



## AGENDA

### City Events and Recognitions Committee (CERC)

**Date:** Wednesday, July 19, 2023  
**Time:** 4:00-5:30 pm  
**Location:** Virtual and in-person (see below)

## MEMBERS

Jessica Johnston, Chair  
Alex Domine, Vice Chair  
Keoni Ho  
Cecily Croskey  
Karen Sudderth  
Tim Fairley  
Jill Sparks  
Jacob Tice  
Kirsten Putman

The City Events and Recognitions Committee is administered by the City of Tacoma's Tacoma Venues & Events department.

## STAFF

Ashley Young, *Community Events Coordinator*  
Jerrol Anonuevo, *Marketing Coordinators*  
Jasmine Cawley, *Marketing Coordinators*  
Brian Davern, *Community Engagement Coordinator*  
Tammi Bryant, *Asst Director, Tacoma Venues & Events*

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## INFORMATION ABOUT VIRTUAL AND IN-PERSON MEETINGS

**Virtual attendance:** The meeting can be attended at <https://us02web.zoom.us/j/83862217228>, or by dialing (253) 215-8782 and entering the webinar ID 838 6221 7228 when prompted. A passcode should not be required. Microphones will be muted, and cameras turned off for all meeting attendees, except for City Events and Recognitions Committee members and presenters.

**In-person attendance:** The meeting can be attended at the Tacoma Municipal Building, 747 Market Street, Room 248.

**Public comment:** The public may give oral comments related to agenda items at the beginning of the meeting. Speakers will have anywhere from 90 seconds to three minutes to provide comment, depending on the available time on the agenda. Or, the public may submit general comments in writing by 4:00 PM on the Wednesday of the meeting. Written comments should be emailed and include "CERC Meeting, July 19, 2023 2023" in the subject line.

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<b>1. Call to Order</b> Land acknowledgement Roll Call	<b>Chair Johnston</b>	<b>4:00pm</b>
<b>2. Warm-up / Check-ins</b> - Introduce New Members	<b>Chair Johnston</b>	<b>4:05pm</b>
<b>3. Approve Minutes</b>	<b>Vice Chair Domine</b>	<b>4:15pm</b>

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|---|--|---------------|
| <b>4. Consent Agenda</b>  | <b>Vice Chair Domine</b>                       | <b>4:15pm</b> |
| <b>5. Public Comment</b>  | <b>Chair Johnston / Attendees</b>              | <b>4:20pm</b> |
| <p>When commenting, please address the chair, restrict comments to 3 minutes each.<br/> Zoom link for public attendees:<br/> <a href="https://us02web.zoom.us/j/83862217228">https://us02web.zoom.us/j/83862217228</a> Call in by phone: 253-215-8782</p>   |  |               |
| <b>6. Staff Updates</b>   | <b>City of Tacoma Staff</b>                    | <b>4:30pm</b> |
| <ul style="list-style-type: none"> <li>- Community Events Participation- Brian Davern</li> <li>- Member Bio's- Jerrol Anonuevo</li> <li>- Welcoming Week- Ashley Young</li> </ul>   |  |               |
| <b>7. Sub-Committee Updates</b>   | <b>Chair Johnston</b>                          | <b>4:45pm</b> |
| <ul style="list-style-type: none"> <li>- City of Destiny Recap- Jessica Johnston</li> <li>- Community Events Participation Recap- Jessica Johnston</li> <li>- Competitive Event Funding Guidelines and Matrix Approval- Jacob Tice <ul style="list-style-type: none"> <li>o I motion to approve the updated guidelines for competitive events funding as presented</li> </ul> </li> </ul> |  |               |
| <b>8. Meeting Discussions</b>   | <b>City of Tacoma Staff &amp; CERC Members</b> | <b>5:00pm</b> |
| <ul style="list-style-type: none"> <li>- MLK Jr Celebration Theme- Jessica Johnston <ul style="list-style-type: none"> <li>o I motion to approve the Martin Luther King Jr. Day Celebration of “The Blue Print, and the Building Blocks of Community and holding it at the Greater Tacoma Convention Center”</li> </ul> </li> </ul>   |  |               |
| <b>9. New Business</b>  | <b>Chair Johnston</b>                          | <b>5:00pm</b> |
| <ul style="list-style-type: none"> <li>- Sub-Committees for 2023/2024 <ul style="list-style-type: none"> <li>o City of Destiny Awards</li> <li>o Martin Luther King Jr. Celebration</li> <li>o Competitive Events Funding</li> <li>o Community Events Participation</li> </ul> </li> </ul>  |  |               |
| <b>10. Items for Future Agendas</b>   | <b>Ashley Young</b>                            | <b>5:20pm</b> |
| <b>11. Adjourn</b>  | <b>Chair Johnston</b>                          | <b>5:30pm</b> |

