



FY 2019-20 Tourism and Special Event Grant Guidelines

Purpose:

The City Council will allocate funds to provide financial support for activities associated with promoting Livermore's downtown, the wine country, and events that:

- promote Livermore as a destination
- produce an economic benefit to Livermore and the region, and
- generate tourism in Livermore

Program Guidelines:

1. An application must be filled out and submitted to the Special Event Review Board within the dates of the application period.
2. Preference will be given to requests for events that directly benefit downtown businesses, local wineries and to events that provide enrichment as well as generate the largest attendance (minimum of 1,000 expected attendees) and encourage tourism to the area.
3. Grants cannot exceed fifty percent (50%) of the total event expenses. Groups must demonstrate that at least fifty percent (50%) of the event expenses will be generated from other sources.
4. Grant payments are issued after the event. In order to receive grant payment, grantee must: 1) be able to demonstrate that the event met the required minimum number of attendees (photos or other verification may be requested); and 2) must submit receipts for approved expenses to the Events Coordinator.
5. Funds will be granted only for expenses related to the event, including but not limited to advertising, marketing, transportation, safety and security, rental of equipment or venue, and miscellaneous supplies. Funds will **not** be granted for items that will be given away or sold in connection with the event, or for salaries associated with event planning and administration or for speaker or guest honorariums.