Town of Eatonville

CRA

TOWN OF EATONVILLE COMMUNITY REDEVELOPMENT AGENCY
SPECIAL EVENTS GRANT PROGRAM POLICY

Please read carefully – only events that meet all criteria will be considered for funding.

PROGRAM OBJECTIVE

The Special Events Grant Program supports special events located within the Town of Eatonville Community Redevelopment Area ("Area"). The program provides limited reimbursable grants to organizations conducting events that will positively impact the Area and meet the Town of Eatonville Community Redevelopment Agency's ("TOECRA") goals, as set forth in the Community Redevelopment Agency's Redevelopment Plan ("Plan") for the Area provides various mechanisms for bringing people and redevelopment to the Area to alleviate blight. It specifically calls for the TOECRA to support diverse arts and cultural opportunities and to encourage a variety of events within the Area to serve a diverse population and to support events at larger venues within the Area. The Plan also calls for the encouragement of events focused on diversity and building social connections.

The TOECRA recognizes that it takes the collective efforts of many to fully implement the goals in the Plan. The purpose of this program is to provide funding through small grants to support events that promote the stated Plan goals and objectives. The TOECRA defines special events as those public events which attract attendees, take place within the Area, contribute to the unique identity and diversity of the Town of Eatonville, make the urban core a compelling destination, provide economic impact, and promote business and community involvement. Special events do not include conferences, grand openings, or ribbon cuttings, social parties or open houses, or events that are not open to the public.

ELIGIBILITY

For an event to be eligible it must:

- Occur entirely within the TOECRA boundaries (If an event has multiple locations, the CRA will only consider funding the event portion occurring within the Area);
- Be open to the public;
- Meet the objectives of the Plan and the special event definition stated above; and
- Occur ***after*** approval of any funding under this Program.

For an organization to be eligible it must:

- Be an entity registered with the Florida Department of State, Division of Corporations;
- Be an entity registered with the Town of Eatonville; and
- Not have any outstanding fees with the Town of Eatonville at the time of funding request submission.

FUNDING REQUIREMENTS

- Requests may be made for up to a maximum of $4,000* to be used solely towards the following event expenses: 1) event related marketing and promotion, 2) rentals for the event such as equipment, tents, chairs, tables, facilities, and port-o-lets, and/or 3) Town fees related to the event.
- Each entity may only receive one grant award under this Program per calendar year.
- Grant funds will be provided only for events occurring after grant submission have been approved by the TOECRA Board and the recipient has executed a grant agreement with the TOECRA and has provided evidence of required insurance to the TOECRA.
- Funds will be distributed on a reimbursement basis after the event has occurred and the TOECRA has received acceptable backup documentation

including copies of invoices and proof of payment thereof.

- Taxes incurred by the organization are not subject to reimbursement.
- All permits or licenses required for the event must be obtained in a timely manner.
- Funding is not available for religious-based events or political or campaign events.

* Funding limits

- Eligible funding amounts for free events (non-run/walk or parade)

     0 – 3,000 attendees – up to $2,000 maximum

     3,000 – 7,000 attendees - up to $3,000 maximum

     7,000 – 10,000 attendees - up to $4,000 maximum

- Eligible funding amounts for ticketed non-free events (non-run/walk or parade)

     0 – 3,000 attendees - up to $1,000 maximum

     3,000 – 7,000 attendees - up to $2,000 maximum

     7,000 – 10,000 attendees - up to $3,000 maximum

- Eligible funding amounts for run/walk events

     0 – 5,000 attendees - up to $1,000 maximum

     5,000 – 10,000 attendees - up to $2,500 maximum

- Parades

     Up to $3,000 maximum

SUBMISSION/DEADLINES

There will be two submission periods during each calendar year. Submission will be available only during these two periods each year and event funding will be considered only on the timeframes set forth in the chart below:

Submission Available	Submission Due	Event Occurring
January 1	February1	May-October
July 1	August 1	November-April

Applicants should submit one (1) original request including all required supporting documentation. Any submission that is not complete will not be considered. Any funds granted are for a specific event and are not transferable to another event or another year. If funds are available, TOECRA reserves the right to accept submissions at any time.

REVIEW PROCESS

Upon submission, TOECRA staff will review the submissions received during the applicable grant cycle to ensure compliance with the eligibility requirements. If necessary, staff may contact the applicant for points of clarification or additional information. If the required submission documentation is not submitted, the submission will not be considered unless and until all documentation is provided. Grant submissions meeting the eligibility requirements will be presented to the TOECRA Board. Funding will be recommended for submissions best meeting the program criteria stated below, based on funding availability. Those receiving funding approval will be required to enter into a grant agreement with the TOECRA.

The TOECRA reserves the right to make an award for less than the amount requested by an applicant. The TOECRA may also deny a funding request at any time. Unauthorized use of the TOECRA's logo

prior to funding approval does not guarantee funding.

EVALUATION CRITERIA

The submissions will be evaluated based on the following criteria:
- TOECRA Plan Objectives: Event implements and is consistent with CRA Plan objectives.
- Experience: History of successfully completing the requested event or a similar event(s) in the past.
- Project Impact: Number of anticipated attendees and past attendance numbers if the event occurred in past years, attendee profile (i.e. % local, % regional), degree to which event has been coordinated with surrounding businesses and community groups and degree to which they will benefit from the event, impact of the event on the Town of Eatonville's reputation as a destination.
- Marketing Strategy and Plan: Effectiveness of advertising and promotional plan, degree to which the organization comprehensively and innovatively promotes the Town of Eatonville as a destination.
- Event Budget: Complete and correct budget, percentage of amount requested v. total event budget, percentage of event budget funded by public financing, revenues to be retained by entity hosting event.

COMPLIANCE FOR FUNDING

Event organizers must be in contact with the Town of Eatonville Community Redevelopment Agency Executive Director or designee to discuss sponsorship deliverables of the event and inclusion of the TOECRA logo in event materials no less than ***45 days before the event*** or the grant funds may not be provided.

The applicant will have ***60 days from the completion of the event*** to

submit an Event Summary Form to the Town of Eatonville Community Redevelopment Agency's Division Fiscal Coordinator. The summary must include all requested information, including proof of compliance with all conditions placed upon funding. Funds are released once the event has occurred, all conditions have been met, and the event summary form has been submitted and approved with corresponding invoices & proof of payment. An invoice for the amount awarded on the organization's letterhead, along with a W9, will be required. If the deadlines are not met or the post- event documentation is not submitted, funding will be forfeited.

Questions should be directed to cra@townofeatonville.org

The Community Redevelopment Agency reserves the right to revise the information published in these guidelines and the submission.