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## MEETING FREQUENCY

Every Third Wednesday of every month at 4:00pm, at the Tacoma Municipal Building (747 Market St.), room 248, and on Zoom. All meetings of the City Events and Recognition Committee are open to the public.

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To request this information in an alternative format or to request a reasonable accommodation, please contact Tacoma Venues & Events staff at [communityevents@cityoftacoma.org](mailto:communityevents@cityoftacoma.org). TTY or speech to speech users please dial (253) 581-5820 to connect with Washington Relay Services.



# City Events and Recognitions Committee Special Meeting

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Hybrid Meeting - YouTube link: <https://youtu.be/NulNzfkYs-M>

## MEETING MINUTES

Wednesday, June 14, 2023

NOTE: This meeting was held as a hybrid meeting and was recorded. (YouTube Link: <https://youtu.be/NulNzfkYs-M>)

Member Present: Alex Domine, Cecily Croskey, Keoni Ho, Jacob Tice, Kirsten Putman, Jessica Johnston

Staff Present: Kala Dralle, Jerrol Anonuevo, Jasmine Cawley, Tammi Bryant, Ashley Young

Excused: Alex Domine

Absent: None

Guests: Jennifer Durham

Call to order 4:05 PM

**Changes to Meeting:** Due to Special Meeting Agenda post, three agenda items were removed from the posted agenda

**Approval** of agenda for this meeting: Motion by Ms. Putman, 2<sup>nd</sup> by Mr. Tice. Motion passes.

**Open Discussion:** Removed from Agenda

**Chair Comments:** Removed from Agenda

### **New Business:**

MLK Celebration Theme: Discussion from committee members regarding “The Blue Print” Focusing on Dr. Kings passion surrounding the labor movement and Unions. Focus on the building blocks of a community. Would like to finalize theme by the next meeting. Adding more members to the sub-committee for this event

### **Staff reports:**

New member on-boarding- Train three new members for CERC. Jessica Johnston was re-appointed for another term

Introduction of Ashley Young, new Community Events Coordinator and liaison for CERC.

TVE Marketing- Jerrol provided update regarding City of Destiny event, new members CERC spotlight. When CERC members are going to community events and posting pictures, please be sure to tag TVE

CityLine Appearance- June 15, with Jacob and Cecily. Meet Ashley at TV Tacoma at 8:15AM. Questions emailed

CERC Volunteer Opportunities- Sign up sheet for volunteer opportunities will be developed and created for upcoming community events, in particular those funded with the Competitive Events Funding. A kit will be created by TVE staff for CERC members to pick up and use. Looking into other marketing materials to provide and ways to engage with the community while at these events. Brian Davern will be working to find additional activations and marketing giveaways.

**Subcommittee reports:**

City of Destiny Update- Name Tags will be made for all members, including new members. New members have been invited. CERC member arrival time 4PM, attire cocktail casual.

Event Funding Guidelines- Jacob presented scoring matrix and reviewed comments/edits to guidelines. Future Goal: to have application reflect guidelines, give panelist committee a 1 pager to give parameters and requirements.

