

# Titusville

## Community Redevelopment Agency

### Special Event Grants and Aids Guidelines, Application and Evaluation Forms

#### **Mission**

*The CRA established a Grants and Aids Program to assist existing businesses and organizations in generating positive regional publicity for Titusville and to help establish and promote worthy community and business goals intended to increase the flow of business and tourism dollars into the downtown areas.*

*The CRA will consider funding applications from the private sector as well as non-profit agencies. Funds will be allocated based on the individual merit of each project.*

#### **Eligible Organizations**

To be eligible to apply for CRA funds a non-profit, tax-exempt, Florida Corporation must provide the following information:

- a. Incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes a minimum of two (2) years prior to application deadline date; and,
- b. Headquartered in Brevard County a minimum of two (2) years as of application deadline date; and
- c. Designated as a tax-exempt organization defined in section 501(C) (3) of the Internal Revenue Code of 1954, as amended, a minimum of two (2) years prior to application deadline date.

Civic organizations that do not meet the criteria for non-profit organizations (above) may be considered. Information as to the history and purpose of the organization must be provided, as well as rationale supporting the ability of the organization to coordinate the event and an explanation of the use of any CRA funds. The CRA may require additional stipulations on the use of CRA funds for civic organizations that do not meet the criteria for non-profit organizations above.

Private sector organizations may be eligible for assistance when it can be demonstrated that the multi-day event will have a significant economic impact to merchants within the CRA district, and when at least fifty percent (50%) of net proceeds are distributed to non-profit organizations.

Individual merchants or the Downtown Titusville Merchants Association are also eligible for assistance where it can be demonstrated that the event will have a significant economic impact to businesses within the CRA district. Potential impacts shall accrue to businesses greater than the number and kind of businesses coordinating the event; that is assistance shall not be granted for events that benefit only those businesses applying for CRA funding.



## Procedure

1. Applicants obtain and complete an application.
2. The applicant must attend a meeting with a CRA representative to review application prior to submittal to assure compliance.
3. Applicants are required to submit requests no later than June 1<sup>st</sup> annually except for applicants eligible under #14. **For FY2012-2013, all funding requests will be eligible for review if the event is no less than six (6) weeks from the date of approval by the CRA. After receiving funding the first time, future funding requests must be applied for as an annual application as outlined in the Grants and Aid Program.**
4. If the event and the applicant are eligible and meet the requirements as outlined, the CRA Special Event Grant Advisory Committee will make a recommendation based on the merit of each individual project on potential funding to the CRA Board.
5. Funds will be allocated based on the results of the grant evaluation criteria review by the CRA Special Event Grant Advisory Committee.
6. Approved applicants will be invited to answer questions from the CRA Board at the scheduled meeting.
7. Funding will begin in the new fiscal year starting October 1<sup>st</sup> annually.
8. Awards are granted at the sole discretion of the CRA Board.
9. Typically, funding will occur no more than once a year for three (3) years. Annual approval may occur for three (3) years with prior understanding that an event will occur multiple times in a single year.
10. The CRA Board may consider an additional three years of Grants and Aids Program support to an event if the event is substantially expanded.
11. Applicants will receive notification by mail of the CRA funding decision within two weeks of the meeting.
12. Funds will be disbursed upon deliverance of appropriate receipts and documentation for actual costs incurred.
13. The CRA Board may, but is not obligated, to provide up front funding for start-up events or organizations if they believe it is warranted. In this case, the CRA will pay the expenses directly.
14. Other than the June 1 deadline, single events may be considered and approved for CRA funding of promotional expenditures under the following conditions:
  - a. The event must be no less than six (6) weeks from the date of approval by the CRA.
  - b. The event must not have received prior CRA funding.
  - c. After receiving funding the first time, future funding requests must be applied for as an annual application as outlined in the Grants and Aid Program.

### **Special Event Grant Advisory Committee**

The Special Event Grant Advisory Committee shall be comprised of seven (7) members, with each member of the CRA appointing one (1) member. The Committee member appointments shall be made annually.

No member of the Special Event Grant Advisory Committee shall be eligible to receive funding through this program. In addition, if a member of the Special Event Grant Advisory Committee is a member of a non-profit organization applying for funding, the Committee member shall not be eligible to participate in the discussion or ranking of the request made by the subject organization.

### **Funding Request Criteria**

*Applications will be considered & ranked, based on the following factors:*

1. Extent to which the project has publicity potential, with a ranking for local, state, regional, national and specific markets that will be targeted.
2. Extent to which the requesting organization has identified how the activity will enhance the economic vitality of the CRA district.
3. Reasonableness of total project cost and the percentage of funding requested of the CRA.
4. Identification of other private and public funding sources that have been realistically identified and for which application has been made.
5. Strength of organizational capacity and experience of the organization and event (if applicable).
6. The event does not replicate other events or is not similar to another event in type of entertainment, theme, timing, and/or target audience/participants.
7. The total score for an application shall be calculated as the total points awarded for each application divided by the number of reviewers.

### **Required Information**

*All proposals for funding must be accompanied by a complete application and the following attachments.*

1. Projected budget for the program, and samples of collateral materials or marketing efforts.
2. A complete listing of the organization's current officers and directors, including addresses and telephone numbers.
3. Samples of evaluation tools and results from prior year(s), if applicable.

