

# **EVENT FUNDING REQUEST GUIDELINES AND APPLICATION INSTRUCTIONS**

## **Objective:**

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

## **Guidelines:**

Each year following the budget process, if the Council elects to fund events, applications will be accepted in October for consideration at the November Council Meeting.

Regular, planned events may submit applications only at this time.

At the November meeting in which applications for funding are considered, the Council may elect to hold a portion of the budgeted amount in reserve for one off exceptional events which seek funding later in the year.

All applications will be scored against the criteria outlined below and funding will be allocated to the highest scoring applications.

## **Instructions:**

The application must be complete, legible, and submitted in order to meet the appropriate deadlines for the November meeting.

A representative of the organization shall attend the November meeting, make a brief presentation and be capable of answering questions on behalf of the event / organization.

An event summary report must be submitted within 60 days of the end of the event.

A copy of the organizations most recent financial statements or most recent 990 must accompany the application.

A copy of the specific event budget must accompany the application.

# CITY FUNDING REQUEST APPLICATION

Deadline October \_\_\_\_\_

Name of Organization:

Complete Address:

Federal Tax ID#

Primary Contact: Name, Title, Contact Number, Email address

Organization website

Organization Purpose / Mission

Date organization was founded

Describe the event for which funding is being requested

Amount of Request

How will the City benefit from this event

Expected number of participants

Is your event seeking other funding

How will funding from the City of Sun Valley be leveraged to gain other funding

Will this be an annual event

What event costs will be offset by funding from the City of Sun Valley

How will the City be acknowledged at this event

Is this a political, religious or partisan event

## CITY EVENT APPLICATION SCORING MATRIX

How long has this event been taking place

- Year 1            5pts
- 2 – 5 years        3 pts
- 5 years          1 point

Has this event been previously funded by the City of Sun Valley

- Year 1            5 pts
- 2-5 years          3 pts
- 5 years          1 pt

What is the expected attendance

- 1000            5 pts
- 500 – 1000       3 pts
- < 500             1 point

How many days will the event last

- 3 days          5 pts
- 2 days            3 pts
- 1 day             1 point

Is the event based only in Sun Valley

- Yes                5 points

Is the event based in Blaine County

- Yes                3 points

Is this a National Organization

- Yes                3 points

Is this event based on a National or International model

- Yes                3 points

Is this an annual event

- Yes                3 points

Will the event take place in Sun Valley annually

- Yes                5 points

Will the event generate LOT in Sun Valley

- 5,000            10 points
- 2,000 – 5,000    5 points
- < 2,000            3 points

What percent of the total event budget does this funding represent

- < 10%             7 points
- < 5 %             5 points
- < 3 %             3 points

Who will attend this event

Most attendees are from outside of Idaho 7 points

Most attendees are from outside of Blaine County 5 points

Most attendees are local 3 points

Where is the event publicized

Nationally 7 points

In Idaho only 3 points

Locally only 1 point

Do you expect the number of attendees to increase next year

➤ 20% 7 points

➤ 10% 5 points

Are any special discounts or privileges offered to Sun Valley residents

Yes 5 points

How much of the events procurement / expenditures are in Blaine County

➤ 75% 7 points

➤ 50% 5 points

➤ 25% 3 points