

RESOLUTION NO. 66-2023

APPROVING A COMMUNITY EVENTS SUPPORT POLICY

WHEREAS, the Town receives requests from community groups and organizations to support various community events; and

WHEREAS, partnering with community event organizers allows the Town to efficiently provide community events to its residents; and

WHEREAS, the Town Council wishes to formalize the process for how these requests shall be proposed, evaluated and approved to assure consistent and fair consideration; and

WHEREAS, the Town Council has drafted a policy, hereto attached as Exhibit 1, that describes how proposed requests for support shall be reviewed; now, therefore, be it

RESOLVED, that the Danville Town Council approves the attached policy, and will follow the processes outlined therein.

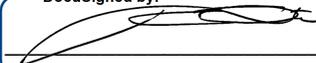
APPROVED by the Danville Town Council at a regular meeting on September 19, 2023, by the following vote:

AYES: Arnerich, Fong, Morgan, Stepper, Storer

NOES: None

ABSTAINED: None

ABSENT: None

DocuSigned by:

MAYOR

APPROVED AS TO FORM:

ATTEST:

DocuSigned by:

CITY ATTORNEY

DocuSigned by:

CITY CLERK

COMMUNITY EVENTS SUPPORT POLICY (DRAFT)

1. PURPOSE

The Town receives requests from non-profit organizations, community groups and service clubs to support events and activities.

Recognizing the value of partnering with other organizations to provide events that benefit the community, the Town wishes to offer a program to assist community groups with events and activities that support the Town's purpose and mission, and serves Danville residents.

This policy is intended to guide Town consideration for approval of community events and event support. This policy applies to events held annually or seasonally, and not to long-term or ongoing uses for which rentals of Town facilities are more appropriate. The policy also intends to sustain fair and equitable use of Town facilities and resources.

This policy does not supersede existing adopted Town policies or agreements that establish distinct facility use relationships and support arrangements for specific programs and/or entities, but this policy may be used to guide evaluation of new events.

2. ELIGIBILITY

Requests for community event support shall be considered annually by the Town Council. The following organizations are eligible to submit requests for Town support of a community event:

- a. Local non-profit organizations as classified under Internal Revenue Code Section 501 (c) (3), (c) (4) or (c) (6), that operate within the Town of Danville with mission statements in alignment with the Town's vision, mission, and goals.
- b. Local service clubs that operate within the Town of Danville with mission statements in alignment with the Town's vision, mission, and goals.
- c. The Danville Area Chamber of Commerce or other business organizations whose membership is open to all Danville businesses.
- d. Veteran's organizations that make up the Danville Veterans Memorial Building Board of Trustees.
- e. Other government agencies serving the Town of Danville whose use of a Town facility is consistent with their normal functions.
- f. Religious organizations with the required IRS status for charitable or social welfare organizations if the event is not expressly focused on religious activities.

3. ELIGIBILITY CRITERIA

Requests may be considered based upon the following criteria for the event:

- a. supports the Town's mission, vision and goals, and is of significant value to the community.
- b. is open to the public or allows the general public to attend through ticketing.
- c. will not have a significant impact upon Town facilities, and any minor impacts will be mitigated by the event sponsor.
- d. does not conflict with or duplicate any Town-organized event, program, or activity.
- e. will not adversely impact Town resources or finances.
- f. when the event is expected to draw attendance of more than 2,500, must be organized by an individual or group with past event experience, either through past successful events in the Town or through a professional event organizer.
- g. must be appropriate to the facility being requested, including capacity, location, traffic, parking, availability, and purpose.

Community events and/or co-sponsorships approved by the Town are not intended to create public forums for general speech and/or public expression.

Applicants must follow the requirements of the Town's standard facility use agreement and process if a Town facility is requested. Proposed events must comply with the Town's non-discrimination policies and all other Town policies.

The following events are not eligible to be considered:

- h. Private events not open to the general public, or public events not providing a significant community benefit to Danville residents.
- i. Events intended to provide commercial or benefit to private businesses (except as permitted through Economic Development grant programs), or generate profit for a business.
- j. Events solely intended for fundraising purposes.
- k. Events held on behalf of, or in advocacy of any political activity, platform, or candidate.
- l. Events that conflict with Town ordinances and Facility Use guidelines, including but not limited to advocacy or promotion of the sale or use of tobacco, alcohol, controlled substances, weapons, or similar products.
- m. Events that have the potential to solicit criminal activity.
- n. Events requiring recurring use of Town property or facilities, or events of a duration lasting longer than two days.
- o. Events previously supported by the Town in which the organizer did not provide good faith information to the Town for consideration of support, or events held previously that did not adhere to Town-provided permits or agreements.

- p. Individuals seeking to hold events without support of an established organization as outlined in Eligibility above.

4. PROPOSALS

In addition to applications for existing Town processes such as Intent to Host and Facility Rentals, organizations seeking community event support must submit a proposal no less than 6 months prior to the event date for Town-Assisted Events and 12 months prior to the event date for Town-Partnered events. The proposal will be used for consideration of eligibility and suitability, and considered in tandem with other required applications. Staff will provide proposal guidance at the time of the request.

5. TOWN SUPPORT LEVELS

Criteria, review and approval of Town Support for community events varies based on the level of support requested:

Category 1: Town Events

Events organized, funded, and planned solely by the Town are not governed by this policy, and are given resource priority over Category 2 and 3 events.

Category 2: Town-Partnered Events

- a. Events must be annual or one-time.
- b. Organizers may request funding or in-kind support;
- c. Organizers must submit requests annually in accordance with a schedule provided by the Town for Partnered events..
- d. Requests will only be considered in accordance with budget and resources available and approved by Council through the annual budget adoption process and/or the annual community event approval process.
- e. Event partnership must be approved annually by the Town Council.
- f. Organizers must collaborate with Town staff for input on event operations, logistics, audience, marketing, purpose, and adherence to approved proposals.
- g. Event must follow all procedures and gain all Town-managed approvals no later than 6 months prior to the event date.
- h. Monetary or in-kind contribution of the Town must not exceed 50% of similar contributions from the organization.
- i. Town must be acknowledged on all marketing materials as an event partner or co-host.
- j. Town may promote the event on the Town's website, marketing and social media channels at its discretion.

Category 3: Town-Assisted Events

- a. Events must be annual, one-time, or seasonal.
- b. Organizers may request in-kind support in line with normal Town operations that does not incur additional direct costs to the Town.
- c. Organizers may request up to \$500 in monetary support as a sponsorship.
- d. Sponsorship requests, benefits, and acknowledgements must be in line with other sponsorship levels offered publicly by the event organizer.
- e. Support requests must be approved by the Town Manager or their designee, as well as associated Department Directors impacted by in-kind assistance.
- f. Support requests will only be approved in accordance with budget and resources available to the Department affected, as approved by Council in the annual budget adoption process.
- g. At the Town's discretion, Town may be acknowledged on all marketing materials as an event sponsor, in a manner commensurate with other similar sponsors.
- h. At the Town's discretion, Town may participate in planning to the degree that the event logistics impact Town operations.
- i. Town may promote the event on the Town's website, marketing and social media channels at its discretion.

6. FEE WAIVERS

Fee waivers that may be requested by an organization shall be included as a part of the request and may be granted only by the Town Council. Fee waivers are considered annually. At the Town's discretion, fee waivers may require Town input on event logistics that impact Town operations.