Special Event Co-sponsorship Program
Application Guidelines FY 2022

The Ybor City Development Corporation Inc. created the Special Events Co-sponsorship Grant Program in 2006 as an economic development tool to help further Ybor City's Community Redevelopment Plan and remedy slum and blighted conditions present in the Ybor City Historic District. The grant program incentivizes promoters to host daytime, family-friendly, arts and cultural events that will support the local economy, attract new business development and investment as well as promote a positive perception of Ybor City. The Community Redevelopment Agency of the City of Tampa approves the annual Ybor CRA 1 grant program and the Ybor City Development Corporation Inc. is the administrator.

In addition to the Ybor Community Redevelopment Plan, the recently completed Ybor City Vision 2020 Plan and Strategic Action Plan supports attracting and funding special events as part of a comprehensive arts and cultural strategy. Ybor City's cultural heritage, historical character, unique architecture and concentration of businesses make it an especially attractive location for events. Events programmed here go from district-wide festivals that consume the historic district to smaller parochial events that do not require a street closure. The district also is home to Centennial Park, a special events venue in the heart of Ybor City.

In addition to the grant program, YCDC provides the following assistance:

- Marketing and cross-promotion of event via Ybor FLASH and on social media platforms;
- Posting events to the district calendar, on website and on printed district posters;
- Coordination of city-sponsored services and event layout;
- Access to the YCDC YES Team contractor for supplemental clean-up services, for a fee; and
- Public restroom facilities in the City garages and Centennial Park with security

When considering an event, applicants should consult local calendars of events to insure date availability and contact the City Special events office regarding permitting.

- City of Tampa Special Events Office: www.Tampagov.net/SpecialEvents
- Ybor City Development Corporation: www.YborCityOnline.com.

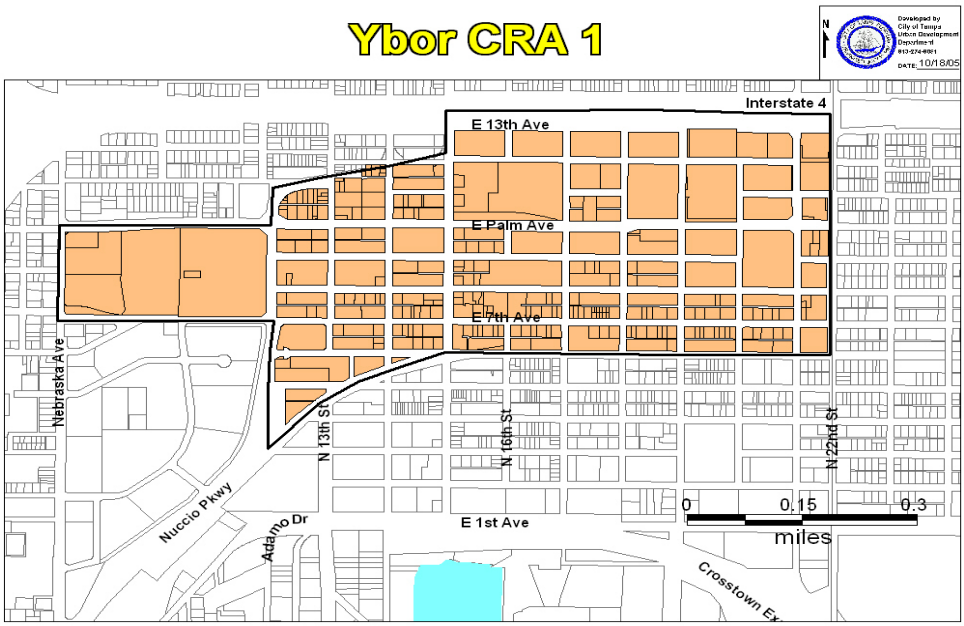
YCDC Special Events Co-sponsorship Grant Program Criteria:

I. Award Information:

This is a reimbursement grant program and awardees must provide proof of paid receipts to support their approved budget and from the event that occurred in the designated fiscal year. The FY21 program budget is $175,000 and applicants can apply for **up to $10,000 per special event.** The committee will determine funding level for a district wide holiday event up to $35,000.

II. Eligibility:

A. Event must take place in the Ybor City Community Redevelopment Area 1 in a publicly visible location.



B. Event must take place between October 1, 2021, and September 30, 2022.

C. Applicant must be legally incorporated as a not-for-profit corporation, with a designated tax exempt status under section 501(c)(3) or 501(c)(6) of the United States Internal Revenue Code and registered with the State of Florida Division of Corporations (www.sunbiz.org).

