

RESOLUTION NUMBER R- 283300

ADOPTED ON JAN 18 1994

WHEREAS, on February 22, 1993 by Resolution No. R-281494, the City Council adopted a new procedure for developing recommendations to the City Council regarding the annual allocation of Transient Occupancy Tax funds for Civic Events and Promotional Programs; and

WHEREAS, on December 1, 1993, the Public Services and Safety Committee reviewed the temporary board structure and program, and the recommendations of the City Manager and the Temporary Civic Events and Promotional Programs Allocation Committee; and

WHEREAS, the Public Services and Safety Committee approved the following recommendations and recommends their approval by the City Council; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council approves the continuation of the new procedure for the annual allocation of Transient Occupancy Tax funds for Civic Events and Promotional Programs as follows:

1. Continue to use an appointed Board to review allocations for civic events and promotional programs.
2. Continue the existing temporary committee for FY95 budget development.
3. Establish a permanent Civic Events and Promotional Programs Board for FY96.

BE IT FURTHER RESOLVED, that the specified criteria for consideration of applications for funding contained in Attachment A are hereby approved.

APPROVED: JOHN W. WITT, City Attorney

By Stuart H. Swett
Stuart H. Swett
Senior Chief Deputy

SHS:smm
12/21/93
Or.Dept:Fin.Mgmt.
R-94-975
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Proposed Criteria for Consideration of Applications

The following are criteria that the Committee recommends be enforced in considering applications for funding. Because funding is limited, only those organizations that best fit the guidelines for T.O.T. funding and that are subject to complete evaluation by the Committee should be considered for funding.

- 1) **Do not consider late applications.** Only those organizations which meet the deadline should be considered for funding. The deadline for submitting applications, as per Council Policy 100-03, is the third Monday in December. Making recommendations when there is limited funding available requires a complete and consistent review of each application by staff and the Committee. Sufficient time must be allowed for that evaluation.

In order to help ensure that all appropriate organizations are aware of and included in the process, the Committee will let Councilmembers know when applications are available and what criteria apply.

- 2) **Do not permit substantive changes to proposals after the submittal deadline.** Allowing such changes effectively extends the deadline for submission and prevents full evaluation of the proposals.
- 3) **Permit only one request per organization.** In order that the limited amount of funding can achieve the greatest diversity of results, only the one program that best represents an organization's objectives should be submitted for evaluation.
- 4) **Do not grant waivers of Council Policy 100-03, Attachment B, section F, Paragraph one, requiring organizations receiving grants of \$20,000 or more to submit financial statements prepared by a Certified Public Accountant.** This requirement helps ensure proper expenditure of these funds.
- 5) **Do not grant waivers of Council Policy 100-03, Attachment B, section B, paragraphs three and four, prohibiting utilization of T.O.T. funds for travel, lodging, meals, entertainment, or trophies.** Council Policy 100-03 specifies that T.O.T. funds cannot be utilized for the purchase of trophies, travel, lodging, entertainment, or meals.
- 6) **Exclude applications that do not fit the minimum criteria or the intended purpose for Transient Occupancy Tax funds as defined in Council Policy 100-03.** The Committee will evaluate each application at the beginning of the process to determine

if they meet the minimum criteria or fit the intended purpose for Transient Occupancy Tax (T.O.T.) funds. Any applications that do not fit these measures will not be further considered for funding. Rejected applications would still be identified in the Committee recommendations to Council, along with the criterion not met.

- 7) **Require applications for museum support to be submitted through the Commission for Arts and Culture rather than through the Civic Events and Promotional Programs. Requests for funding of these programs are generally of a different magnitude than those for special events/promotions. Since the majority of museums are reviewed in the Arts and Culture category, the Committee recommends that all requests for museum support be submitted within this category, so that they may be reviewed with other museums.**
- 8) **Enforce Council Policy 100-03, Attachment B, section B, paragraph five, requiring organizations to have a cash match for support of the program from other sources. Council Policy 100-03 states that funding for an operating program will be predicated on an organization matching every City-funded dollar with at least three dollars from sources other than the City, and that funding for a special event will be predicated on an organization matching every City-funded dollar with at least one dollar from sources other than the City. The intent of funding a program with T.O.T. is to assist in the support of a program, and not to be the sole revenue source for a program.**
- 9) **Require applications for new events to include a comprehensive plan for the event. When an event that has not previously occurred is being proposed, the organization should have a comprehensive plan in place for the event. Information that should be outlined in the application includes: event date, marketing strategy, financial plan, and in-kind contributions.**