Guideline changes

- \$1,000 minimum ask- too much work is put into awarding and contracting for fund that is less than
- Pros/cons of two different funding categories. Spaces out work vs. same amount of effort spread out. The new minimum will weed out some applicants.
- \$75k is funded; additional funding will be determined during the mid-biennium budget adjustment process
- Applications will be released in September 2023
- Jacob to present final matrix and guidelines at next meeting

**Public comment:** None at this time

**Items for future agendas:**

- Event volunteer opportunity sub-committee
- Approval of MLK Celebration theme
- Presentation of final scoring matrix and guidelines for Competitive Events Funding
- Welcome Week

Adjourned meeting at 5:01 PM.



## Special Event Funding Guidelines

### About Special Event Funding

The Special Events Funding program is intended to provide funds to qualified event producers. The intent is to foster high-quality, equitable, inclusive, open-to-the-public events across all of Tacoma; it will also seek to help strengthen the capacity of producing organizations to find other sustainable funding sources for the future of their event(s). Selected event producers must submit a fully executed proposal, meet deadlines, criteria, and expectations of the program, put on the event described in their proposal, and report an invoice and final report on the event as directed by the program staff.

### Equity Statement

The Special Events Office of the Tacoma Events & Venues Department strongly supports inclusion, equity, and access. We celebrate Tacoma's diversity of people, places, cultures, and expression. Diversity and heritage are points of pride, permeating Tacoma's rich events scene and giving character to its neighborhoods. Events are uniquely positioned to touch every person and every part of Tacoma, and we are committed to supporting the entirety of our community.

### Eligibility

Eligibility extends to private non-profit agencies with a 501(c)\_ designation, organized groups of community volunteers, Neighborhood Business Districts, Neighborhood Councils, educational institutions, for-profit businesses wishing to produce not-for-profit events, and federally recognized tribes or Native non-profits. Applicants are required to have offices within Tacoma and the event must take place within Tacoma city limits. Other eligibility requirements apply.

### You are eligible to apply if you answer 'YES' to one of these:

- Are you a private non-profit with any 501(c) designation (i.e. 501(c)(3), 501(c)(4))?
- Are you a City-recognized Neighborhood Business District Association?
- Are you a City-recognized Neighborhood Council group?
- Are you an organized group of community volunteers? Submissions must come from an organized group, not an individual.
- Are you a for-profit business wishing to produce an event, outside your normal line of business, for public benefit?
- Are you an educational institution wishing to produce an event?
- Are you a federally recognized tribe or Native non-profit?
- Is this the only contract that you will have with the City of Tacoma in 2024 for this event?

If you answer 'yes' to one of the above, you must also meet the following criteria:

- The funded event activities must take place within the Tacoma city limits.
  - Staff will verify addresses against the official City limit map. Check this map to verify

that your organization and project are located within Tacoma city limits:  
<http://bit.ly/2ftLUaM>.

- Your office may be physically located outside of Tacoma.
  - If applying under an umbrella 501(c)\_ organization, the producing organization must be based in Tacoma. The umbrella 501(c) can be located outside of Tacoma.
- The event must be free and open to the public.
  - You must match this funding at least \$1 to \$1 with other sources of cash contributions, sponsorships, or in-kind/donated support.
  - Your event must support activities that are fully accessible to all audiences, including individuals with disabilities.
  - Your event must comply with the laws of the Federal Government, the State of Washington and the City of Tacoma, including non-discrimination and equal employment opportunities?
  - Your organization will be required to have a City of Tacoma business license if selected for funding. More information available at <https://www.cityoftacoma.org/businesslicense>.
  - You agree to acknowledge the City's funding in marketing and promotion of the project.
  - You agree to participate in the City's Green Events program.
  - You agree to follow all requirements of the City's contracting and purchasing program, including providing the necessary insurance.

