



FY21 General Operating Support Application
Narrative

I. Organization Description

1. Please describe your event. Be sure note your intended audience/community and how your event serves them. *{3,000 character limit, including spaces}*

II. Quality of Work

1. How does your event add vibrancy to the City? Why is your event important to the cultural fabric of the City? *{1,800 characters with spaces}*

III. Defined Audience

1. Describe your community engagement efforts. How do you determine the number of attendees? *{1,800 characters with spaces}*

2. Describe your marketing and promotional efforts. *{1,800 characters with spaces}*

IV. Administration

1. Describe the role and function of your board and/or advisory committee. Be sure to note frequency of meetings, a general overview of the planning process, and the different stakeholders involved. *{2,200 characters with spaces}*

2. What is the most challenging element of producing your event? {2,200 characters with spaces}

Route/event footprint information will be requested as an attachment.