

SECA GRANT FUND PROGRAM APPLICATION WORKSHOP

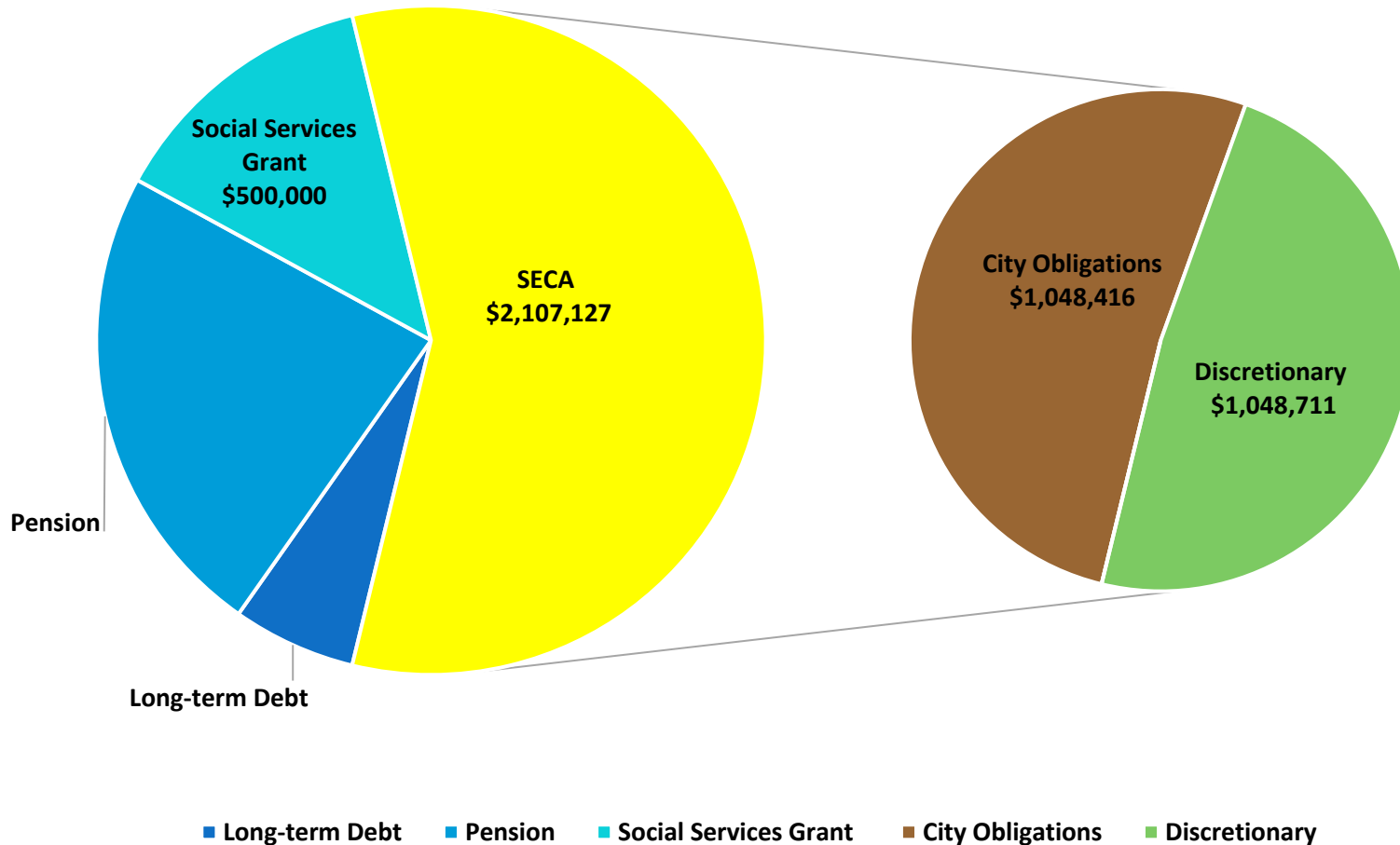


Calendar Year 2025 (CY25)
(January 1, 2025 - December 31, 2025)

Special Events and Community Arts (SECA) Grant Fund Program

- Established in 2004
- 1% citywide Food & Beverage tax
- Funds support events and culture in Naperville
- CY24 City Obligations - \$1,048,416
- CY24 Discretionary Funds - \$1,048,711

Food & Beverage and SECA (example)



SECA Commission

- 9 Commissioners
- Appointed by the Mayor
- Makes recommendations to the City Council on:
 - SECA policy
 - Annual SECA discretionary allocations
- Judy Brodhead (Chair)
- Natalia Dagenhart
- Rich Gannon
- Shannon Greene Robb
- Tom Miers
- Kader Sakkaria
- David Scriven-Young
- Lai So
- Arthur Zards
- Councilwoman Allison Longenbaugh

What is New for CY25?

- SECA Contact: Miranda Barfuss, Community Grants Coordinator
- Event Contact: Grace Fratto, Special Events Coordinator
- In-person mandatory workshop
- Application format – fillable Word form, submit by email
- City Council approves, but no longer makes funding recommendations
- Final report form will ask for evidence of SECA recognition

Applicant Eligibility

- Be recognized as a tax-exempt non-profit organization according to Section 501 (c) of the Internal Revenue Code
 - Unless your project falls under the Community Arts Individual Artist/Group Category
- Cannot be a taxing body
- Event, project or initiative located in Naperville
- Begins on or after January 1, 2025. No project may extend beyond December 31, 2025.
- Attendance at mandatory SECA Workshop
- Must not promote religion or religious organizations
- Must not be a social service activity (i.e., transitional housing, job placement, crisis intervention programs)
- Plan to reduce dependence on SECA Funds
- Compliance with City requirements