## Definitions

- Event: An event is an organized gathering of people to witness and/or participate in education, celebration, or performance.
- For the purposes of this committee, an event occurs on a single day or consecutive days.
- Event funding is also available for a free public performance during the run of a particular show, according to guidelines outlined below.

## City of Tacoma Permitting Code

A special event is any organized formation or assembly consisting of 50 or more persons and which include any combination of animals, vehicles, that wishes to assemble and/or travel on streets or sidewalks, and which does not comply with normal or usual traffic regulation or controls. This also applies to a public beach, park or plaza.

## Funding Source

Funding for events comes from the City's General Fund. Each applicant may request an amount between \$1000 and \$10,000. Applicants must be specific about the requested amount and include specific examples of what the funds will pay for. Some important points to keep in mind:

- If you are selected to be funded, this does not guarantee future funding – you must apply for funding each year
- The City cannot pay out prior to the delivery of a service. Expect reimbursement only – do not request incremental payments.

## Public Benefit

Funded events must provide a specific public benefit provided to the residents of and visitors to Tacoma in exchange for the funding. Examples of public benefit include but are not limited to:

- ensure the event is accessible and available to all who wish to attend
- produce components that are free to the public

- provide cultural experiences that are not otherwise available to residents of Tacoma
- collaborate with local community partners in which the event will be held
- provide special outreach to residents outside of the event location, e.g., schools, community groups, faith-based organizations, cultural organizations

## **About Review and Selections**

A review panel composed of members of the City's Events & Recognitions Committee, and/or event professionals within the community will convene after the final deadline. The Review Panel will have access to submissions electronically. The panel will review all completed applications and recommend which proposals to fund and the amount of funding to award. The City's Events & Recognitions Committee will vote on the final recipients.

## **Examples of what Special Event Funding may support (direct costs associated with producing and presenting the event):**

- Professional services contracts
  - Event producer/planner
  - Traffic control services
  - Stage management
  - Performers
- Traffic control
  - Devices such as signs and barricades
  - Off-duty police
  - Certified flaggers
- Promotional services
  - Graphic design and writing
  - Printing and advertising
  - Social media boosts
- Other
  - Portable restrooms and handwashing stations
  - Solid waste services (trash and recycling)
  - Equipment purchase or rental (staging, sound and lighting, canopies, tents, chairs, tables)
  - Children's activities
  - Permits and licenses

## **Special Event funding does not support:**

- Expenses other than direct costs of producing or presenting the event
- General operating support for your organization (planning, staffing, logistics or marketing not directly attributable to the proposed event)
- Charitable fundraisers, even those which include or benefit the event
- Beer or liquor gardens
- Debt service, endowment building or scholarships
- Political activities
- Payment to anyone working on the event who is a current member of the City's Events & Recognitions Committee or City of Tacoma employee



## **Applications will not be accepted for the following:**

- Single individual (open to organizations only or organized group of community volunteers)
- Scholarships or donations for individuals to attend camps, schools, etc.
- Political organizations or candidates for political office
- Organizations that discriminate against any group
- Programs that promote or endorse a specific religious affiliation
- More than one application from an organization
- Events that already received funding from the City of Tacoma (some exceptions may apply)

## **Timeline**

**August 25, 2023-** 1<sup>st</sup> Q & A Session 4PM via Zoom

Register in advance for this webinar:

[https://us02web.zoom.us/webinar/register/WN\\_WCoMSA08ScyxAp-Zb-RXcQ](https://us02web.zoom.us/webinar/register/WN_WCoMSA08ScyxAp-Zb-RXcQ)

After registering, you will receive a confirmation email containing information about joining the webinar.

**September 1, 2023-** Application Opens

**September 18, 2023-** 2<sup>nd</sup> Q & A Session 10AM via Zoom

Register in advance for this webinar:

[https://us02web.zoom.us/webinar/register/WN\\_8Ogk0Kr0T4CMFTjpcVubwg](https://us02web.zoom.us/webinar/register/WN_8Ogk0Kr0T4CMFTjpcVubwg)

After registering, you will receive a confirmation email containing information about joining the webinar.

