approved expenditures in accordance with the provisions of these guidelines. Typical requests for funding reimbursement include, but are not limited to expenses normally charged by the City (i.e.: facility rental, police services, insurance, etc.). The Council does not pre-qualify funding requests, but considers each request individually.
- E. Priority shall be given to events held in the City of Sun Valley which generate local option taxes for the City of Sun Valley, and have matching funds from the local business community.
- F. Priority shall also be given to events held in the City which benefit the quality of life of Sun Valley's residents.
- G. There is a cap of \$5,000 per organization/event per fiscal year regardless of the category type.
- H. If all available funds are not allocated during the first quarter for annually funded events, the remaining dollars shall be added to the available funds for consideration of events held on an irregular basis.
- I. The City Council shall pre-screen applications to ensure compliance with established criteria set forth in the application, and the following (incomplete applications will not be considered):
1. The event is of general public interest, benefiting or serving the residents of the City.
  2. The event is non-partisan, non-political, and non-sectarian. Specifically, the event does not fund, promote, or further any goal through legislation, constitutional revision, or public pressure on public officials.
  3. The event is free and open to the general public (see page 6, item 8).

#### **APPLICATION INSTRUCTIONS**

- A. The application must be completed fully and all required documents attached.
- B. A representative of the organization shall attend the Council meeting with sufficient knowledge to answer the questions of the Council and to make a brief (five-minute time limit) presentation.
- C. A copy of the organization's current financial statement and a profit-loss statement for the same event year must be included with the application.
- D. The Event Summary Report must be completed before City funding will be disbursed. It should include all expenses and sources of income. This form must be completed and returned within 30 days after the event. Failure to submit the Event Summary Report within 60 days after the event will cause funding to be revoked.
- E. The application must be typed or legibly handwritten in black ink.
- F. If additional space is necessary, use a separate sheet and attach to this application.

**CITY FUNDING REQUEST APPLICATION**

Date Submitted: \_\_\_\_\_

Amount Requested: \$ 5000

List of specific items the City funds will be used to offset EVENT MANAGEMENT, EVENT STAFFING, TIMING, SAFETY, SIGNAGE, PROMOTION

**I. APPLICANT/ORGANIZATION**

A. Applicant/Organization Name: REBECCA RUSCH / RUSCH RELATIONS

Contact Person (if different from above): \_\_\_\_\_

Address/City/State/Zip: PO Box 7241 KETCHUM ID 83340

Phone: 208-720-2676

B. Type of Organization: LLC (i.e. corporation, public, non-profit, other).  
Attach copy of Secretary of State designation, if applicable.

Applicant/organization must provide Federal Identification Number or Social Security Number, whichever is applicable.

Federal Tax Identification Number: (corporation) \_\_\_\_\_ or,

Social Security Number: (individual) \_\_\_\_\_

C. How long has organization been active in Sun Valley? \_\_\_\_\_

D. How many people belong/participate in the organization? \_\_\_\_\_

E. Officers and Board of Directors:

Name/Residence Address/Office Held

REBECCA RUSCH PO Box 7241 Ketchum ID 83340 / OWNER

F. History of event(s) organization has conducted and number of participants:

SRAM Gold Rusch Tour 2011 & 2012 included 12 different cycling events for women. Participation ranged from 15 - 300. 4

2. EVENT: REBECCA'S PRIVATE IDAHO

A. Event Title: 100 mile gravel road bike event

B. Date and Time of Event: SEPT 1, 2013

C. Location of Event: START & FINISH 4th ST IN KETCHUM. BIKE ROUTE: EAST ON SUN VALLEY ROAD, OVER TRAIL CREEK, COPPER BASIN & BACK THE SAME WAY.

D. Purpose of Event: \_\_\_\_\_

E. Description of Event: To showcase the beautiful Idaho backcountry, to bring new cyclists to town, showcase Idaho businesses & raise \$ for cycling non-profits.

