



Legislation Details (With Text)

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Title: Resolution to Adopt Updates to the 2019 City of Greensboro Special Events Sponsorship Policy

Sponsors:

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Attachments: 1. SE Spons.Policy-Final.pdf, 2. 19-0445 Resolution of Support SEGrantPolicy.pdf

Date	Ver.	Action By	Action	Result
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Resolution to Adopt Updates to the 2019 City of Greensboro Special Events Sponsorship Policy

Council Priority: Ensure Fiscal Stewardship, Transparency, & Accountability

Department: Parks and Recreation
Council District: All

Public Hearing: N/A
Advertising Date/By: N/A

Contact 1 and Phone: Nasha McCray, 433-7360
Contact 2 and Phone: Josh Sherrick, 373-7817

PURPOSE:

The Greensboro Parks and Recreation Department proposes changes to the City of Greensboro Special Events Sponsorship Policy for 2019.

BACKGROUND:

The City of Greensboro recognizes the importance of providing support for community-based programs and celebrations that are hosted throughout the Greensboro area. These events are presented for a variety of reasons, including the general economic benefit of the City’s business community; support of organizations serving Greensboro’s citizens; cultural, athletic and educational enrichment; and/or promotion of the City of Greensboro. In support of expanding resident accessibility to a wide range of cultural experiences and community connections for all its residents, the City of Greensboro provides support in the form of financial sponsorship assistance of community programs.

The purpose of the Special Events Sponsorship Policy is to set forth guidelines and criteria governing the funding process necessary to support local special events, community projects or programs. A review committee comprised of City staff and various community members utilizes a weighted scoring system to recommend a sponsorship-funding amount for distribution. The City and review committee make a concerted effort to be fiscally responsible and equitable in the amount of General Fund monies expended toward sponsorship activity. Additionally, the City recognizes that these funds play an important role in supporting our community, as well as to promote the tourism and economic development efforts of the City. As a result, the review committee reviewed the overall policy and voted to request updates that they believe will better reflect the City's intent for the program.

In summary, the proposed updates to the policy include:

- Addition of a submission timetable, which gives clear dates for submission, review, and funds distribution
- Reducing the maximum grant amount from \$3,000 to \$2,000 per event, which allows for funds to be spread across more events
- Restricting the number of consecutive years for funding to a maximum of three years, which ensures new events will have increased access to funding
- Revising program verbiage, referring to the City's support as "grants" rather than "sponsorship," to give clarity and distinction from the City's larger "co-sponsorship" status for events
- Requiring awarded recipient programs to have free admission or participation offerings for community groups, students, seniors, or disenfranchised populations to ensure equal access to events

At its May 8, 2019 meeting, the Greensboro Parks and Recreation Commission unanimously recommended that City Council approve the resolution to adopt the aforementioned proposed updates to the City's Special Event Sponsorship Policy.

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTION REQUESTED:

For City Council to approve the Resolution to Adopt Updates to the 2019 City of Greensboro Special Events Sponsorship Policy.