



CITY OF CHARLOTTESVILLE COMMUNITY ARTS AND FESTIVAL GRANTS PROGRAM GUIDELINES

The City of Charlottesville Community Arts and Festival Grants Program is a grant program created to respond to the negative economic impacts of the pandemic. The grant program is intended to promote citywide special events that will activate public spaces, enrich the lives of residents, encourage partnerships between organizations, foster a vibrant and diverse community, and stimulate economic activity. A total of \$580,000 was reserved by City Council in August 2022 for Arts and Festivals using American Rescue Plan Act (ARPA) funding, and \$560,000 will be used for this competitive grant process. ARPA funds are intended to support investments that help our local economy continue to address COVID-19's impact and recovery. This allocation will provide small grants to the City of Charlottesville's arts and cultural events and festivals.

Grant funds can be used for expenses associated with city services that are incurred as the cost of holding an event. **Please note that these funds cannot be used for general sponsorship of events, but only for the cost incurred by hosting the event in the City AND that are charged to the event host BY the City of Charlottesville.** This is due to the funds coming from a specific allowance in ARPA for city reimbursement, and therefore it is the U.S. Treasury guidelines that prohibit these funds to go for any expenses that are not charged to the event by the City of Charlottesville directly. Events must occur within the City of Charlottesville and be public events. Awards will maximize the funding allocation by allocating no more than \$10,000 per event and splitting the funding between four (4) open application periods.

Please note that these guidelines are subject to revisions and edits at any time.

I. Description

The City of Charlottesville Community Arts and Festival Grants 2023-2024 Citywide Special Event Support Program ("Program") is a grant program made possible for a limited time by a federal allocation of funds to the City of Charlottesville through the American Rescue Plan Act of 2021 ("ARPA").

a. Eligible Use of Grant Award:

Grant funds may only be used to pay costs incurred to the event host by the City of Charlottesville in connection with the special event. Specifically, fees charged by the City such as police services, parking spaces, and permits, and other event costs such as roadblocks that are charged to the event host by the City of Charlottesville, Virginia.

All other general sponsorship requests are ineligible for the use of these funds due to U.S. Treasury guidance that allows for certain funds to reimburse the city for services but is not allowable for general expenditures. You may review the full Interim Final Rule from Treasury here: <https://home.treasury.gov/system/files/136/2023-Interim-Final-Rule.pdf>

See Attachment 1 for an example list of eligible costs.

II. Special Event Support Grant Award Criteria

- a. Community Impact - examples include:
 - i. Promote economic activity
 - ii. Promotes social equity, inclusivity, and neighborhood engagement
 - iii. Promotes the principles of diversity, equity, inclusion, and justice
 - iv. Revitalizes public space
 - v. Features family-oriented activities
 - vi. Supports the cultural and creative economy
 - vii. Promotes improved health (e.g., health fair)
 - viii. Promotes access to healthy food
 - ix. Encourages physical activity
- b. Community Involvement
 - i. Use of community volunteers
 - ii. Business involvement and sponsorship
 - iii. Non-profit and community-based organization involvement
- c. Quality of Event Plan
 - i. Marketing Plan
 - ii. Logistics Plan
 - iii. Financial Plan, which will include event budget and use of grant funds
 - iv. Preferred Criteria: Past event success

III. Program Parameters

- a. Applications will be accepted during a designated application period.
 - i. For events occurring during Fiscal Year 2024 (July 1, 2023-June 30, 2024)
 - 1. Applications are accepted through September 8, 2023, for events to be held between July 1, 2023- December 31, 2023.
 - 2. Applications accepted October 2, 2023, through October 31, 2023, for events to be held between January 1, 2024- June 30, 2024.
 - ii. For events occurring during Fiscal Year 2025 (July 2, 2024 – June 30, 2025)

