

**City of Scottsdale  
Community Event Funding Program  
Application**

Events are an important component of Scottsdale's overall image and its product. They help increase national and international visibility for Scottsdale as a desirable tourist destination.

The Community Event Funding Program supports events that are locally significant and provide something to do for visitors who are already here.

Maximum funding amount is \$30,000.

An event that meets the maximum level for the following community event funding criteria: Attendance, Event Days & Event Years, is eligible to receive additional funding. The city will match dollars spent on marketing outside of Maricopa County, up to an additional \$30,000 per event.

**\*Qualifications:** All qualifications must be met in order to be eligible for funding.

- Non-profit entity with verification of current IRS 501(c) tax exempt non-profit status.
- Provides educational, recreational, cultural, historical or social opportunities accessible to a significant number of local residents and visitors.
- Supports at least one tourism drivers: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 2,000.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding application is received a minimum of 90 days prior to start of event.
- Has obtained all necessary city and governmental permits. Active event permit must be approved before disbursement of funds.
- Open to the general public.

**Ineligibility:** The following types of events are not eligible for funding:

- Conferences, corporate meetings, symposiums or trade shows
- Events (or events attached to other events) that receive funding support from other bed tax programs
- Events not lasting a minimum of 6 hours
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers
- Neighborhood block parties
- Static exhibits
- The funds cannot be used for public relations agency fees or talent appearing at the event

**Questions, Application and Approval Process**

- Applications:
  - Read application document entirely. Only apply if event meets qualifications.
  - Fill out application. Incomplete submissions will not be accepted.
  - Submit application via mail or email to City of Scottsdale Tourism & Events Department

- Approval:
  - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.
  - Recommendations are approved by the Tourism Development Commission.
- Questions and Applications should be submitted to:  
 City of Scottsdale Tourism & Events Department  
 Attention: Holli Shannon [HShannon@scottsdaleaz.gov](mailto:HShannon@scottsdaleaz.gov)  
 480-312-7177

**Funding Criteria:**

- Funding may be awarded as outlined, based on the criteria below. Producers may apply for up to \$30,000 maximum for operational and/or marketing and advertising expenses.
- Events that meet the maximum level for the following community event funding criteria: **Attendance, Event Days & Event Years**, can receive an additional \$30,000 for extensive promotion of the event, outside Maricopa County.
- Total funds provided cannot be more than 30% of the entire event budget.

Add up items from each category to determine maximum amount of funding for which your event is eligible. Only apply for maximum funding amount for which your event qualifies.

<b>Category 1: Unique Attendance*</b>	
2,000 – 5,000	\$2,500
5,001 – 10,000	\$5,000
10,001+	\$7,500
<b>Category 2: Event Days</b>	
1 day	\$1,000
2 days	\$2,500
3+ days	\$5,000
<b>Category 3: Event Years in Scottsdale</b>	
2 – 10 years	\$1,000
11 – 20 years	\$2,500
21 – 30 years	\$5,000
31 - 40 years	\$10,000
40+ years	\$15,000
<b>Category 4: Seasonality (bonus for events between May and Dec.)</b>	
1 day	\$1,000
2 days	\$2,000
3+ days	\$2,500

\*Unique Attendance - for multiple day events only count the person attending one time

**Funds Disbursed:**

The approved funding will be provided post-event once all contract requirements have been fulfilled.

**Approved Use of Funds**

- Event marketing, promotion or advertising
- City staff, such as police for parking and traffic control
- City refuse collection not normally scheduled
- Direct event production costs
- Fees for use of public property

**Responsibility of Event Producer:**

- Comply with all City of Scottsdale application, permit, insurance and approval requirements and processes for special events
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

**Final Notes:** The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential, and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Application is not a legally binding agreement.

*The marketing and other benefits associated with this request for funding must provide the City direct consideration substantially equal to the city's proposed expenditure.*

Event producing organizations must be registered with the *Arizona Corporation Commission* before executing a contract with the City for funding.

## COMMUNITY EVENT FUNDING APPLICATION

### APPLICANT INFORMATION

<b>Application Date:</b>		<b>Legal Non-Profit:</b> Yes        No	
<b>Organization Name:</b>			
<b>Business Address:</b>			
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>	
<b>Event Contact Person:</b>			
<b>Phone:</b>	<b>Cell Phone:</b>	<b>Email:</b>	
<b>Event Producer Qualifications:</b>			

### EVENT INFORMATION

<b>Event Name:</b>		
<b>Event Website:</b>		
<b>Event Date(s):</b>	<b>Event Time(s):</b>	<b>Years in Scottsdale:</b>
<b>Event Address:</b>		
<b>City:</b>	<b>State:</b>	<b>ZIP Code:</b>
<b>Admission Cost:</b>	<b>Projected attendance:</b>	<b>Attendance tracking method:</b>
<b>Expense Budget (includes marketing):</b>	<b>Marketing Budget:</b>	<b>Estimated Revenue:</b>
<b>Brief description of event:</b>		
<b>If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to last three years).</b>		
<b>Year</b>	<b>Amount</b>	

## COMMUNITY EVENT FUNDING APPLICATION

**How will this event benefit residents and the City of Scottsdale:**

### FUNDING REQUEST

The City's Tourism Development Commission has developed the Approved Uses, listed in categories A-E below, for any funds that are granted.

- A. Event marketing, promotion or advertising
- B. City staff, such as police for parking and traffic control
- C. City refuse collection not normally scheduled
- D. Direct event production costs
- E. Fees for use of public property

Eligible funds granted above \$30,000 are based on a dollar-for-dollar match for approved use. For example, if the total cost of a direct mail campaign is \$10,000 the request for City funds would be \$5,000, with the balance of \$5,000 to be paid by the event. The marketing funds can be categorized by the following:

**Approved Use of Funds**

- Traditional advertising (print, television, out-of-home, radio)
- Digital advertising
- Social Media advertising
- Direct mail

City of Scottsdale cannot be the full funding source for an event. The contract requires that the producer perform other activities with no reimbursement from the City to conduct the event as promised to the City. Details about fully reimbursable and non-reimbursable activity are in the Event Agreement and should be reviewed carefully.

Complete the funding criteria worksheet below to determine maximum funding amount allowed. Once the total funding amount is determined, list how those funds will be used in the expense worksheet (see next page).

### FUNDING CRITERIA WORKSHEET

**Category 1: Unique Attendance**

	2,000 – 5,000	\$2,500
	5,001 – 10,000	\$5,000
	10,001+	\$7,500
Total funding allowed from Category 1		

**Category 2: Event Days**

	1 day	\$1,000
	2 days	\$2,500
	3+ days	\$5,000
Total funding allowed from Category 2		

