

Proposed Community and Economic Benefit Special Events Grant Program



Tuesday, September 5, 2023

Historical Support for Special Events

Formal Subsidy

- Permit fee (\$750+) waived for non-profits

Informal Subsidy

- Barricades and signage for street closures
- Event security and standby medical support
- No-cost, detailed technical assistance on permit elements
- Waste receptacles
- Waived fees for tent permits etc.



Proposed Pilot Grant Program

Overview

- 10-15 grants of up to \$20,000
- Cover the cost of fees, services, and materials previously subsidized

Program Goals

- Enhance economic development
- Encourage inclusive community engagement
- Promote a diverse range of arts and cultural experiences
- Formalize process of City subsidy to special events



Selection of Events

Up to three events per organization for:

- DABA
- WABA
- City of Alameda

Remaining funding to community non-profits:

- Distributed via open, competitive process
- Events must:
 - Provide community, cultural or economic benefit
 - Require street closure or day-of City services
 - Have a track record of successful events



Funding and Timeline

Request

- \$200,000 from the Residual General Fund balance
- If successful, staff may request funding to continue the program in the future

Timeline (if approved)

- Spring 2024: Application and Grant Award
- July 2024 – June 2025: Events held and grants disbursed



Comments and Questions?



Tuesday, September 5, 2023