D. Event organizers can apply for the same event for a total of three years that started with the FY19 grant program year.

E. Events must be inclusive (no limits on who can attend or purchase tickets) and ADA accessible.

F. Events receiving City of Tampa co-sponsorship services are eligible to apply for this co-sponsorship grant program.

G. Events can be a one-day event, a multi-day event occurring on consecutive days, or a related series of events over an extended period.

H. Eligible events must satisfy <u>at least one</u> of the following criteria:
   1. Reinforce Ybor City's cultural roots and/or historical attributes.
   2. Be family-oriented and attract daytime and/or early evening crowds.
   3. Maintain and improve Ybor City's traditional events.
   4. Celebrate the arts.
   5. Promote Ybor City's holiday season.

I. Examples of eligible events:
   a. Art festivals
   b. Local food festivals
   c. Film festivals
   d. Music festivals
   e. Local community historic and cultural events
   f. Local business summer sidewalk sale

J. Event organizers must be able to obtain all applicable permits, conform to the rules imposed by the City and market their event in a positive, responsible manner.

K. All grant awardees must complete the following:
   a. Grant award letter acceptance.
   b. Grant reimbursement form per approved budget and supported with paid receipts.
   c. Post-event evaluation form to receive grant funds and apply for future grant applications.
   d. Proof of YCDC logo placement in all marketing and promotional materials
   e. Five high-resolution (JPG) event photos.

III. <u>Restrictions:</u>

A. <u>Ineligible events</u> include the following:

   1. Trade shows, conventions, conferences, workshops, classes etc.
   2. Annual lunches, galas, conferences, holiday parties, etc.
   3. Class or family reunions
   4. Beauty pageants
   5. Events organized around political or religious purposes
   6. Festivals or events based solely on alcohol, drugs, sexually oriented content, etc.

B. Grant funds <u>cannot</u> be used for the following:
   a. Application preparation
   b. Food & beverage, including alcohol
   c. Staff costs (i.e. salaries, stipends, etc.)
   d. Equipment or fixed assets including building, renovation or remodeling of facilities
   e. Lodging / accommodations
   f. Travel or transportation-related expenses (gas, parking receipts, rental cars)
   g. Repayment of prior debt or deficit reduction, debts, contingencies, fine and penalties, interest and other financial costs.
   h. Charitable contributions or donations.

IV. Evaluation

A. Application Deadline and Staff Review

Applications must meet the grant cycle deadline for funding considerations. Applications will be date stamped and can either be submitted by email or dropped off in person to the office. All applications must include an electronic PDF copy of the application. Staff will review all applications submitted for completeness and consistency with the program objectives.

B. Grant Committee

The appointed YCDC Grant Review Committee will review all applications and decide funding recommendations at their publicly noticed meeting. All applicants are encouraged to attend the meeting and be available to answer any questions that arise. The Committee recommendation is forwarded to the YCDC Inc. Board for final approval. The YCDC Inc. Board has full discretion and authority when deciding final funding recommendations regardless of the Committee's recommendations.

C. Scoring Criteria:

The Committee has employed a points-based system totaling 100 points to rank and score event applications. Five categories make up the application and, in the past, each section was 20 points. The five categories are as follows:

1. Project Description & Type of Event
2. Goals of the Project/Event and its History/Track Record in the Community
3. Target Audience, Estimated Attendance, Economic Impact Short- and Long-term
4. Outreach/Community Partnerships & Contributions Committed/Received
5. Proposed Grant Budget & Use of Grant Funds

D. Grant Funding Recommendations:

The Committee has employed several methods to make grant funding recommendations since the program's inception. Their method can change year-to-year at their discretion and depending on the fiscal year's program budget. Here is a methodology utilized in recent years:

1. Eliminate the high and low individual member scores prior to establishing the average score for each application.
2. Establish a funding threshold based on scores and eliminate low scoring applications.
3. Each committee member assigns funds to each application and then averages that amount to determine grant award.

E. Grant Disbursement

1. This is a reimbursement grant program. Disbursement will take place once 30 days has passed since the event date and all required information is received.
2. Grant award disbursements must be completed within the approved fiscal year and one-year from date of grant approval.