F. What benefit will event have on the City of Sun Valley? BRINGING unique visitors to the area & ESTABLISH AN ON-GOING ANNUAL EVENT

G. How will you publicize and promote this event? WEBSITE, SOCIAL MEDIA, PRESS RELEASES, CALENDAR LISTINGS IN NATIONAL CYCLING-OUTLETS, POSTINGS FROM LARGE CORPORATE SPONSORS LIKE SPECIALIZED & GU.

H. How will the sponsorship of the City of Sun Valley be acknowledged at this event? \$5000 each silver level sponsorship with logo representation on all print & digital media, logo @ start/finish, logo on water bottles & mentions throughout event

(If this application is approved, the following statement must be included on all printed and media materials to acknowledge the City of Sun Valley's funding support of this event: "Funded in part by the City of Sun Valley". Proof of City recognition must be provided prior to funds being disbursed.)

3. PERSON IN DIRECT CHARGE OF HANDLING FUNDS FOR EVENT

Name: REBECCA RUSCH

Address/City: PO Box 7241 Ketchum ID 83340

State/Zip / Phone: \_\_\_\_\_

4. ENTITY TO WHOM CITY FUNDS ARE TO BE DISBURSED

Name: RUSCH RELATIONS

Address/City: PO Box 7241

State/Zip/Phone: Ketchum ID 83340

5. PREVIOUS CITY FUNDING HISTORY

A. Has the organization applied for assistance from the City of Sun Valley within the last twelve (12) months?  
 Yes \_\_\_ No X If yes, please indicate the date \_\_\_\_\_ and amount: \$ \_\_\_\_\_

B. Did you receive assistance? Yes \_\_\_ No X  
 If yes, please indicate amount funded: \$ \_\_\_\_\_  
 Purpose: \_\_\_\_\_

C. Attach a profit/loss statement for the last time the event occurred. This is a first year event

6. Will the event be open to the general public? Yes \_\_\_ No \_\_\_

7. Estimated Attendance: 300 participants + FRIENDS/family
8. Will there be an entry fee for participants? Yes X No X FOR year 1 over 1/2 of participants  
 If yes, how much? \$50 will be VIP INVITES (MEDIA, INDUSTRY LEADERS, HOLLYWOOD STARS)  
 (Although certain events may involve athletic or recreational competitions requiring entry fees for participation, there may not be an admission charge to attend or to be a spectator.) THEY WILL NOT PAY AN ENTRY FEE.
9. Is the event a partisan event? Yes \_\_\_ No X
10. Is the event a political event? Yes \_\_\_ No X
11. Does the event fund, promote, or further any goal through legislation, constitutional revision, or public pressure on public officials? Yes \_\_\_ No X
12. Attach a full statement of the character and extent of the charitable, public, or philanthropic work performed by the applicant organization within the City and elsewhere.
13. The amount of any wages, fees, commissions, expenses, or honorariums to be extended or paid to anyone in connection with the event and to whom paid may appear in the Event Budget.
14. EVENT REPORT

A. List matching funding from the local business community. (Include the date solicited, amount expected, and when a funding decision will be/has been made.)

KETCHUM EVENTS Commission - asking for \$5000 have not met w/ them yet.

B. If this funding request is denied, will the event still take place? Yes X No \_\_\_

C. State reason City funding is essential to success of this event:

One of the main purposes of this event is to bring visitors to our area. Having the City of Sun Valley on all promotional materials shows community support. ACROSS NATIONAL @ INTERNATIONAL EXPOSURE.  
I AM USING MY NAME @ PUBLIC PLATFORM TO LAUNCH THIS EVENT BUT I CANNOT DO IT WITHOUT SUPPORT FROM MY COMMUNITY.

D. Complete the Event Budget form on page 8.

E. Complete the Financial Statement form (page 9) for the preceding fiscal year. Financial Statements may be audited, if required by state Law.

This page reserved for City use.

