



Event Grant Program For Fiscal Year 2010

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 will 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: Your event can utilize the services of one or both teams as a supplemental service for additional charges.
- Public Relations: The Partnership will send out notices to the media of your event.

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.
- 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 should have accountability and responsibility among the following:
1. Management of the event.
 2. Coordination with all effected property owners.
 3. Coordinate 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 this permit if it has already been processed by the City of Tampa.
2. Funds cannot be used for purchase of food or beverages.
3. Funds cannot be used for purchase of major equipment or fixed assets (capital items).

Instructions for Completing Application:

1. Application must be legible. 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 E:
 - a. Expenditures listed in Section E 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. Please be sure to provide quotes or other documentation to explain each line item.
 - c. Do not include fixed assets in budget calculations.
 - d. Copy of City of Tampa events application (when applicable).

DELIVER APPLICATION TO:

**Tampa Downtown Partnership
601 N. Ashley Drive, Suite 1100
Tampa, FL 33602**

Questions:

Phone: 813/221-3686

www.tampasdowntown.com



2010 Event Grant Application

INSTRUCTIONS

This application must be written legibly. 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 calling (813) 221-3686 or via email at payres@tampasdowntown.com.

Event Name: _____

Funds Requested (Max Request is 20% of event budget): \$ _____

Organization Name: _____

Mailing address _____

phone number _____ **email address:** _____

Head of Organization and Title: _____

Contact Person/Promoter Name: _____

Mailing address _____

phone number _____ **email address:** _____

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

If yes, what is the Federal Identification Number? _____

Has this organization obtained event insurance? Yes _____ No _____

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

- GL & Auto - 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 _____ Other _____

G. Estimated Income. Please list all sources from which income is expected.

Income	
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
SUBTOTAL CASH INCOME	\$
TDP GRANT REQUEST	\$
TOTAL	\$

H. Sponsorship

Does your event offer sponsorships? Yes_____ No_____

If you marked yes, please attach a sponsorship level form to your application describing the benefits associated with each level or use the area below to describe the various levels and benefits of sponsorship. The Tampa Downtown Partnership ***must*** be named a sponsor of the event based on the various levels of sponsorship available commencing it to the approved grant amount:

I. Post Event Tracking Report – Reimbursement Requirement

With submission of your receipts, please provide a brief summary of how your event impacted downtown Tampa.

Please initial in the space provided acknowledging that you understand this requirement of reimbursement: _____

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.***