



Event Grant Program For Fiscal Year 2012

Application Guidelines

Tampa's Downtown is quickly becoming a popular place to hold an event or festival. Events and festivals consist of both large and small happenings attracting thousands of participants to Tampa's urban core annually. The Tampa Downtown Partnership initiated the Events Grant Program in order to encourage organizations to bring their events to downtown Tampa.

Hosting an event in Tampa's Downtown makes for the perfect setting. As Tampa becomes a more urban community, residents and visitors enjoy the dense surroundings only found in a downtown. Nevertheless, holding an event or festival in downtown Tampa does present certain unique challenges. These can include, but are not limited to:

- Impact On Downtown Neighborhoods
- Street Closures And Times
- Vendors
- Streetcar And Other Transit Coordination In Certain Areas Of Downtown
- Public Restrooms Availability
- Banners
- Maintenance / Clean-Up
- Alcoholic Beverage Zoning Issues

The Tampa Downtown Partnership is a private, not-for-profit 501(c)(6) organization that administers the Special Services District (SSD) Program. In addition to Tampa's Downtown Guides and Clean Team, the Tampa Downtown Partnership works to promote downtown through marketing, business development, transportation and beautification efforts. The Partnership has a long history of supporting downtown's revitalization, a broad constituency, and strong relationships with many community stakeholders.

The Tampa Downtown Partnership stands ready to assist with the marketing and awareness building of your event. Assistance can include:

- Monday Morning Memo: A weekly newsletter sent to subscribers. Monday Morning Memo is an excellent way to make people aware of your event as well as any temporary disruptions your event may cause on downtown residents, workers and visitors.
- Downtown Traffic Alerts: Sent out on an as needed basis, traffic alerts go directly to subscribers of the alerts service, as well, they are posted on the Partnership's Web site, www.tampasdowntown.com.
- Online Events Calendar: Your event can be registered on the Partnership's online events calendar. The calendar allows viewers to read a description of your event, map its location and contact you for more details via a link to your Web site.
- Tampa's Downtown Guides and Clean Team: For an additional charge, Tampa's Downtown Guides and Clean Team are available to provide supplemental services for your event, from hospitality to maintenance and clean-up.

- Public Relations: Full comprehensive promotion of your event is encouraged and is the responsibility of the promoter/organizer. The Partnership may send out notices to the media of your event.

I. Award Information:

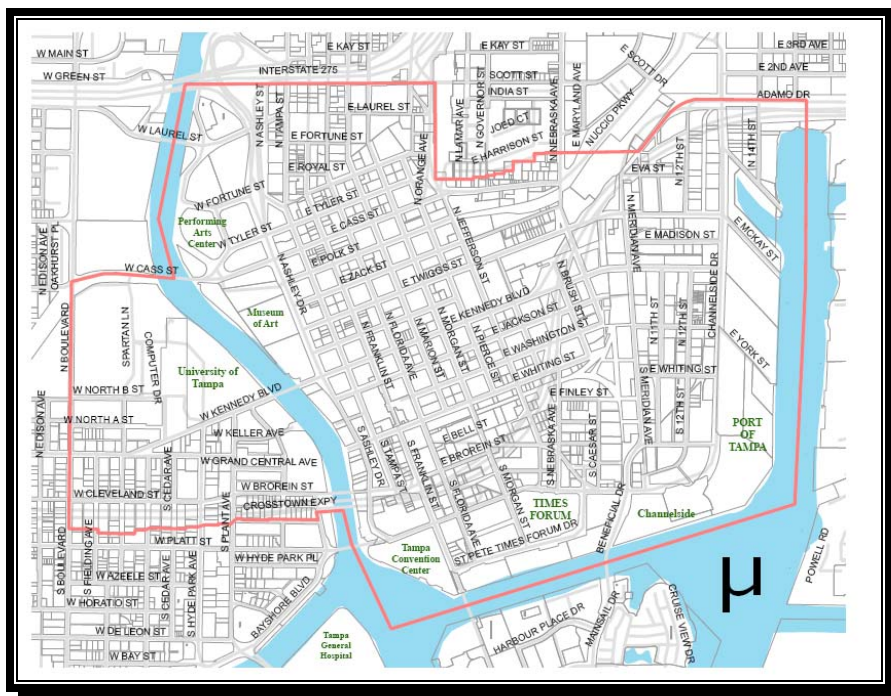
This grant program is administered on a **reimbursement basis**. The funds will be provided to the organization upon presentation of receipts to the Tampa Downtown Partnership. The maximum amount an event can receive, based on review and approval by a subcommittee of the Special Services District (SSD) Advisory Committee, is 20% of the total event budget, with a maximum of \$5,000.00 (for applicable expenses). Funds from this program can be used for operational and/or marketing purposes only. Applicants should be prepared, if requested, to make a presentation to the SSD Advisory Committee and/or subcommittee. Awards are considered on a “first-come, first-serve” basis. Approval can take up to 60 days from date of submission.

II. What Can Event Grant Funds Be Used For:

- ✓ Marketing
- ✓ Advertising
- ✓ Rental of Facilities
- ✓ City of Tampa Services
- ✓ Rental of Equipment
- ✓ Liability Insurance
- ✓ Maintenance Services

III. Eligibility:

- A. Event must take place within the Special Services District (see map)



- B. Event must take place between January 01, 2012 and January 31, 2013.
- C. Event organizers must apply to the City of Tampa's Special Events Department if the event is taking place on public property owned by the City of Tampa or will involve city services. Proof of acquisition of a City of Tampa permit is required. City co-sponsorship is not required.
- D. Event can be a new event or an expansion of an existing event.
- E. Event should help reinforce Tampa's Downtown as a vibrant inclusive community.
- F. Event must be open to the public.
- G. Preference will be given to Not-For-Profit organizations as defined by Internal Revenue Service statute.
- H. Event promoter must conform to the rules imposed by the City and market the event in a responsible manner.
- I. Event must address at least one of the following components:
 - 1. Support downtown's merchants/restaurants, service providers, and/or entertainment venues.
 - 2. Be family-oriented or attract daytime and/or early evening crowds.
 - 3. Maintain and improve downtown Tampa's traditionally convened events taking place within the Special Services District.
 - 4. Promote the Arts.
- J. Event organizers must have accountability and responsibility among the following:
 - 1. Management of the event.
 - 2. Coordination with all effected property owners.
 - 3. Coordination with law enforcement to insure the public's safety.

