2023 ACE APPLICATION

Tier 1 - Signature Event Application
Tier 1: $5,000 – $10,000

Tier 1 funding is 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. All events MUST take place in Salt Lake City. If your event is located outside the city limits, you're not eligible for ACE Funding.

*Character limit: 2,000 for each question

Hosting Organization Name:
Contact Name:
(Please designate one person from your organization to be responsible for the ACE Funding process – only one account can be created for an application, linked to an individual email address. We will not be able to add others to access your account)
Email Address:
Street Address:
Phone Number:

Event Name:
Event Date(s):
Event Time:
Event Location:
Event Location Address:
Event Website:
Event / Organization Social Media (Facebook, Instagram, Twitter):

Will your event take place within Salt Lake City limits?

Short Answer Questions

1. **Please tell us about your event –provide details on programming or activities offered:**

2. **How many years has your event been taking place?**

3. **Have you received ACE funding in the past?**

4. **Please describe the primary audience of the event and which age group or demographic will most likely attend:**

5. **What are the top three goals of your event?**

6. **Please select one of Salt Lake City's vision and goals and tell us how your event will advance that vision or goal:**
   - Creating neighborhood and community unity
   - Promoting diversity, inclusion, and cultural identity
   - Bringing arts, education, and technology opportunities to all communities
   - Supporting city-wide economic development
   - Protecting the local environment and building a sustainable city
   - Supporting the health and wellness of city residents

7. **Please provide the amount of funding you're requesting: $**

8. **Please describe how the ACE funding will be used:**

9. **Will you be charging an admission fee for your event? If so, what is the cost of admission?**

10. **If your event charges admission, please description how you will make your event accessible and any discounted or free tickets opportunities you provide:**

11. **Please tell us about any community partners that will be involved with your event:**

12. **How many people do you anticipate will attend your event? If this event has taken place in the past, please provide attendance of the last event, and talk about any growth or reduction due to COVID 19:**

13. **Please describe how you will promote and market your event to Salt Lake City residents:**

14. **How does your event fulfill a need in the community or bolster community engagement with unique or underserved communities?**

15. **How will you measure community impact and the effectiveness of your event?**

16. **Will your event have vendors giving away or selling items? Please specify. If yes, how many vendors will be participating?**

17. Please provide a sustainability plan by describing your event's strategy to reduce waste and lessen the environmental impact on the planet. An example might be to limit the use of disposable plastic water bottles at the event.

18. In what ways will your event be accessible and inclusive to the community? (Learn more about accessible public events here: https://www.slc.gov/equity/accessible-public-events/)

19. What are other potential and actual sources of support for this proposal?

20. Please upload an event budget.