Limitations on the Use of SECA Funds

- Funds shall not be used as a subsidy for an individual's salary, payroll and all other administrative related expenses.
- Commercial storage rental space is not eligible for SECA funding.
- Funds must be used within the fund cycle for which they were granted (CY25 is January 1, 2025 – December 31, 2025)
- Reimbursement requests may only be submitted after the event has occurred
- Events/Projects must occur in Naperville
- Funds shall not be used to subsidize academic study

Limitations on the Use of SECA Funds

- Travel-related expenses are not eligible for reimbursement
- Requests for reimbursement for costumes must include a photo of the costume
- Food and beverage purchases with the exception of professional catering, are **not** eligible for funding; including grocery store, fast food and other restaurant purchases
- Good faith effort to purchase goods and services in Naperville and work with the Naperville Convention & Visitors Bureau
- Good faith effort to incorporate recycling into events.

CY25 SECA Application Process

Friday, September 6, 2024, at NOON

Applications available on website

Friday, October 4, 2024, at NOON

Deadline for all applications – late/incomplete applications will not be accepted

Monday, October 14, 2024

SECA Commission receives all eligible applications for review

Saturday, November 16, 2024, at 9:00 AM

Commission Workshop – Meeting Rooms A&B

Thursday, December 12, 2024, at 6:00 PM

Commission Meeting – Meeting Rooms A&B

Tuesday, January 21, 2025 (tentative)

Council approves CY25 funding allocations



SECA Applications

- Three separate applications
 - Special Events
 - Community Arts with a 501c designation
 - Community Arts for individual Artists and Artistic groups
- Fillable Word forms
- Eligibility Quiz
 - Is the sponsoring organization a non-profit 501(c)(3) or recognized by the State of Illinois as a non-profit organization?
 - Is your project/event located within incorporated Naperville?
 - Is your project/event going to be held in the current SECA funding cycle?
 - Can you confirm your project/event will not promote religion or a religious organization?
 - Have you read the SECA Fund Policy and Procedures Manual?
 - Have you attended one of this year's mandatory SECA fund workshops?

Application Overview

- **General Information**
 - **Section 1: General Information**
 - Organization name, address, contact information
 - **Section 2: Project/Event Details and Purpose**
 - Name of event, organizational history, request details, cost, need for funding and self-sustainability
 - **Section 3: Impact to the Naperville Community**
 - Objectives, supporting SECA mission, community benefit, municipality objectives-accessibility/waste reduction/transportation plan
 - **Section 4: Project Finances**
 - Budget worksheet required attachment
 - **Section 5: Conflict of Interest**
 - **Section 6: Required Documentation**

Application Overview

- Budget worksheet
 - Incomplete or inaccurate budgets will not be accepted
 - Include all other revenue sources for event/project
 - Provide a description for artist fees, if applicable
- Required Documentation
 - Nonprofit Status Document
 - Most recent audit or annual financial statement
 - Budget worksheet
 - Federal Form 990 (if required)
 - Governing Board Authorization
 - Disclosure of Interest

Budget Worksheet

Event Budget

	Estimated Total	SECA Allocation	Actual Total (Final Report)
TOTAL EXPENSES	\$ -	\$ -	\$ -

	Estimated Total	SECA Allocation	Actual Total
Site			
Venue Rental Fees			
Equipment			
Tables and Chairs			
Totals	\$ -	\$ -	\$ -

	Estimated Total	SECA Allocation	Actual Total
Program			
Artist Fees /Honorariums			
Royalty Fees			
Totals	\$ -	\$ -	\$ -

	Estimated Total	SECA Allocation	Actual Total
Event Materials			
Totals	\$ -	\$ -	\$ -

	Estimated Total	SECA Allocation	Actual Total
City Services			
Totals	\$ -	\$ -	\$ -

	Estimated Total	SECA Allocation	Actual Total
Marketing and Publicity			
Totals	\$ -	\$ -	\$ -

	Estimated Total	SECA Allocation	Actual Total
Miscellaneous			
Costumes			
Totals	\$ -	\$ -	\$ -

	Estimated Total	SECA Allocation	Actual Total
Catering			
Totals	\$ -	\$ -	\$ -

SECA Application - Artists

- 501c designation is not required
- Performance Art or Physical Art Application Sections
- Required Documentation includes:
 - Resume of artist
 - Letters of Recommendation
 - Samples of past work
 - Rendering of proposed art
 - Site plan
 - Maintenance plan
 - Written valuation statement of the art

Submitting the Application

- Email submission only, no paper copies

- Submit to:

Miranda Barfuss, Community Grants Coordinator

barfussm@naperville.il.us, 630-305-5315

- I will send you confirmation of receipt, please ensure you receive this from me.

- Zip file recommended. If your files are too large to email, contact me.

- **Deadline is NOON – Friday, October 4, 2024**

Receiving SECA Funds

- Recipients must return a signed, witnessed SECA Grant Fund Program Agreement
- Submit valid invoices or receipts after the event/project is complete
 - Do not comingle personal purchases
- Once approved, reimbursement request is sent to finance for processing
- Allow 4-6 weeks for processing
- Awards greater than \$50,000 will be issued quarterly

Reporting Requirements

- Final Report to be submitted within 30 days after the completion of the event/project
- Final Report **MUST** be submitted with your Final Reimbursements
- Reports will be available to Commission for review with future applications
- Report will request evidence of SECA recognition

SECA Logo

- Staff will provide the SECA Grant Fund logo
- Use of the City of Naperville logo is prohibited



For more information and questions

Miranda Barfuss
Community Grants Coordinator

barfussm@naperville.il.us

630-305-5315

THANK YOU