



# Special Event Grant Pilot Program Application

## Welcome

The Special Events Grant Pilot Program offers financial and technical assistance to support high profile special events in the City. These events include festivals, parades, and community celebrations that require street closures and/or overtime or specialty staff support from the Police Department, Fire Department, Public Works Department or other City departments. **The maximum grant amount per event is \$20,000**, but actual grant amounts will vary based on the size of the event and the assistance needed.

**Deadline:** Submit to [agehrke@alamedaca.gov](mailto:agehrke@alamedaca.gov) by March 22, 2024

## Community Grant Program Step-by-Step

1. Review the **Special Events Grant Program Guidelines** prior to completing your application for more information on program eligibility, eligible costs, evaluation criteria and more.

2. **Complete the application form**, and attach the following items:

- A **draft map indicating which streets/public rights-of-way you plan to close**, if a street or public-right-of-way closure is part of the event.
- Written vendor estimates for any eligible outside services** or materials you plan to use. Please see the Special Event Grant Program Guidelines for information on eligible and ineligible costs.

3. **Submit the completed application and attachments** electronically to [agehrke@alamedaca.gov](mailto:agehrke@alamedaca.gov) by March 22, 2024.

**Note:** We highly **recommend submitting your application as early as possible** in the application window, so that staff can assist with any questions or missing elements. **Late and/or incomplete applications will not be eligible for funding.**

4. **Eligibility and Potential Award Amount Determination**

Staff will conduct an initial review of applications to ensure all events are eligible, and to estimate the amount of the potential award, based on the scale, nature, and needs of the event. Complete applications are required to make these determinations. As noted, **incomplete applications will not be eligible for funding.**

5. **Committee Review**

A committee consisting of the representatives of the Downtown and West Alameda Business Associations, the Chamber of Commerce and city staff from Economic Development and Planning Divisions will review all eligible applications.

6. **Grant Awards Announced**

If you are awarded a grant, you must sign an acceptance form agreeing to hold the event consistent with the description and details listed in your application and the Special Event Grant Program guidelines, and in compliance with all City of Alameda rules, regulations and permit conditions.



# Special Event Grant Pilot Program Application

## 7. Secure Special Event Permit, and – if applicable – License Agreement

- a. A Special Event permit must be secured from the City of Alameda. More information about Special Event permits, including applications, can be found on the [Special Event Permit webpage here](#). If your event is planned for public property at Alameda Point, you must also obtain a License Agreement from the City. Please see the Alameda Point License Agreement guidelines on the [Special Event Permit](#) webpage for more information.
- b. **Note: Award of a SEGP grant does not operate as or guarantee issuance of a Special Event permit and/or License agreement.** These must be applied for separately and issued prior to the event. Events that do not secure a permit or (if applicable) a License agreement will not receive any award funding.

## 8. Hold Event and Submit for Reimbursement

- a. After the event is completed, please submit for reimbursement of any external costs awarded. Awarded costs that are internal to the City will be reimbursed internally – applicants will not need to pay and then request reimbursement.

**Please note: Events which are not compliant with the conditions of their grant or their special event permit may not be eligible for future grant funding.**





# Special Event Grant Pilot Program Application

## Section 2: Event Organizer (if different from the contact listed above)

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Name:

Company:

Email Address

Phone Number:

Mailing Address:

Has the event organizer held an event in Alameda before? If so, please describe below.

## Section 3: Event Details

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*The information in this section will be used to estimate the potential services required for your event, and your overall grant amount. Please provide as much detail as possible.*

3.1: Will any part of this event take place on a sidewalk, street, median, trail or other public right of way?

Yes  No

*If yes, please*

- *Attach a rough map indicating street or other public right-of-way closure areas (for races or parades, include a rough map of planned route and any anticipated closures)*
- *Describe below:*
  - *locations to be closed (including specific street names and intersections)*
  - *the hours these locations will be closed to foot/auto/bike traffic*
  - *the activities that will take place in these locations*



## Special Event Grant Pilot Program Application

3.2: All street or public right of way closures will require a traffic control plan, which identifies street closures, signage locations, planned detours etc. Do you plan to:

- Hire a professional traffic control engineer or vendor to complete your traffic control plan.
  - *If yes, and you would like reimbursement, please attach an estimate from the vendor, so the cost can be included as part of your grant.*
  - *An informational list of traffic control vendors is available on the [Special Events website](#) under “General Resources”*
- Reuse the traffic control plan from a previous year’s event.
  - *If so, please describe in more detail below. This is only recommended if the street closure areas and general layout of the event are the same as the previous year.*
- Develop the traffic control plan yourself.
  - *If so, please describe your experience creating traffic control plans below.*

3.3: If significant traffic impacts from your event are likely, your event may require active traffic supervision/control. The Alameda Police Department will determine if this is necessary. In order to help them make that determination, please describe:

- How you anticipate most attendees arriving at the event – via what methods and what general routes; how you anticipate directing traffic around any closures.
  
- If you anticipate significant traffic impacts and the need for active traffic supervision/control, do you plan to:
  - Hire a professional traffic control team
    - *If yes, and you would like reimbursement, please attach an estimate from the vendor, so the cost can be included as part of your grant.*
  - Organize a volunteer traffic control team
  - Request traffic control assistance from APD
  - I do not anticipate significant traffic impacts or the need for traffic control



## Special Event Grant Pilot Program Application

3.4: Events which close streets with public parking typically require “No Parking” signs posted in advance and may require towing of any remaining cars.