4. One copy each of the following documentation:
  - a. IRS Determination letter; and
  - b. Florida Department of State, Division of Corporations Detail by Entity Name Report; and
  - c. Most recent Form 990 and Schedule A or 990EZ.
5. Demonstration of the ability to provide the following:
  - a. Insurance for the event
  - b. Appropriate support – such as lighting, street closures, portable toilets, etc.
6. Must have all requirements for event and permit completed at least thirty (30) days in advance of the event or funding is forfeited.

**Promotional costs that may be funded**

1. Promotional activities and advertising.
2. Mail outs.
3. Special Event Insurance.
4. Other approved items at the discretion of the CRA Board.
5. Expenses for a marketing consultant that are directly related to the marketing of events identified in the Grants and Aids application may be funded provided that:
  - a. The preparation of a marketing plan may not exceed \$500. Only one marketing plan will be approved for each applicant group regardless of the number of Grants and Aids grants that are approved.
  - b. The cost of the consultant for implementing the plan may not exceed the cost of purchasing the advertisements outright. The consultant shall be required to provide documentation for meeting this standard.

**Prohibited use of funds**

1. Operating expenditures including salaries or other compensation.
2. Professional services including but not limited to legal, medical, engineering, accounting and auditing.
3. Prize money, scholarships, awards, plaques or certificates.
4. Tangible personal property.
5. Interest or reduction of deficits or loans.
6. Travel expenses.
7. Alcoholic beverages.

# Community Redevelopment Agency Special Events and Promotional Assistance Application

*Please submit this application by June 1st annually.*

Date Submitted \_\_\_\_\_ Date Approved \_\_\_\_\_

Name of Business or Organization \_\_\_\_\_

Address \_\_\_\_\_

City and Zip Code \_\_\_\_\_

Contact Person/Title \_\_\_\_\_ Phone \_\_\_\_\_

Projected Budget \_\_\_\_\_ Amount Requested \_\_\_\_\_

Estimated Project Start Date \_\_\_\_\_ Estimated Project End Date \_\_\_\_\_

Has this event received past CRA funding? \_\_\_\_\_

If yes, please provide the year(s) of assistance and amount received. \_\_\_\_\_

*Please provide the following information as part of the application packet.*

1. Projected budget for the program.
2. A complete listing of the organization's current officers and directors, including addresses, telephone numbers
3. Organization's most recent IRS filing (unless the organization is less than one year old)
4. Fictitious Name filing
5. Listed application question responses.

Signature of Organization's Chief Official: \_\_\_\_\_

*Please complete all the following questions in the space provided. Attach additional sheets if you need more room.*

1. Describe the event and target attendees. What aspects of the event make it a good candidate for CRA funding?

2. Explain the extent to which the project has publicity potential and identify the markets---local, regional, state, national specific---that will be targeted.

3. Identify how the activity will enhance the economic vitality of the CRA district.

4. What other funding sources have been identified, requested, or obtained?

5. Explain the total project cost and how funding from the CRA will be utilized. Indicate what percentage of the project the CRA funds represent. If there are net proceeds from the event, how will the proceeds be utilized?

6. Provide a brief summary of the history of the organization and event for which the CRA funds are being requested. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

7. If this is a new program/event, please explain the long-term goals and desired outcomes. If up-front funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.



# Community Redevelopment Agency Special Events and Promotional Assistance

## **Project Evaluation and Payment of Funds**

*Each event applicant awarded funds by the CRA must submit a completed Event Evaluation Form and Profit/Loss Statement **within 30 days after the final date of the event**. Failure to comply will result in the withdrawal of the award. If you find that, you are unable to submit the Event Evaluation Form within 30 days due to vendor billing dates, contact a CRA representative.*

Project Description/Name: \_\_\_\_\_

Date(s) of the Event: \_\_\_\_\_

How many times has this event been held? \_\_\_\_\_

Estimated attendance: \_\_\_\_\_

Estimated economic impact to downtown merchants: \_\_\_\_\_

Briefly explain the methodology for determining economic impact: \_\_\_\_\_  
\_\_\_\_\_

Total expenditure for this event: \_\_\_\_\_

Amount spent on advertising: \_\_\_\_\_

How were the CRA funds spent? \_\_\_\_\_  
\_\_\_\_\_

Media used for paid and sponsored advertising: \_\_\_\_\_  
\_\_\_\_\_

Area of impact for paid/unpaid advertising and publicity:

10-mile radius Yes \_\_\_\_\_ No \_\_\_\_\_

50-mile radius Yes \_\_\_\_\_ No \_\_\_\_\_

100-mile radius Yes \_\_\_\_\_ No \_\_\_\_\_

Statewide Yes \_\_\_\_\_ No \_\_\_\_\_

National Yes \_\_\_\_\_ No \_\_\_\_\_

Was there an excess of revenue over expenses generated from this event? \_\_\_\_\_

If so, how much? \_\_\_\_\_

Please include a Profit/Loss Statement for the event

Signature/Title \_\_\_\_\_