**October 2, 2023-** Applications Close

**October 9, 2023-** Selection Committee Meets

**October 18, 2023-** Selections

## **Questions or Comments**

Questions can be directed to the City of Tacoma, Tacoma Venues & Events Department Special Event Office

Email: [communityevents@cityoftacoma.org](mailto:communityevents@cityoftacoma.org)

Phone: 253-573-2523



## Special Event Funding Application Guidelines

### How to Apply

The online application is available at [www.cityoftacoma.org/specialevents](http://www.cityoftacoma.org/specialevents), as well as samples of the following items.

- Basic contact and event information including a brief (40 words or less) overview of your project and its intent
- Budget
- Narrative Responses
- A written explanation of the preferred date, public right of way, venue, or park location for the event (subject to calendar review of other annually planned events)
- Samples and descriptions of proposed activities, performances, art projects, etc. (photos and written description, no videos please)
- Proposed event footprint diagram

### Evaluation Criteria and Narrative Responses Guidelines

Provide complete written responses to the following items. The panel cannot make assumptions about your proposed project; you must be very explicit about your event and how you believe it addresses the evaluation criteria. The financial need of an applicant organization is not considered when evaluating applications.

**Scoring Based On the following four factors, each of which has been assigned a weight. A panel of City Events and Recognitions Committee members and/or event professionals within the community will review each application carefully according to the factors below using solely the application materials you provide. Each application is assigned a score in each area of evaluation and a total score. Applicants are encouraged to review the feedback of the panel to strengthen future applications.**

#### **Merit- Conduct deserving reward (25%)**

All applications should demonstrate alignment with the mission of special events funding as explained on page one. Strong applications will include one or more of the following: (this list is meant to be illustrative, not exhaustive, and the panel encourages creativity!)

- Presentation of event activities, performances, and/or art not readily available to Tacoma audiences
- Creation or refinement of or creative reinterpretation of activities, performances, and/or art presented in a public forum
- Collaborations among participants, particularly those from different disciplines and backgrounds

- Presentation of accomplished performers and/or artists with strong performance or exhibition history, which may be attractions to attendees from outside of Tacoma (tourism)
- Broadening and/or deepening public knowledge, understanding and appreciation of and access to different cultures representative of your part of Tacoma or of the City as a whole
- Positive impact on performers, artists, and non-profit organizations, including payment of fees for their services
- Perpetuating and promoting artistic or cultural forms that are underrepresented
- Reaching special populations or culturally diverse and/or ethnically specific communities through the event or specific activities

### **Equity- Freedom from bias or favoritism (35%)**

Equity is fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. The City's Events & Recognitions Committee and City staff are dedicated to promoting equity and social justice through the presentation of events. Strong applications will address how their event will represent and/or be accessible to diverse racial/ethnic identities, gender identities, and abilities. Panelists will consider in addition:

- How the proposed event aligns with or brings exposure to cultural and aesthetic traditions or underrepresented communities.
- How the producing organization addresses equity in your event, staff, and board.
- Specific steps within the application the organization will take or has taken to ensure event attendees, staff, volunteers, and/or board members reflect the diversity of the City of Tacoma. Provide data on improvements made over time, if available.
- If your organization focuses on a specific cultural community, please describe how attendees, staff, volunteers, and/or board members reflect that community.
- Any provided demographic data of expected event attendees, staff, volunteers, and board members. If data is not available, explain what plans you have in place to collect it in the future.