APPLICATION INSTRUCTIONS:

1. Applications must be legible and completed on the official application, not on a separate form. An online fillable PDF file copy of application is available. Visit YCDC webpage at www.tampagov.net/ycdc and click on YCDC Special Events Co-sponsorship Program to download the application.

2. Completed application packets shall include a PDF e-version:

    a. Application form (to include project budget and event plan)
    b. Post event evaluation form (if received prior YCDC special event grant funding)
    c. Non-profit organization articles of incorporation, mission statement and list of directors
    d. Most recently filed IRS Form 990, if applicable
    e. Organization financials for the past two years
    f. Two letters of support
    g. Additional materials: (i.e. marketing/promotional materials, event collateral)

3. Applicants are encouraged to submit their applications as early as possible, as the review process is first-come, first–serve basis.

4. **DEADLINE: Friday, July 30, 2021 by 5:00 p.m.**

DELIVER APPLICATION:

IN PERSON:

Ybor City Development Corporation
City of Tampa
2015 E. 7th Avenue
Tampa, FL 33605

OR

EMAIL:

Brenda Thrower at Brenda.Thrower@tampagov.net

All applications must be received by the deadline and will be date-stamped.

Special Event Co-sponsorship Application

INSTRUCTIONS

This application must be legible (type preferred). Please read each question carefully and respond in the space provided. For questions, please contact the Ybor City Development Corporation office at (813) 274-7917 or via email at brenda.thrower@tampagov.net.

Event Name: _____

Event Date & Time: _____

Request (Max $10K) _____

Non–Profit Organization Name: _____ **Federal ID**:_____

Head of Organization and Title: _____

Mailing Address: _____

Phone Number: _____**Website:** _____

Contact/Promoter Name: _____ **Email**: _____

Name(s) of all Persons Managing the Event: _____

_____

_____

EVENT INFORMATION:

a) Type of event:

- ☐ Run/ Walk
- ☐ Street Festival
- ☐ District Parade
- ☐ Other: _____
- ☐ Art Event
- ☐ Centennial Park
- ☐ Holiday Event/Parade

b) General event location and street closures, if any: _____

_____

_____

A. Describe the event (new event or existing, free or ticketed). ***20 Points***

B. Describe the goals of the event and how it meets the criteria in Section II.H. Also, describe the event's history and track record in community, if any. ***20 Points***

C. Describe your event's target audience, estimated attendance and short-term/long-term economic impact to the Ybor City Community Redevelopment Area. ***20 Points***

D. List any community partners, their financial commitments and/or "in-kind" contributions in support of the event ***20 points***

E. Proposed grant expenditures	20 Points

BUDGET EXAMPLE:

BUDGET ITEMS	*YCDC Grant Fund Request*	*Other Funding Sources*	*Total*
Rentals (venue, tables)	*$2,000.00*		*$2,000.00*
Extra Duty Police	*$500.00*		*500.00*
Entertainment		*$2,000.00*	*$2,000.00*
Marketing & Promotion		*$500.00*	*$500.00*
Total Budget:	***$2,500.00***	***$2,500.00***	***$5,000.00***

APPLICANT EVENT BUDGET

BUDGET ITEM	**YCDC Grant Fund Request**	**Other Funding Sources**	**Total**
TOTAL BUDGET	$	$	$

F. Describe specifically how YCDC grant funds will be used. (Address each budget item)

_____
_____
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G. Estimated Income. Please list all sources of anticipated income including ticket, wristband sales, sponsorships, private support, fundraising events, grants and other revenue sources.

INCOME ITEM	**INCOME SOURCE**	**AMOUNT**
Ticket/Wrist band Sales		**$**
Sponsorships/Private Support		**$**
Fundraising Events		**$**
Other Grants		**$**
Other Revenue Sources		**$**
		$
		$
SUB TOTAL INCOME		**$**
YCDC Grant Request		**$**
TOTAL		**$**

Attach Organization's Financials:
____ IRS Tax Form 990 (most recently filed one), if applicable
_____ Past two years organizational financials/budgets

CERTIFICATION

I hereby certify that the information included in this application is correct.

(Non-profit organization president's signature required.)

President Name: _____
(print)

_____
(signature)

Title:_____ Date: _____

(Non-profit organization financial officer's signature required.)

Officer's Name: _____
(print)

_____
(signature)

Title:_____ Date: _____