

# *City of San José, California*

## **COUNCIL POLICY**

<b>TITLE</b> ASSISTANCE TO NON-PROFIT ORGANIZATIONS FROM SAN JOSE PARTICIPATING IN EVENTS OF NATIONAL PROMINENCE	<b>PAGE</b> 1 of 2	<b>POLICY NUMBER</b> 1-2
<b>EFFECTIVE DATE</b> October 13, 1970	<b>REVISED DATE</b> February 17, 1981	
<b>APPROVED BY COUNCIL ACTION</b> Oct. 13, 1970 and Feb. 17, 1981 (Council Referral #2-17-81-9d)		

### **BACKGROUND**

Requests have been received from various organizations for financial assistance to enable participation in events of national significance. It is desirable to establish certain guidelines for the granting of such assistance.

### **PURPOSE**

It is the intent of this policy to define the qualifications and conditions necessary to receive assistance under the program.

### **POLICY**

In order to provide identification and promotion of the City of San José at the national level, the Council recognizes the desirability of encouraging participation of organizations recognizable as representatives of the citizens of San José in events of national prominence. The objective of such sponsorship is the attainment of national publicity attendant at such events.

#### **A. Qualifications of Participating Organizations**

1. Non-profit in nature.
2. Representative of a broad element of the community (i.e. school, athletic team, cultural group).
3. Oriented toward organized unit or team activity (i.e. marching band, choral group, athletic team, fixed visual displays).
4. Non-discriminatory in membership and participation.

#### **B. Qualification of Events**

1. Invitational rather than voluntary participation.
2. Sufficient significance to warrant national attention and publicity.
3. Broad public appeal and open to the public, and for the public benefit.

#### **C. Funding**

1. Maximum amount available is \$1,000 for one event, or a total of \$1,000 for two events in twelve months. Source of funds is the Special Promotional Fund (portion of Transient Occupancy Tax Fund).
2. Assistance for out-of-town parades shall be limited to \$2,000 maximum for in-state and \$3,000 maximum for out-of-state. Source of funds shall be from the City Clerk's Parades and Celebrations account.

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**D. Conditions and Participation**

1. The flag of the City of San José, provided by the City Clerk upon Council authorization, is to be prominently displayed in relationship to the activities of the group being sponsored. The organization accepts full responsibility for the care, maintenance, and return of the City flag to the City Clerk.
2. As potential representatives of the City, applicants may be required to submit evidence of past behavior which could be indicative of their ability to reflect credit upon the City.

**E. Administration of the Program**

1. The Office of the City Manager is responsible for receiving, investigating and recommending to Council on all applications for assistance under this policy.
2. Applications for assistance shall be filed in accordance with Council Policy #5-2, Parades and Celebrations when applicable.