### **Community Impact- A lasting change that an event can make (15%)**

Strong applications will demonstrate how the proposed event benefits and supports the people of Tacoma, particularly people who belong to cultures or communities that have been historically underserved. Applications are expected to include the means by which the producing organization plans to track attendance and any other measure they deem significant to their impact. **Please note attendance is not the sole measure of impact, and panelists will consider impact holistically.** Panelists will also consider the extent of the overall positive impact on the community. All activities supported by the funding must be open to the public and accessible to the full breadth of Tacoma's residents. Examples of what elements to include to demonstrate strong community impact in your application:

- The need your event is addressing.
- Goals and expected outcomes for the event.
- Estimated attendance for the event and how does this number compare to actual numbers from previous years, if applicable. If high attendance is not your goal, address alternative means of measuring success. Include how you will track attendance.
- A description of the target audiences and how you will reach these audiences.

**Location of Event- Events that serve and unrepresented community (10%)**

The City of Tacoma is committed to supporting events throughout the city and particularly in underserved communities. Due to the limited nature of available funding, the location of the proposed event will be taken into account when considering applications with the goal of ensuring city support of events throughout Tacoma.

**Capacity to Present the Event- The ability to plan and execute the event (15%)**

Capacity to Present the Event is demonstration the organization has the infrastructure, resources, and commitment to present the proposed event. **All applicants must include in their application a completed copy of the budget form included in the application packet.** Strong applications will also include one or more of the following elements (as above, this list is meant to be illustrative and not exhaustive):

- Past documentation of the proposed event, if possible. If not, descriptions of other activities, programs, or initiatives the producing organization has participated in that support your ability to present this event.
- Evidence of the organizational and community support for this event (including willingness to fund, volunteer, and promote).
- The producing organization's proposed method of tracking, analyzing and defining success.
- A plan for adapting the event if funding levels are lower than the producing organization's projected goals.



## Special Event Budget Criteria

### Budget

Applicants should employ a variety of revenue sources and/or in-kind support to fund their event. Applicants are allowed and encouraged to consider in-kind donations of volunteer time, space, materials and/or supplies.

Include a completed budget worksheet included in this packet for the proposed event, or the portion of the event for which you seek funding. Provide Projected Income and Projected Expenses. Please note that Total Projected Income must equal Total Projected Expenses.

### Projected Income

In the Projected Income column of the online budget form, please list any and all sources of cash income and/or in-kind/donated materials and services associated with the proposed event. Projected Income sources can include, but are not limited to:

- Concessions sales
- Vendor registration fees
- City/County/State/Federal funding
- Sold advertising (i.e., event program)
- Volunteer time - volunteer hourly rates are currently estimated at \$31.72 per hour (based on the Independent Sector Value of Volunteer Time in Washington state)
- Applicant's own cash Support from individuals, corporations, small businesses, civic groups, associations, foundations, grants
- In-kind/donated equipment, materials, and services

### Projected Expenses

In the Projected Expenses column of the online budget form, please list any and all expenses associated with the proposed event. Projected Expenses can include, but are not limited to:

- Contractors/consultants
- Artist and performers payments
- Event staffing
- Security/Off-duty Police Officers/traffic control
- Materials/supplies
- Permits and licenses
- Insurance
- Accessibility services
- Space rental
- Equipment purchases or rentals
- Printing
- Promotion/marketing/purchased advertising
- Postage/distribution
- Food
- Phone/internet

**Budget –Example Worksheet**

<b>Sources—Income</b>	<b>Budget</b>	
	<b>Estimated</b>	<b>Actual</b>
Grants		
Individual Donations		
Corporate Donations		
Community Organizations		
Government		
Vendor Fees		
<b>Total</b>		
<b>Uses—Expenses</b>	<b>Estimated</b>	<b>Actual</b>
Office Supplies		
Project Coordination		
Event Supplies		
Permit(s)		
Insurance		
License(s)		
Marketing & Promotions		
Design		
Photography & Usage Fee(s)		
Printing		
Internet/Web Site Hosting		
Concessions/Food		
List All Other Expenses Not Covered Above		
Traffic Control Devices and Services		

Portable Restrooms		
Police and Fire Services and Permits		
Reserves (Monies Reserved for Use in Next Calendar Year)		
<b>Total</b>		