Restrictions:

- 1. If using City of Tampa property, a city permit must be on file prior to the event. Please include a copy of the permit with the event grant application, if it has already been processed by the City of Tampa.
- 2. Grant funds cannot be used for purchase of food or beverages.
- 3. Grant funds cannot be used for purchase of major equipment or fixed assets (capital items).
- 4. Grant funds cannot be used as paid salary for event organizers.

Instructions for Completing Application:

- 1. Application must be legible and completed in full on the official application, not on a separate form (unless additional space for completion is necessary) an online PDF copy of the application is available. Visit the Tampa Downtown Partnership's website, www.tampasdowntown.com and click on "The Partnership" and then "Services/Programs" to download the application.
- 2. Supporting documentation, such as marketing materials, is limited to five (5) pieces.
- 3. For items under Section G in the application:
 - a. Expenditures listed in Section G must be described with enough detail to clearly explain what is being proposed. Include any supplies, equipment, professional services, postage, printing costs, training costs, and any other related expenses.
 - b. Do not include fixed assets in budget calculations.
 - c. Include copy of City of Tampa events application (when applicable).

Application Deadlines:

Event Grant Applications should be submitted to the Partnership no later than sixty (60) days in advance of the event date in order to allow enough time for the approval process. The following dates should be used as a timeline for event grant submissions.

Event Date:	Event Grant Application Deadline:
December 1, 2011 – January 14, 2012	November 10, 2011
January 15, 2012 – March 15, 2012	December 15, 2011
March 16, 2012 – April 15, 2012	January 19, 2012
April 16, 2012 – May 15, 2012	February 16, 2012
May 16, 2012 – June 15, 2012	March 22, 2012
June 16, 2012 – July 15, 2012	April 19, 2012
July 16, 2012 – August 15, 2012	May 17, 2012
August 16, 2012 – September 15, 2012	June 21, 2012
September 16, 2012 – October 15, 2012	July 19, 2012
October 16, 2012 – November 15, 2012	August 16, 2012
November 16, 2012 – December 15, 2012	September 20, 2012
December 16, 2012 – January 31, 2013	October 18, 2012
Events approved for the 2012 Event Grant Program must occur before January 31, 2013. Dependent on available funds at the end of 2012, events taking place between January 1, 2013 and January 31, 2013 may be approved for allocation from the 2013 Event Grant Program.	
January 1, 2013 – February 15, 2013	November 15, 2012

DELIVER APPLICATION TO:

**Tampa Downtown Partnership
400 N. Ashley Drive, Suite 2125
Tampa, FL 33602**

Questions:

Phone: 813-221-3686

www.tampasdowntown.com



2012 Event Grant Application

INSTRUCTIONS

This application must be written legibly and completed in full on the official application. Please complete each section of the application. Read each question carefully and respond in the space provided. Instructions for the Tampa Downtown Partnership Special Event Grant Application are available by contacting Lynda Remund at (813) 221-3686 or via email at Lremund@tampasdowntown.com

Today's Date: _____ Estimated Attendance: _____

Event Name: _____

Date of Event: _____ Event Start Time: _____ Event End Time: _____

Event Location(s): _____

Funds Requested (Max Request is 20% of total event budget or \$5,000.00): _____

Contact Person/Promoter Name: _____

Phone number: _____ Email address: _____

Organization Name: _____

Mailing Address: _____

Phone Number: _____ Email/Website address: _____

Head of Organization and Title: _____

Has the organization named above been legally incorporated in the state of Florida and in good standing? Yes _____ No _____

If yes, please provide the Federal Identification Number? _____

Has this organization obtained event insurance? Yes _____ No _____

Insurance Requirements: Event coordinators and all related parties must provide the Tampa Downtown Partnership with evidence of insurance to include the following:

- GL (and auto if applicable) - Tampa Downtown Partnership shall be named as Additional Insured.
- WC - Waiver of Subrogation in favor of Tampa Downtown Partnership.
- Proof of insurance must be presented to the Tampa Downtown Partnership 30 days or sooner prior to the event.

EVENT INFORMATION:

a) **Type of Event:** Parade _____ Block Party _____ Road Festival _____ Exhibition _____

Other _____ Define Other: _____

b) **Street closures, if any:** _____

A. Describe the event.

B. Describe the goals of the event.

C. Describe how the event meets the criteria outlined under Eligibility, Section III. I.

D. Who is the event's target audience?

E. Describe the expected economic impact this event will have on downtown Tampa. Please include any anticipated media exposure or past statistics if this event has occurred before.

CERTIFICATION

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

(Organization President's signature required)

Officer's Name: _____
(print)

(sign*)

Title: _____ Date: _____

(Organization Financial Officer signature required)

Officer's Name: _____
(print)

(sign*)

Title: _____ Date: _____

****By signing above, I understand and acknowledge that this application is potentially subject to Florida's public records laws. Therefore, I recognize that this application and any documents presented to the Tampa Downtown Partnership regarding this application for grant funding purposes may be supplied upon request to any parties that request copies.***