

## **City of Oxnard Special Event Support Program (SESP) Policy**

### **Overview and Goals:**

The City of Oxnard Special Event Support Program offers a subsidy toward City services for City organized events and events associated with major recognized holidays within the City. It is the intention of the City to encourage the production of free special events that enhance the quality of life, provide low-cost entertainment and other leisure activities, and contribute to the dynamic atmosphere of the community.

The program aims to support community events that meet these goals:

1. Are Free and Open to the Public
2. Encourage Community Participation
3. Strengthen the City's Cultural Awareness and Identity
4. Attract Residents and Visitors
5. Enhance Economic Development

This program was created to provide a transparent policy-priority based process for subsidizing events. This process seeks to formalize the various types of requests that the City receives on a year-round, rolling basis by establishing an annual request timeline.

Events seeking support through this program must submit an application on an annual basis by the established deadline. Events that submit an application by the deadline and meet all the program goals and eligibility criteria will be recommended to the City Council to receive the SESP subsidy for the event held within the fiscal year.

### **Support Categories:**

Any event applying for a subsidy must fall into one of the outlined support categories below. Special events that fall outside of these defined categories are ineligible for a subsidy as part of this program. With the exception of City Organized Events, the subsidy outlined in the categories below does not include charges associated with applicable Temporary Use Permit (TUP) fees, utility rental fees, delivery fees, encroachment permits, and/or any refundable deposits for City Park reservations, Showmobile rental, or other associated requests.

**Category A: Major Recognized Holiday Ceremonial Programs:** 100% subsidy of City service fees up to a total of \$7,500.00

- This category includes ceremonial programs designed to honor the importance of a major recognized holiday. The structure of these programs allows for attendees to show up, listen to the organized ceremonial program and leave. They do not feature a festival or entertainment element.

**Category B: Major Recognized Holiday Festivals, Parades and Events:** 50% subsidy of City service fees up to a total of \$15,000.00

- This category includes festivals, parades and events that provide entertainment to the community to celebrate a major recognized holiday. These events can feature live music, decorated vehicles and floats, vendors, and other elements that create a festival, parade, or celebration environment.

City Organized Events: 100% subsidy of City service fees including location deposit/cleaning fees, utility rental fees, and applicable TUP fees.

- This category includes events or festivals organized by City departments, committees, or commissions. Events in this category must be approved by Department Directors and/or the City Manager.

### **Eligibility**

To be considered for a subsidy, the event and the event organizer must meet **all** of the following eligibility criteria. Note that meeting the below criteria does not guarantee support. Final support decision is determined by the City Manager or his designee.

#### **1. Event Criteria**

- a. Event takes place within the fiscal year and in the City of Oxnard
- b. Event must be non-commercial in nature (primary purpose may not be to sell a product or service)
- c. Event must support the program goals
- d. Event must require the use of City services to support the event
- e. Event must have other sources of funding sufficient to cover the cost of all anticipated event-related expenses
- f. Event must be established with at least one year of successful history with the City of Oxnard, including acquiring a Temporary Use Permit (TUP). New events are not eligible until year two

#### **2. Event Organizer (Organization) Criteria:**

- a. Event organizer must be in good standing with the City of Oxnard
- b. Event organizer must have a valid City of Oxnard business tax certificate, or an Oxnard business tax exemption
- c. Event organization or principal officer must be located in the City of Oxnard

### **Ineligible Events:**

The City of Oxnard has the right to **decline** support for any event if it is deemed to not be in the best interest of the City or if it would otherwise create a conflict of interest for the City. The following are considered ineligible events:

- A. For Categories A & B, events managed or coordinated by a City employee or their immediate family
- B. Events held outside the City limits of Oxnard

- C. Events planned primarily for a fundraising purpose or where participants must pay to participate or to experience the primary features of the event, such as a race or walk with an entry fee
- D. Events in which the primary purpose is issuing scholarships or redistribution of event's revenue
- E. Activities restricted to members only or private events not open to the public
- F. Trade shows, conventions, conferences, job fairs, workshops, etc.
- G. Events that have a history of sustained complaints from previous years
- H. Events with the primary purpose of supporting or opposing any political candidate, ballot measure, or political position
- I. Events that are intended to convey a religious message or promote and advocate religious beliefs

### **Restrictions:**

Event organizers must complete an application each year if they wish to be considered for a subsidy. Prior success in receiving support is no assurance that an organization will be awarded support in the future. Even though an event may qualify, limited resources may not allow events to receive a subsidy from the City. Support will not carry over for future years if the event is not produced or is canceled by the event organizer. The City may terminate the program at any time.

### **City Logo Use**

If an event receives financial support from the City, the event organizers may want to use the City's logo on promotional materials. In accordance with the City's logo use policy, the City's Communications Manager must approve any promotional materials that use Oxnard's logo. All requests must be submitted to [katie.casey@oxnard.org](mailto:katie.casey@oxnard.org) with a copy of the proposed materials using the City's logo. If it is an annual event, materials must be approved each year.

~~The City logo must be displayed wherever other sponsor logos are displayed. The acknowledgement should read, "Supported in part by the City of Oxnard" or similar language, unless the City is a part of a list of supporters. Grantees must display the City's logo wherever other sponsor logos are displayed, and in accordance with the City logo use guidelines.~~

### **City Obligation**

If the event is granted a subsidy, the City of Oxnard is only a financial supporter to the event and not a promoter or co-producer of the event. The City will not be liable for any debts incurred for the event. The City does not assume any liability or responsibility for the ultimate financial success of the event.

### **Program Administration:**

The program is administered by the City Manager's office. Staff is responsible for administering the program, including providing technical assistance to applicants, coordinating the review process, and notifying applicants of their status. Questions regarding the application process or program may be directed to Samantha Shapiro at [samantha.shapiro@oxnard.org](mailto:samantha.shapiro@oxnard.org) or 805-385-7447.