# DOWNTOWN DEVELOPMENT BOARD SPECIAL EVENT GRANT GUIDELINES

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

## PROGRAM OBJECTIVE

The Downtown Development Board's ("DDB") Special Event Grant Program supports non-profit organizations holding special events within the Orlando Central City Neighborhood Development Area ("DDB Area"). The program provides limited reimbursable grants to those events that will positively impact the DDB and help further the DDB's mission by bringing people to the DDB Area and encouraging them to frequent both the businesses and hotels within the DDB Area.

The Downtown Development Board defines special events as those events attracting 1,000 or more attendees, are open to the public, provide free entry for all attendees, and taking place within the DDB Area. Special events do not include conferences, political rallies/parties or campaigns, grand openings or ribbon cuttings, social parties or open houses, or networking events or classes.

## ELIGIBILITY

For an event to be eligible it must:
- Occur entirely within the DDB Area (If an event has multiple locations, the DDB will only consider funding the event portion occurring within the DDB Area).
- Be open to the public.

- Free entry to all attendees.
  - Meet the objectives of the DDB and the special event definition stated above.
  - Have an attendance of more than 1,000 people for general events, and more than 5,000 for walks/runs/parades.
- Occur after approval of any funding and execution of the grant agreement under this Program.

For an organization to be eligible it must:
- Be a non- profit entity registered with the Florida Department of State, Division of Corporations, which has also received a tax exempt determination letter from the Internal Revenue Service under Internal Revenue Code Section 501(c).
- Not have any outstanding fees with the City of Orlando at the time of application.

## PROGRAM REQUIREMENTS

- Grants may only be used solely towards the reimbursement of 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) City fees related to the event.
- Each entity may only receive one grant award under this Program per calendar year.
- Grant requests may be denied or reduced due to incidents related to prior events, including but not limited to lack of trash pickup, inadequate cleaning, permitting related issues, and noise issues.
- Expected attendance will be based on prior years' attendance at events which have occurred in previous years; for new events, attendance information for similar events in prior years should be provided with the application.
- Grant funds will be provided only for events occurring after grant applications have been approved and the recipient has executed a grant agreement with the DDB and has provided evidence of required

insurance to the DDB.
- Funds will be distributed on a reimbursement basis after the event has occurred and the DDB has received acceptable backup documentation including copies of invoices and proof of payment thereof.
- Funds are paid out 30 days after receipt of the grant invoice and acceptable backup documentation.
- Taxes incurred by the organization are not subject to reimbursement.
- All permits or licenses required for the event must be obtained prior to the event in a timely manner.

Funding is not available for religious based events or political or campaign events.

## * Funding limits

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

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

    5,001 – 10,000 attendees - up to $10,000 maximum

    Over 10,000 attendees – up to $20,000 maximum

- Eligible funding amounts for run/walk events

    Over 5,000 attendees – up to $5,000 maximum

- Eligible funding amounts for parades

    Over 5,000 attendees – up to $5,000 maximum

## APPLICATION/DEADLINES

There will be two application periods during each calendar year. Applications 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:

| Application Available | Application Due | Event Occurring |
|---|---|---|
| January 1 | February 1 | June - November |
| July 1 | August 1 | December - May |

Applicants should submit one (1) original application including all required supporting documentation. Applications are available at Special Event Grants Program Downtown Orlando and must be submitted by the due date for the applicable application period. Any application that is not complete will not be considered. Any funds granted are for a specific event and are not transferrable to another event or another year.

## REVIEW PROCESS

Upon submission, DDB staff will review the applications 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 application documentation is not submitted, the application will not be considered unless and until all documentation is provided. Grant applications meeting the eligibility requirements will be presented to the Grant Review Committee, a three-person review committee, and evaluated on a competitive basis. Funding will be recommended for applications best meeting the program criteria stated below, based on funding availability. The DDB's Executive Director will review such recommendations. Those receiving funding approval will be required to enter into a grant agreement with the DDB. The DDB Executive Director is authorized to enter into such agreements on the DDB's behalf.

The DDB reserves the right to make an award for less than the amount requested by an applicant. The DDB may also deny a funding request at any time. Unauthorized use of the CRA/DDB's Downtown Orlando logo prior to funding approval does not guarantee funding.

# EVALUATION CRITERIA

The Committee will evaluate the applications based on the following criteria:

- **DDB Goals and Objectives:** Event implements and is consistent with DDB goals and objectives as stated herein.
- **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 downtown Orlando's reputation as a destination.
- **Marketing Strategy and Plan:** Effectiveness of advertising and promotional plan, degree to which the organization comprehensively and innovatively promotes downtown Orlando 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 Community Redevelopment Agency & Downtown Development Board Marketing & Communications Manager to discuss sponsorship deliverables of the event and inclusion of the DDB/CRA 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 Downtown Development Board's Division Fiscal Manager. 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.

**The Downtown Development Board reserves the right to revise the information published in these guidelines and the application form.**