

City of Watsonville



CALL FOR APPLICATIONS

Applications due August 6, 2021 at 5:00pm

**Community Special Event Sponsorship Program
Fiscal Year 2021-2022**

The City of Watsonville is accepting applications for requests for sponsorship/event subsidy for community events taking place during Fiscal Year 2021-2022 that are organized by local non-profit organizations. The City recognizes the value of partnering with other agencies and organizations in providing services that benefit the community and its residents. In an effort to provide support for organizations providing community special events, specific guidelines have been established for determining when City fees may be reduced or waived and when an event may be considered for sponsorship (see [Community Special Event Sponsorship Program Policies](#)).

Community Special Event Sponsorship Application

In order to request sponsorship or a reduction or waiver of City fees for a special event, an application must be completed and submitted with the required documentation. Interested organizations must complete the Application at the following Link: <https://forms.gle/Gb1KKRxVNzjhRazi6>

Timeline and Deadlines

On or before January 31 of each year, the City shall issue an annual Call for Applications for the Program for special events occurring during the following fiscal year (July 1 – June 30). An informational pre-application meeting will be held prior to the application deadline. Attendance of applicants at the pre-application meeting is recommended, especially for organizations that have not received prior funding.

Due to COVID related scheduling changes, for this year’s program (Fiscal Year 2021-2022), the Application Period will occur in July/August 2021 for events taking place during the current Fiscal Year (July 1, 2021-June 30, 2022). For this year only, retroactive applications will be accepted for events that occur on or after July 1, 2021 through the date awards are announced. For subsequent Fiscal Years, the Call of Applications will be released in January and no retroactive applications will be accepted.

July 9, 2021	Call for Applications Released
July 20, 2021 6:00pm	Informational Meeting for Event Organizers https://cityofwatsonville-org.zoomgov.com/j/1609406408
August 6, 2021 5:00pm	Applications Due. Applications received after this deadline may be considered for sponsorship, if funds are available.
August 27 , 2021	Awards Announced

Eligibility Requirements

- I. Events must:
 - a. Be sponsored by one or more not-for-profit organizations and non-profit entities that have a documented federal 501(c) (3) status or a similar, non-profit status under state law.
 - b. Be free and open to the whole community
 - c. Take place within City limits

- d. Be scheduled to take place between July 1 and June 30 of the fiscal year for which funding is available and the exact date(s), time(s) and location(s) within Watsonville have been determined
 - e. Not be a private function
 - f. Not be organized by individuals or private enterprise or organized as a for profit commercial venture
 - g. Not primarily be a fundraiser or charitable in nature
 - h. Not be financially dependent on receiving City of Watsonville support
 - i. Not serve a political purpose
- II. Sponsoring Organization must:
- a. Have no outstanding debt owed to the City
 - b. Not be a political party, lobby group or religious group
 - c. Be based inside the Watsonville city limits (unless the demonstrated benefits are primarily to the residents of Watsonville).
 - d. Meet all special event application processing deadlines
- III. Other Requirements
- a. Cannot be for retroactive funding
 - b. Projects or organizations who have not satisfactorily fulfilled their obligations following previous fee reductions, waivers or other event requirements will not be eligible for sponsorship
 - c. Event organizers must submit a Post Event Report to the City within 30 days following the event.

Event Selection

In evaluating the priority of the application, preference will be given to events that:

- a. Raise the profile of Watsonville through prominent acknowledgement of its support and assistance in event marketing materials and at the event itself.
- b. Have a high number of expected attendees.
- c. Address City Council priorities and adopted General Plan policies.
- d. Benefit the residents of Watsonville.
- e. Contain an education component.
- f. Create revenue-generating opportunities for local businesses.
- g. Are reoccurring.
- h. Involve more than one Watsonville community group (in event organization and/or participation).
- i. Commit to tracking event attendance and vendor sales.

Fee Reductions and Waivers

Level of assistance available: Fee reductions and waivers are limited to the following amounts/percentages per event, based on the Tier that events fall under:

Tier	Fee Reduction/Waiver
Tier I	Maximum of 50% of City fees or \$5,000, whichever is higher
Tier II	Maximum of 50% of City fees or \$2,000, whichever is higher
Tier III	Maximum of 50% of City fees or \$1,000, whichever is higher
Tier IV	Maximum of 50% of City fees or \$500, whichever is higher

Visit www.watsonvillerec.com for more information or to see the Community Special Event Sponsorship Program Policies.