**EVENT BUDGET**

Applicant/Organization Name: REBECCA RUSCH / RUSCH RELATIONS  
*If additional space is needed, you may attach a separate sheet.*

**EVENT COSTS**

**Administrative Expenses:**

Salaries \$ 3000  
 Office \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Stamps, etc. \_\_\_\_\_  
 Printing \_\_\_\_\_  
 Insurance \$ 150  
 Prof. Fundraising Expense \$ 500  
 Miscellaneous (specify):  
WEBSITE/PR/PROMO \$5000  
Event Production Co. \$10,000

**Supplies and Decorations**

(i.e. trophies, ribbons, etc.) \$ 1000

EVENT SIGNAGE \$3000

Service Costs for Event (i.e. tables, chairs, facility) \$ 500

FOOD/DRINK/PARTY \$5000

**Rental Costs**

(i.e. tables, chairs, facility)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Other Expenses**

(Including city related expenses, i.e. police supports, permits, street closure, facility use fees, etc.)

PERMITS \$600  
STREET CLOSURE \$250  
SAFETY \$500

**EVENT INCOME (ANTICIPATED)**

Donations \$ TBD  
 Entry Fees \$ 2500  
 Sale of Merchandise \$ \_\_\_\_\_  
 Sponsors (specify):  
SRAM \$10,000  
SPECIALIZED 1000  
SMITH 5000

Other sponsors TBD

Concession Sales (Percent of booth sales, etc.)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Other Income**

(i.e. City Funds, if approved)

Ketchum City \$5000  
Sun Valley City \$5000

TOTAL COST \$ 28,000  
 TOTAL INCOME \$ 27,500  
 NET PROFIT \$ (500)

\* This event is NON-PROFIT.  
 ALL PROFITS ABOVE EXPENSES  
 WILL BENEFIT IDENTIFIED  
 CHARITIES.

**FINANCIAL STATEMENT**

Applicant/Organization Name: \_\_\_\_\_ Fiscal Year Ending \_\_\_\_\_

**ASSETS**

Cash (CD's, savings, checking, petty cash) \_\_\_\_\_  
Office Equipment and Supplies \_\_\_\_\_  
Inventory \_\_\_\_\_  
Building \_\_\_\_\_  
Land \_\_\_\_\_  
Vehicles (specify) \_\_\_\_\_  
Other (specify) \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

**LIABILITIES**

Notes Due \_\_\_\_\_  
Mortgages \_\_\_\_\_  
Accounts Payable \_\_\_\_\_  
Other (specify) \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

**COSTS**

Salaries:  
Administration/Management/Clerical  
Community Service  
Public Education  
Fundraising

Allocation of funds among categories:

Occupancy  
Telephone  
Postage Supplies  
Professional Fees  
Vehicles  
Printing  
Travel  
Conference, Conventions, Meetings  
Other (specify)

**TOTAL \$** \_\_\_\_\_

**PUBLIC SUPPORT AND REVENUE:**

Special Events \_\_\_\_\_  
Sale of Merchandise \_\_\_\_\_  
Donations and Gifts \_\_\_\_\_  
Grants \_\_\_\_\_  
Bequests \_\_\_\_\_  
United Way \_\_\_\_\_  
Other (specify) \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

If this application is approved, the EVENT SUMMARY REPORT must be completed and returned to the Sun Valley City Council within 30 days after the event in order for funds to be disbursed. It should include all expenses and sources of income. Failure to submit this report within 60 days after the event will cause funding to be revoked.

Signed: (Authorized Official/Agent or Applicant)

Date:

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I (Authorized Official/Agent or Applicant) do hereby certify that the information submitted in this application is correct.

Sworn to and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20 .

Notary Public Commission Expires: \_\_\_\_\_  
\_\_\_\_\_

**RETURN APPLICATION TO: SUN VALLEY CITY  
COUNCIL c/o CITY ADMINISTRATOR'S OFFICE**

**P.O. BOX 416**

**SUN VALLEY, IDAHO 83353**

**(208) 622**

REBECCA PROSCHI



# Rebecca's Private Idaho

*100 Mile Gravel Grinder in Sun Valley, ID*

*Labor Day Weekend | Sunday, September 4, 2023*



100 Mile Gravel Grinder in Sun Valley, ID

# 2013 Proposal

Rebecca's Private Idaho  
VIP Gravel Grinder | 300 participants

Where: Sun Valley, ID



The Ride: 92 miles of  
dirt roads



When: Labor Day  
Weekend | Sunday,  
Sept 1



Theater-Party: Idaho style  
pigroast and beer

The Purpose: Raise money for  
World Bicycle Relief and the  
local IVA chapter. Wood  
River Bicycle Coalition



# 2013 Proposal

What's it all about...