1. Applications accepted May 1st, 2024, through June 5th, 2024, for events to be held between July 1, 2024 – December 31, 2024.
 2. Applications will be accepted from October 1, 2024, through November 1st, 2024, for events to be held between January 1, 2025 - June 30, 2025.
- b. Grants will be made in the following priority order:
- i. Public events with free admission will receive priority over ticketed events.
 - ii. Events that build stronger neighborhoods through community investment and engagement.
 - iii. Events that promote cultural diversity.
 - iv. Events that stimulate participation from a broad and diverse audience.
 - v. Events that promote economic activity.
 - vi. Family-oriented event.
 - vii. Events that promote the creative environment of Charlottesville
 - viii. New event.
- c. Additional information
Additional information may be requested at any time during the screening process. Failure to provide the requested information at any time during the application and screening process will result in rejection of the application for the funding cycle in which it was initially submitted
- d. Revocation of Funding
Funding support for a special event may be revoked at any time if it is determined that the special event, as implemented, does not fit within the Guidelines' criteria or the applicant made a material misrepresentation in the application.
- e. Expected Maximum Grant Award under the program is \$10,000 per event, and the City of Charlottesville plans to distribute roughly \$140,000 during each submission period (four (4) periods x \$140,000 = \$560,000)

IV. Application Process

All applicants must submit the appropriate documents during the designated online application period that coincides with the desired event dates to be considered for this Program. Applicants will be notified of the status of their grant application after a panel review is completed. Notification will occur within 30 days from the closing of the application date. All applicants selected to receive a grant must sign an ARPA Reinvestment Fund grant agreement.

Submission of an application does not guarantee funding in any amount for the proposed event and/or festival. *The City reserves the right to provide no funding for a proposed submission, partial or full funding up to the maximum permitted per event.* The City Manager may, at their discretion, provide funding over and above the maximum stated grant award given the need and impact of the event, and the City reserves the right

to consider any other funding provided to the event, festival, or organization to determine a grant amount. Projects will not be funded until written City approval(s) are provided, when applicable. City of Charlottesville municipal agencies and departments are not eligible for this funding.

V. Post-Event Review and Analysis

- a. The event applicant, if approved to receive funding and/or support from the City of Charlottesville, must provide a detailed post-event report within 45 days after the event for analysis by the City of Charlottesville. Analysis elements include economic and/or social impact on the community, incident logs, financial summary with specifics on actual revenue and expenditures, and the number of spectators attending the event.
- b. A review by City Staff will be performed to determine if and how the event met the event criteria established by the City of Charlottesville.

VI. Amendments to Program Guidelines

Program Guidelines may be amended by the City Manager or his designee(s) to improve the program delivery.

**ATTACHMENT 1: EXAMPLES OF ELIGIBLE COSTS
IF CHARGED BY THE CITY OF CHARLOTTESVILLE TO THE EVENT HOST¹**

Equipment (If provided by the City of Charlottesville)

- Generator
- Audio equipment
- Tables
- Chairs
- Tents
- Lighting
- Fencing
- Stage

City/Park Fees

- Parks & Recreation rental permit fee
- Event permit fee
- Entertainment permit fee
- ABC permit fee (if provided by the City of Charlottesville)
- Fire Marshal permit fee

Parking

- Bagged meter fee
- Street closure fees

Security

- Police Officer
- Private Security (if secured by the City of Charlottesville)
- Recycling bins
- Dumpsters
- Trash cans

Marketing

- Banners (if provided by the City of Charlottesville)
- Printing (if provided by the City of Charlottesville)
- Direct advertising (if provided by the City of Charlottesville)

¹ Clarification has been added to this list to reiterate that these are allowable IF the costs are charged to the event host by the City of Charlottesville as allowed by section VI of the above guidelines.

How and when can ARPA funds be used?

- The permitted use of the funds, as stated in the law, are proscribed and limited as follows:
 - To respond to the public health emergency or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality;
 - To respond to workers performing essential work during the COVID-19 public health emergency by providing premium pay to eligible workers;
 - For the provision of government services to the extent of the reduction in revenue due to the COVID-19 public health emergency relative to revenues collected in the most recent full fiscal year prior to the emergency; and
 - To make necessary investments in water, sewer, or broadband infrastructure.
- The U.S. Treasury Department will distribute the funds in two equal allotments, one received in May 2021 and the second anticipated in May 2022
- The projects/programs should be “shovel-ready”
- The projects/programs must be completed before 2026
- There is no expectation for the program to continue after funding is allocated and expended
- The City will also use other criteria to consider how to properly expend the funding which may include but not be limited to is also considering the following factors when determining uses:
 - Addressing a need clearly exaggerated by COVID-19
 - A program/project vetted through prior community processes
 - An effort that helps achieve strategic plan goals