



How to Apply

Applications are now open

Easy Ways to Apply:

Electronically:

Email completed application to
sharris@auburn.ca.gov

OR

In Person:

Bring completed application to Room 3 of the Auburn City Hall building during normal business hours

Application deadline:

August 31, 2023 at 4 PM

**Grant requests received after 4 pm on August 31, 2023 will be deemed late*

Grant funds must be used on or before February 5, 2024

For additional Information contact:
Shari Harris
(530)-823-4211 x113
sharris@auburn.ca.gov

**Auburn City Hall
1225 Lincoln Way
Auburn, CA 95603**

EVENT SPONSORSHIP GRANTS AVAILABLE

Available Grants of up to \$2,000 per Event for Qualified Applicants! Apply Now Through August 31, 2023*

The City of Auburn is pleased to announce the Event Sponsorship Grants Program. The object of this grant is to provide equal opportunity funding assistance for events taking place inside Auburn City limits (in whole or in part) and in such a manner so that they generate foot traffic for local businesses. By providing contributions to new and existing unique and innovative events, the City's Economic Development Commission (EDC) can assist with generating a positive economic impact in Auburn.

While the below list is not exhaustive, examples of events that could be funded under this grant are:

- Outdoor Market
- Music Events and Concerts
- Parades
- Street Fair
- Air Show
- Culinary Shows and Events
- Competitions
- Sporting Events
- Historic and Cultural Events Related to Historic Auburn
- Holiday Activities
- Business Grand Openings

Economic Development Commission Grant Program

Event Sponsorship

Purpose ♦ Policy ♦ Process

1. Who can apply?

The Economic Development Commission of the City of Auburn receives funding from the City of Auburn to award grants for Event Sponsorship to:

- a. governmental entities,
- b. nonprofit service organizations, with fundraising provisions
- c. nonprofit community groups, with fundraising provisions
- D. non-governmental organizations, with match provisions
- E. for-profit organizations, with match provisions

2. What kind of project qualifies for Event Sponsorship?

Examples of events that could be funded include:

- A. Outdoor market
- B. Music event and concert
- C. Street fair
- D. Air show
- E. Culinary show or event
- F. Competition
- G. Sporting event
- H. Cultural event related to historic Auburn
- I. Holiday festivities
- J. Business grand opening

Non-qualifying events include, but are not limited to:

- A. Private events
- B. Fundraisers not expected to generate commerce for businesses
- C. Activities supported by another City committee
- D. Activities already or traditionally funded under the City's budget

Event Sponsorship projects must be held within the limits of the City of Auburn and provide direct benefit to Auburn businesses as well as increasing tourism, i.e. visitation overnight or on a trip of over 50 miles one way on a non-routine trip (Source: California Tourism Marketing Act).

Q: Can you describe how your proposed project provides a community benefit or will increase tourism?

3. How much can my organization receive for an Event Sponsorship?

The EDC direct cash allocation cap will not exceed \$2000 per event and all non-governmental and for-profit event hosts shall be required to provide a 25% match, for a possible total in that case of \$2500.00 toward the event.

4. What else do I need to know before I apply for an Event Sponsorship?

- Fundraisers may be eligible for a grant to be used as seed money only. The original grant must be repaid to the city without interest within 30 calendar days after the fundraising event is held.
- The EDC may give weight to proposals submitted by applicants who have not previously received a grant under this Grant Program.
- The EDC may give weight to proposals submitted by applicants who have not previously received a grant from the City of Auburn for a project.

5. How do I apply?

To apply for a Community Enhancement Grant go to: www.auburn.ca.gov for a fillable form application – complete and email to sharris@auburn.ca.gov, or Print an application and mail to: Shari Harris, Auburn City Hall 1225 Lincoln Way, Auburn, CA 95603 or

Print and drop off at Room 3 in Auburn City Hall at 1225 Lincoln Way, Mon – Fri between 8am and 5pm

Any aspect of this grant program may be modified at any time by the EDC or the City Council. Submitting a proposal as allowed by this program does not create any rights for the applicant. The EDC is not obligated to approve any proposal that is submitted and it is possible that all funds allocated for any fiscal year may not be approved for distribution. The EDC has sole discretion whether to recommend funding of any proposal to the City Council. The Auburn City Council has final discretion whether or not funds will be granted to any applicant for any proposal. Funding for this grant program is at the sole discretion of the Auburn City Council and allocations may be rescinded during the fiscal year. Funding for any proposal is not guaranteed to any applicants and no grant of funds is final until approved by the Auburn City Council.

EDC

Event Sponsorship Grant Application

1. Applicant(s): _____

2. Contact person: _____

3. Phone: _____ Email: _____

4. U.S. Mail address: _____

5. Additional Applicant info: *Add pages as needed.*

6. Description of event:

7. When was this event last held?

8. Estimated attendance?

9. Have you applied for and received an EDC Grant before and if so, when?

10. Is this a fundraiser for your organization?

11. Are you aware that fundraisers only qualify for no interest loans and not grants?

12. How will the EDC funds be used?

13. How do you propose to provide the 25% match required for the grant (in-kind services, cash, other)?

14. Describe how you calculated your match value above:

15. What services will you be requesting from the City and what are the estimated costs for the services?

16. How will your event benefit the Auburn business community?

17. How will this event be promoted?

Grant Budget	
Request from EDC*	\$
Value of Match (25% of Request)	\$
Total	\$
*Total request of EDC not to exceed \$2000	

Total Budget	
Total EDC Grant	\$
Funding Already Obtained*	
<u>Source</u>	<u>Amount</u>
	\$
	\$
	\$
	\$
	\$
Funding Still Needed*	
<u>Anticipated Source</u>	<u>Amount</u>
	\$
	\$
	\$
	\$
	\$
	\$
Total Budget	\$

*Attach additional sheet if necessary

Attachments:

1. Site plan showing event area, parking and sanitary services
2. Copy of City Event Permit (if applicable)
3. Business/non-profit documents (e.g., City Business License, Non-profit registry, etc.)
4. Insurance Cert
5. Additional Budget Sheets (if applicable)

Applicant Signature: _____ Date: _____