



# ARTS, CULTURE, & ENTERTAINMENT

*ACE Grant provided by the SLC Mayor's Office*

## 2025 Arts, Culture, and Entertainment Fund Guidelines

The Arts, Culture, and Entertainment (ACE) Fund was established to provide funding to support community events in Salt Lake City. The fund is designed to support both larger events that provide significant economic and/or cultural contributions to the community and smaller community events that, due to their nature and scope, are unable to generate the needed revenue to cover costs.

### FUNDING OPPORTUNITIES

This year, the ACE Fund has \$300,000 to be awarded to local events. Typically, this funds over 100 organizations. ACE Funding is intended to be supplemental funding for events, rather than the main sponsor. While we can award up to \$10,000 to one event, grants typically range between \$1,000 - \$5,000, as we try to spread the money out to as many organizations as possible with the pool of funds available. \$500 is the minimum amount we will award.

### TIMELINE

- |   |                                    |
|---|------------------------------------|
| ▪ Applications open   | <b>October 1, 2024</b>             |
| ▪ Applications due  | <b>November 1, 2024 by 11:59pm</b> |
| ▪ Announcement of fund recipients   | <b>End of December 2024</b>        |
| ▪ Payment distributed   | <b>February 2025</b>               |
| ▪ Post-Event Evaluation forms are due within <b>60 days</b> after each ACE Fund-sponsored event |                                    |

### APPLICATION CONSIDERATIONS

ACE Funds are limited – therefore, this is a competitive application process. Applications that were awarded funding in the past are not guaranteed funding each year.

***While ultimately the awarding of funds is up to the discretion of the Mayor, typical considerations are as follows:***

- Events must take place within Salt Lake City limits.
  - *Organizations/applicants can be based outside of Salt Lake City, but the event itself must be held within City limits.*
- Fundraisers, as well as private events, are typically not eligible for ACE funding. However, events that collect donations qualify if the event has a significant programming element focused on arts, culture, neighborhood awareness, etc.
- Events that charge admission can be accepted, but admission fees and community benefit will be considered during the review process. Free events will be prioritized in the review process.
- We typically do not fund conferences, galas, or events hosted for a private entity/business/brand, unless the community benefit is significant.

- An organization can submit applications for multiple events. However, the total amount of funding to the organization will be considered, rather than event to event.
- Online events are not eligible for ACE funding.
- We typically do not fund health clinics or any event providing medical services out of concern for liability.
- We typically do not fund service projects, film productions, or political rallies.
- ACE funds are not intended to cover administrative costs of an organization or payment for nonlocal entertainment or staff.

**Events that received ACE funding in a prior year but postponed the event to a following year are not eligible to apply for additional funds until the original funds have been used.**

**Events that receive funding from the City's General Fund budgeting process or a non-competitive process are not eligible to receive ACE funding.**

**Organizers' payment history for previous events will be a determinant in whether or not an organization is eligible for future event sponsorship.** If past event debts have not been reconciled with the City and/or event vendors at the time of submission of the ACE Fund application, the event is not eligible. If an event applicant, event organizer or event itself has a history of sustained complaints from previous years from residents, event vendors and City staff, the event may not be eligible to receive ACE funding.

**Please note, applicants hosting an event on public property for over 50 people are required to submit a City Special Event Permit at least 30 days in advance of the event date.** If an event applicant or event organizer has not met the City's Special Event Permit deadlines from previous years (including but not limited to deadlines for Park reservations; General Liability Insurance Policy; the City's Special Use Agreement; the Salt Lake County Health Department's Mass Gathering and Food Handlers Permits; EMT Permits and other checklist items provided as part of the Special Event Permit process from the City), the event is not eligible for ACE funding. **To learn more or to apply for a City Special Event Permit, visit <https://www.sl.c.gov/eventpermits/>.**

- As noted above, the purpose of the ACE Fund is not to fund the entirety of an event but to provide funding support for qualified events and to assist with fees associated for City services accrued throughout the duration of the event. Some of these services may include but are not limited to traffic control by the City Police Department, trash and recycle pickup, property restoration, etc. Determination of event activities in advance will provide your organization and the City with a clear plan to be used in the application process.

**Successful applications will clearly outline (not listed in order of importance):**

- How ACE funds will be used / financial need for City support
- Primary audience or demographic served
  - *Applicants should describe any strategies for increasing audience diversity, providing resources to at-risk communities, or building community capacity.*
- Goals of the event and their community impact
- Economic impact
  - *Estimate the number of attendees expected at the event, the number of attendees for last year's event (if applicable), as well as number of vendors.*
- Relation to City's goals and vision – such as:
  - Promoting diversity and cultural identity
  - Promoting overall City economic development
  - Supporting art opportunities for all communities
  - Bridging the digital divide
  - Healthy environment (air, water, land, recycling, etc.)
  - Supporting local economies
  - Wellness of City residents
  - Creating opportunity in all neighborhoods

- Promoting neighborhood and community unity
- Education opportunities for young people

## **APPLICATION INFORMATION**

Events are required to apply for a specific amount of funds and disclose their estimated total budget. As a reminder, ACE grants are intended to be supplemental funding for an event – therefore, an applicant should not apply for an amount that is more than 50% of their total budget. Applicants should also have a set date, time, and location for their event.

Please note, all application entries must be submitted **online**. Applications are available in English and in Spanish. If an applicant is unable to make an online submission, needs an accommodation, or would like to apply in another language (other than English or Spanish), please call 385-443-0330 or email ACE@slc.gov. We can assist you in applying via a video or transcribed application.

## **SELECTION COMMITTEE**

The ACE Fund Selection Committee is comprised of City staff from multiple departments. The following individuals will review applications and propose determinations to the Salt Lake City Mayor and Chief of Staff:

- Kiara Polee, Economic Development
- Andrew Shaw, Arts Council
- Hailey Leek, SLC Innovations Team
- Ashley Lichtle, Mayor's Office
- Alicia De León, Mayor's Office
- Katie Schnell, Mayor's Office

## **REPORTING REQUIREMENTS**

1. If there are any major changes to the event, you must notify the ACE Fund Coordinator. Funding is solely based on the event outlined in the application.
2. ACE Fund recipients are required to complete the Event Information Form, outlining the finalized details of their event, in order to receive payment.
3. ACE Fund recipients will be required to turn in a Post-Event Evaluation within 60 days after their event. The evaluation form will be sent to all grantees when selected. Failure to complete the Post-Event Evaluation may disqualify you from future funding opportunities.
4. Depending on the event's sponsorship benefits, Salt Lake City requests the opportunity to have a booth or table at the event. Please keep the ACE Fund Coordinator up to date on exhibitor guidelines, details, and event dates.
5. If your event is cancelled, you are required to return funds to Salt Lake City. However, if you plan to postpone the event to the following year, you may hold onto the funds to put them toward the same event the next year. Returned or declined funds will be redistributed at the discretion of the ACE Fund Committee and Mayor.

## **CONTACT INFO**

If you have questions, please contact Katie Schnell, ACE Fund Coordinator at ACE@slc.gov or 385-443-0330.