## Create a Sense of Community:

- Bring like-minded cyclists together for a weekend of challenge, exploration and fun while giving back to worthwhile causes
- In its inaugural year, 300 participants, from amateur to professional, local to out-of-towners, will be invited
- This is not a race, but a long-distance backcountry timed road ride through some of Idaho's most pristine wilderness

## Ride with Industry Pros and Celebrities:

- Handpicked media invited to ride from endemic and non-endemic publications
- Digital engagement-Twitter, FB, Rebeccarusch.com and goldruschtour.com
- Websites, SRAM and other sponsor websites

## Invite and Engage Media:

- Make it an annual ride
- Increase ride participation into the 1000s
- Increase fundraising to worthy causes

## The Future:

## Give Back:

- Wood River Bicycle Coalition a local IMBA Chapter and World Bicycle Relief

# 2013 Proposal

## Giving Back



Wood River Bike Coalition | Local IMBA Chapter  
*Rebecca Rusch | Chairwoman, IMBA honorary board and WRBC founding member*

**The Wood River Bicycle Coalition is a group of organizations, businesses and residents who advocate for a bicycle and pedestrian friendly community throughout Idaho's Wood River Valley.**

The Sun Valley area has received a rare recognition from the International Mountain Bike Association, confirming what Sun Valley riders have known for years: that the Wood River Valley has some of the best, most diverse mountain biking opportunities in the country.

The Wood River Bike Coalition accepted the "Epic Ride Center" designation from IMBA, an award given to very few areas annually, after a competitive review process by the organization. The Epic Ride Center program, according to IMBA, is the organization's way of "spotlighting places that exemplify what mountain biking looks like when it's done right," according to IMBA.



**WORLD BICYCLE RELIEF**

World Bicycle Relief  
*Rebecca Rusch | WBR Team Member*

**World Bicycle Relief is dedicated to providing access to independence and livelihood through The Power of Bicycles.**

Compared to walking, bicycles represent an enormous leap in productivity and access to healthcare, education and economic development opportunities. The simple, sustainable nature of bicycles empowers individuals, their families and their communities.

We accomplish our mission by:

- Working with suppliers to improve bicycle design while ensuring all changes are culturally appropriate
- Enhancing distribution with local sourcing, manufacturing or assembly whenever possible
- Partnering with existing non-governmental organizations and government and community based organizations
- Training mechanics in maintenance and repair while strengthening the existing supply of spare parts
- Measuring and evaluating the impact of bicycles and communicating the results to improve programs and increase awareness

# 2013 Proposal

## The Sponsorship

### **Gold Sponsor | \$9000**

- Primary logo placement on all promotional and collateral materials, including race maps, number plates and t-shirts. Color, presentation, location all can be tailored to sponsors requests.
- Primary banner and logo placement at start/finish area. Gold sponsor “owns” the start/finish area.
- 20x30 booth at start/finish, registration and after party
- Logo placement and mention in all digital, social and traditional media as a sponsor
- Logo placement on start and finish areas
- Swag: Logo printed on t-shirts, water bottles

### **Silver Sponsor | \$5000**

- “Own” a segment of the race: naming rights and ownership of one aid station or one segment or the after party
- Logo placement and mention in all digital, social and traditional media as a sponsor
- Logo placement on start and finish areas
- Swag: Logo printed on t-shirts, water bottles

### **Bronze Sponsor | \$2500**

- Logo placement and mention in all digital, social and traditional media as a sponsor
- Logo placement on start and finish areas
- Swag: Logo printed on t-shirts, water bottles