



2022 Arts, Culture and Events Fund Guidelines

The Arts, Culture and Events (ACE) Fund was established to provide funding to support community events in Salt Lake City. The fund is designed to support both larger events that provide significant economic and/or cultural contributions to the community and smaller community events that, due to their nature and scope, are unable to generate the needed revenue to cover costs.

Awardees are selected by the ACE Fund Selection Committee, comprised of select City representatives. Each year \$200,000 is awarded to over 100 organizations.

FUNDING OPPORTUNITIES

ACE Funding and applications are organized into two categories:

Tier 1 - Signature Events	\$5,000 - \$10,000
Tier 2 - Up & Coming Events	\$100 - \$4,999

Tier 1: \$5,000 – \$10,000

Tier 1 funding are for Signature Events, which are large scale events with a significant footprint in the city, including a tangible economic development impact. Tier 1 events should have multiple sources of revenue, including multiple sponsors, and a manageable budget. **Applicants for Tier 1 funding should submit a detailed and strong application as this is a competitive process. To be eligible for this funding, events must be established and have been taking place for 3 years or more. These events must also be in-person, virtual events are not eligible for Tier 1 funding.**

Tier 2: \$100 – \$4,999

Tier 2 funding for Up & Coming Events which are brand new events or smaller community-based events that are seeking financial assistance to help cover the cost of basic operation, including permitting and other city fees. Virtual events are eligible for Tier 2 funding.

ACE FUND ELIGIBILITY

ACE funds are limited therefore this is a competitive application process. Applications that were awarded funding in the past are not guaranteed funding each year.

Fundraisers, as well as private events are not eligible for ACE funding. Events that collect donations qualify if the event has a significant programming (arts, culture, neighborhood awareness, etc.) element. Events that charge admission will be accepted, but admission fees will be considered during the review process.

Events that receive funding from the City’s General Fund budgeting process or a non-competitive process are not eligible to receive ACE funding.

Organizers' payment history for previous events will be a determinant in whether or not an organization is eligible for future event sponsorship. If past event debts have not been reconciled with the City and/or event vendors at the time of submission of the ACE Fund application, the event is not eligible. If an event applicant, event organizer or event itself has a history of sustained complaints from previous years from residents, event vendors and City staff, the event may not be eligible to receive ACE funding.

If an event applicant or event organizer has not met the City’s Special Event Permit deadlines from previous years (including but not limited to deadlines for Park reservations; General Liability Insurance Policy; the City’s Special Use Agreement; the Salt Lake County Health Department’s Mass Gathering and Food Handlers Permits; EMT Permits and other checklist items provided as part of the Special Event Permit process from the City), the event is not eligible for ACE funding.

Please note, a Special Event Permit application must be submitted at least 30 days in advance of the event date. The City highly urges good event planning and management techniques and encourages ACE Fund applicants to submit a Special Event Permit application at least two-to-three months in advance of the event date.

Repeated violations of City Special Event and Salt Lake County Health Department requirements will negate an event organizer’s eligibility to receive ACE funding.

COVID-19 PRECAUTIONS

It is the responsibility of the event organizer to follow and enforce the most current CDC, state, local and venue’s health and safety guidelines.

Failure to adhere to these requirements may cause the event to be shut down, the event organizer to be cited, and a permit record affecting future permit requests.

IMPORTANT DATES

- Beginning of application period **November 1, 2021**
- Application Workshop/Q&A Session **November 17, 2021 @ 1pm and 6pm**
- Applications due **December 3, 2021 by 5:00pm**
- Announcement of fund recipients **January 2022**
- Evaluation forms are due within **60 days** after each ACE Fund-sponsored event

Please note all application entries must be submitted **online**. If an applicant is unable to make an online submission, please call 801-535-6244 or email ACE@slcgov.com

APPLICATION INFORMATION

Events are required to apply for a specific amount related to a tier. Applicants should have a set date, time, and location for their event.

Applicants hosting an event on public property for over 50 people are required to submit a City Special Event Permit application at least 30 days before the event. The City encourages applying for a

Special Event Permit as early as possible. To learn more or to apply for a City Special Event Permit, visit <https://www.slc.gov/eventpermits/>. Please note, the City's Special Event Permit Office will need time to review and approve Special Event Permit applications. If an event requires the use of public space for over 50 people, and does not receive approval for a Special Event Permit from the City's Special Event Permit Office, ACE funds, if issued, will be retracted and the event will not be eligible to receive event funding.

The purpose of the ACE Fund is not to fund the entirety of an event but to provide funding support for qualified events and to assist with fees associated for City services accrued throughout the duration of the event. Some of these services may include but are not limited to traffic control by the City Police Department, trash and recycle pickup, property restoration, etc. Determination of event activities in advance will provide your organization and the City with a clear plan to be used in the application process.

In the event a recipient chooses to decline ACE Funds that have already been allocated or decides to cancel the funded event, funds need to be returned immediately. Funds will be redistributed at the discretion of the ACE Funds Committee.

APPLICATION CONSIDERATION

Members of the ACE Fund Selection Committee will take into consideration the following items when reviewing applications (not listed in order of importance):

- Geographic location of the event – all events must be held in Salt Lake City
- Time of year the event is held
- Use of ACE funds
- Sustainability plan
- Primary audience or demographic served
 - Applicants should describe any strategies for increasing audience diversity, providing resources to at-risk communities or building community capacity.
- Financial need for City services
 - Applicants are encouraged to complete a [City Special Event Permit application](https://www.slc.gov/eventpermits/) form (<https://www.slc.gov/eventpermits/>). This will help determine any costs for City services. Applicants who apply each year for the same event with the same scope can include fee information from the previous year. If you have questions about City services or about applying for a City Special Event Permit, please email EventPermits@slcgov.com.
- Public benefit and community impact
 - Applicants will be asked to describe their event and their top three goals.
- Economic impact
 - Event admission fees
 - Estimate the number of attendees expected at the event, the number of attendees for last year's event (if applicable), as well as number of vendors.
- Relations to the City's goals and vision
 - The City's goals and vision include:
 - Promoting diversity and cultural identity

- Promoting overall City economic development
- Supporting art opportunities for all communities
- Bridging the digital divide
- Healthy environment (air, water, land, recycling, etc.)
- Supporting local economies
- Health and wellness of City residents
- Creating opportunity in all neighborhoods
- Promoting neighborhood and community unity
- Education opportunities for young people

SELECTION COMMITTEE

The following individuals will review applications and propose determinations to the Salt Lake City Mayor and Chief of Staff:

- Will Wright, Economic Development
- Max Barnewitz, Sustainability Department
- Taylor Knuth, Arts Council - Economic Development
- Fatima Dirie, Mayor's Office
- Hailey Leek, Mayor's Office

REPORTING REQUIREMENTS

1. If there are any major changes to the event you must notify the ACE Coordinator. Funding is solely based on the event outlined in the application.
2. ACE Fund recipients will be required to turn in a post-event evaluation within 60 days after their event. The evaluation form will be available on the ACE Fund website: <http://www.slcmayor.com/ace>.
Failure to complete the post-event evaluation may disqualify you from future funding opportunities.
3. Depending on the event's sponsorship benefits, Salt Lake City requests the opportunity to have a booth or table at the event. Please keep the ACE Fund Coordinator up to date on exhibitor guidelines, details, and event dates.

If you have questions, please contact Hailey Leek, ACE Fund Coordinator at ACE@slcgov.com or 385-414-0430.