Do you anticipate the need for no parking signs and/or towing services?  Yes  No

If yes, please describe:

3.5: Will any part of this event take part in a City park?  Yes  No

*If yes, please:*

- *provide the name of the park*
- *indicate where in the park the event will take place*
- *describe the activities that will take place on park property*

3.6: Are you installing any structures or tents/canopies/bleachers?

Stages  Tents/Canopies  Grandstands/bleachers  Other:

*Please describe the type, size and number of structures*

3.7: Will there be open flames of any kind at the event?  Yes  No

*If yes, describe activities*



## Special Event Grant Pilot Program Application

3.8: Will alcohol be sold or served? Served  Sold

*What kind of alcohol will be served? Will a cup be provided or will participants bring their own?*

Between what hours will alcohol be served?

From: \_\_\_\_\_ To: \_\_\_\_\_

3.9: Will food be served at the event? Yes  No

*If yes, please describe how food will be served and/or prepared:*

3.10: What kind of cooking equipment will be used?

- None     Charcoal     Gas     Electric  
 Other, please describe:

3.11: Will a temporary food heating system be used? Yes  No

3.12: If food is being served at your event, all foodware used by you and your vendors must be compliant with Alameda's Zero Waste laws ([please click here](#) for more information). How do you and your vendors plan to serve food?

- Reusable Foodware: Work with a service that provides reusable foodware for events, and/or encourage attendees to bring reusable foodware from home.
  - *If yes, and you would like reimbursement, please attach an estimate from the vendor, so the cost can be included as part of your grant.*
  - *Please [visit Stop Waste](#) for an informational list of reusable foodware providers (under "Reusables for Events")*
- Compostable Foodware: Provide fiber-based compostable foodware for all food served – [please click here](#) for more information on compliant disposable foodware.
  - *If yes, and you would like reimbursement, please attach an estimate for the cost of the foodware, including complete information, sources and photos of the foodware you plan to use, so it can be included as part of your grant.*



## Special Event Grant Pilot Program Application

3.13: All events require proper sorting and separation of trash, recycling and compost into three-stream waste bins. How do you plan to ensure that trash, recycling and compost go into the right bins?

- Professional Waste-sorting Services: Hire a service to monitor waste bins, educate event attendees and ensure that waste is sorted correctly
  - *If yes, and you would like reimbursement, please attach an estimate from the vendor, so the cost can be included as part of your grant.*
- Volunteer Waste-sorting Services: Engage volunteers to monitor waste bins, educate event attendees and ensure that waste is sorted correctly
- Other – please describe:

3.14: Liquid Waste Generation: If the event is anticipated to generate liquid wastes or require washwater cleanup, these liquid wastes need to be contained and collected for proper disposal to sanitary sewer connections. How do you plan to effectively implement this?

- Hire/Rent disposal tank services: If yes, and you would like reimbursement, please attach an estimate from the vendor, so the cost can be included as part of your grant.
- Event staff implementation and oversight: Describe how you intend to implement.
- Event is not anticipated to generate any liquid wastes or washwaters.
- Other, please describe

3.15: Arrangements must be made with the City's franchised hauler, Alameda County Industries (ACI), to have adequate solid waste, commingled recycling services and appropriate organic collection capacity as a condition of this permit.

- *If you would like reimbursement for these services, please attach an estimate from ACI, so the cost can be included as part of your grant. Please contact Carrie Wright to arrange service: [cwright@alamedacountyindustries.com](mailto:cwright@alamedacountyindustries.com).*





## Special Event Grant Pilot Program Application

3.16: Your event may require security due to event size, location, presence of alcohol or other factors. If security is required, do you plan to:

- Hire a private security firm
  - *If yes, and you would like reimbursement, please attach an estimate from the vendor, so the cost can be included as part of your grant.*
  - *Please note that any private security firm must be able to provide at least two references for previous events at which they have provided security.*
- Request security assistance from the Alameda Police Department
  - *If yes, APD will provide an estimate of the number and cost of officers required, for inclusion in the grant.*
  - *Please note that, if police security is not available due to staffing, private security may be required.*
- I do not anticipate that my event will require security.
  - *Please note that, after review, the Alameda Police Department may determine that security is required.*



# Special Event Grant Pilot Program Application

## **Section 4: Event Narrative and Significance – 50% of Scoring Weight**

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*The information in this section will be used to evaluate your event’s nature, structure and vision in the context of your organization’s mission, purpose and goals, as well as how the event’s components demonstrate support of SEGP program goals. The information in this section will account for **50% of your scoring weight**. Please review the SEGP Guidelines for more information regarding the evaluation process, criteria and scoring.*

4.1: Please briefly describe the event’s nature, structure and vision and how well the event relates to your organization’s mission, purpose and goals. The description should be brief and succinct.

4.2: Please briefly describe how the event demonstrates support of SEGP program goal: enhance economic development.



## Special Event Grant Pilot Program Application

4.3: Please briefly describe how the event demonstrates support of SEGP program goal: encourage inclusive community engagement.

4.4: Please briefly describe how the event demonstrates support of SEGP program goal: promote a diverse range of arts and cultural experiences.



# Special Event Grant Pilot Program Application

## **Section 5: Organizational Capabilities and Event Execution – 50% of Scoring Weight**

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*The information in this section will be used to evaluate your organization’s managerial and organizational capacity, experience in producing well-planned and safe events, and the extent of your financial support and resources. This information in this section will account for **50% of your scoring weight**.*

5.1: Please describe your anticipated sources of financial support, including in-kind contributions and/or volunteer resources.

5.2: What is your overall anticipated event budget?

5.3: Please briefly describe your experience in producing well-planned and safe events, including examples if possible.



## Special Event Grant Pilot Program Application

5.4: Please briefly describe your organizational structure, management, and capacity, both in general and as it relates to the event.