

CITY OF NEWPORT

Policy

SUBJECT: Supporting Third-Party Events

Adopted by the Newport City Council: April 16, 2018

Effective Date: April 16, 2018

BACKGROUND:

Events, festivals and celebrations contribute toward the vibrancy and well being of Newport City. Newport City Council has seen an increase in the number of requests to support third-party events with free resources such as facility use, equipment, staff assistance, and monetary support. The City recognizes the value in these events and sets forth this policy to guide responsible fiscal and resource management decisions.

PURPOSE:

The purpose of this policy is to provide consistent and responsible criteria for approving levels of support from the municipality. To that end, the City has adopted a this process and set standards to determine eligibility for third-party requests. The City considers proposals from a wide variety of organizations and this policy ensures uniform decision making criteria is used to guide the distribution of resources and confirms that the City has relevant and adequate resources to administer such the approved support. The parameters set forth by this policy help balance community expectations and protect the City's financial and physical resources from unplanned impact.

OBJECTIVES:

1. To appropriately plan for events held in Newport by identifying suitable entities to organize, seek funding for, execute, and grow events over time;
2. To establish and guide mutually beneficial relationships with third-party event organizers who share the City's interests to provide a high quality civic event;
3. To protect our community by responsibly and efficiently managing city resources and funds;
4. To work with organizations whose mission supports an effort to bring forth more opportunities to benefit Newport City;
5. To promote the City of Newport as a desirable place to live, visit and do business;
6. To responsibly manage unplanned expenditures and resources which are not considered in within the approved operational budget.

GENERAL PRINCIPLES:

The City of Newport may allow limited use of certain resources to third-party organizations that apply for and meet eligibility guidelines for support. The City has established the following principles to define requirements, terms, duration, and other parameters as appropriate.

- 1. All requests will be evaluated through the events application process;
- 2. Requests may be approved in full, in part or not at all;
- 3. Events will be evaluated to determine impact on daily activity within the City, whether the event is in the City's best interest and open to all residents, and is applicable with City laws, policies, ordinances and charter;
- 4. Parades are limited to four per year, per the City of Newport Parade Policy;
- 5. Event requests should demonstrate financial viability, long term self-sustainability, and an effort to seek broad based support where the City is not relied upon indefinitely as the primary source of resources;

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- ~~Grants may be based upon a reimbursement model, where receipts for reimbursement must be provided or where the City pays vendors directly.~~
- 6. In an effort to create long-term value for the community and encourage a sustainable business model for third-party organizers, requests for City funding should be considered an initial allocation ~~to initiate a project,~~, with subsequent requests diminishing in value. As an example, requests may be supported up to 100% the first year, up to 75% the second year and up to 50% the third year. By the fourth year, priority for funding will be given to new requests.
- 7. Monetary sponsorships are based upon a reimbursement model where proof is provided for expenses incurred before payment is issued from the City. For example, invoices, order confirmations or receipts are accepted. Reimbursement will be for the actual amount of the expense and not to exceed the amount of the approved sponsorship;
- 8. Preference Priority is given to events who ~~have a proven track record~~ demonstrate accountability, professionalism, attention to detail and consumer safety;
- 9. Priority is given to groups or organizations with established non-profit status as defined by the IRS;
- 10. Resources provided to third-party events are subject to availability and are superseded by events hosted by the City or those previously contracted or scheduled;
- 11. Organizers must provide a Certificate of Insurance with \$1,000,000.00 general liability coverage listing the City of Newport as additional insured and must not create new insurance liabilities or exposures for the City;
- 12. All ~~third-party~~ events ~~shall should~~ be safe for community participation of all ages, promote unity, and should not provoke violence or controversy;
- 13. All events must operate in accordance with Federal law and US Department of Agriculture policy and are prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, and familial status. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
- 14. Municipal fees for staffing, equipment or other charges not waived by City Council must be paid by the event organizer in full before services are rendered. Newport Police invoices will be billed after the event and are expected to be paid within 30 days;
- 15. In return for any level of support, the City ~~respectfully requests that~~ requires all third-party events to list the City of Newport on related publicity by using the City seal or including the phrase “in cooperation with the City of Newport.”

POLICY:

Support levels will be determined based on strategic considerations a variety of factors including the number of criteria met and the merit of the request as determined by the Newport City Council. Preference will be given to events requests that meet the following criteria:

- 1. The event takes place within Newport City limits;
- 2. The event is compatible with, compliments, and is not in competition with events hosted by the City of Newport;
- 3. The event is open to the public, accessible to Newport City residents, and provides services in a non-discriminatory manner;
- 4. The majority of funds raised at charity or fundraising events are used to support specific programs or services that benefit Newport City residents;
- 5. The event or organization is addressing a recognized community need;
- 6. There is a substantial return on investment measured by economic impact, or other tangible benefits associated with the partnership;

- 7. Event organizer's experience, qualifications, and responsiveness, promote a positive relationship with the City;

PROCEDURE:

To ensure that all requests receive proper and equal consideration, the City must be provided with information needed to make informed decisions. All completed requests will be subject to the following procedure:

1. Organizers must submit ~~an application~~ and satisfy all requirements on the application in accordance with Newport Parks & Recreation Field Use and Large Event policies ~~at least two months in advance~~ before the quarterly deadlines set by Newport Parks & Recreation (see addendum).
2. Applicants requesting monetary sponsorships should expect to be asked to provide a copy of the event's financial records, including but not limited to income and expenses and sponsorship records.
3. Applications will first be evaluated by the Parks & Recreation Director, who will coordinate further with the City Manager and relevant department heads;
4. Applications that request an expenditure of city funds, either directly or by use of resources, will receive an invoice with itemized fees; Event organizers may submit a written request to City Council for waived or discounted fees to be presented at a regularly scheduled City Council meeting;
5. Event organizers may make a brief presentation before the City Council. City Council will evaluate, deliberate, and move to approve, modify, deny, or table a request. If a motion is made to give monetary support, Council will designate the appropriate line item. ~~Any non-monetary support will be quantified and accounted for in future budgeting purposes;~~ Monetary sponsorships shall be based upon a reimbursement model, where receipts or invoices for expenses incurred must be provided and submitted within 60 days.
6. Events that occur in May or June must submit no later than June 30 of the year in which the event took place;
7. Following the City Council meeting, the Parks & Recreation Director will coordinate dispersal of any approved resources and funding requests with third-party event organizers;
8. A post-event debrief with Newport City Council will occur within 30 days to gauge the success of the event and determine future plans.