



**Hillsborough
County Florida**

Cultural Assets Program

FY 2023 SPECIAL EVENTS PARTNERSHIP GRANT GUIDELINES

IMPORTANT DATES (FY2023, Cycle 1)

- **June 27, 2022** **Application Opens**
- **July 22, 2022** **Application Deadline**
(Applications due no later than 5PM EDT)
- **September 21, 2022** **Award Notification**
- **October 1, 2022** **Project Period Begins**
- **Sept. 30, 2023** **Project Period Ends**

**The above time line is subject to change.*

OVERVIEW

It is Hillsborough County's ("County") intention and desire to strengthen and promote community-wide Cultural Assets through the Cultural Assets Commission ("Commission") which is charged with growing and supporting Special Events ("Events") that encourage place-making and community-building via the Special Events Partnership Grant Program ("SEPG Program"). The SEPG Program is a grant award that supports Arts and Cultural Events ("Events") held in the County and is available only to nonprofit organizations. These Events communicate the authentic County story, activate public spaces, enrich the lives of residents and leverage private sector financial support while aligning to economic development objectives of achieving greater patron spending and maximizing visitation to our market.

ELIGIBILITY

To be eligible for SEPG Program funding, the applicant must be a nonprofit organization classified by the Internal Revenue Service as a tax-exempt, charitable organization under one of the following sections of the United States Internal Revenue Code: 501(c)(3), 501(c)(4), or 501(c)(6). To be an eligible project, the Event must:

- Be a one-day event, a multi-day event occurring on consecutive days, or a related series of events over an extended period:
- Be inclusive (no limits on who may purchase tickets or attend)
- Take place in Hillsborough County
- Be held in a publicly-visible and accessible location
- Not already receive County funding through certain County programs offered by the Arts Council of Hillsborough County or through other direct County funding arrangements. (Refer to the "Leveraging County Funding" section of this policy.)
- Charitable fundraising events are not eligible for this grant Note: Events may be ticketed or non-ticketed.

Examples of **eligible** Events:

- Art Festivals
- Local Food Festivals
- River Celebration Events
- Film Festivals
- Celebration of Local Authors
- Music Festivals
- Local Community Historic Events

Examples of **ineligible** Events:

- Trade shows, conventions, conferences, workshops, classes etc.
- Annual lunches, galas, conferences, holiday parties, etc.
- Class or family reunions
- Sporting events
- Beauty pageants
- Events organized around political or religious purposes
- Festivals or events based solely on alcohol, drugs, sexually oriented content, etc.
- Charitable Fundraisers

EVALUATION CRITERIA

All applications will be evaluated according to the criteria below which relate to the applicant's overall ability to successfully accomplish the Program Objective described earlier in these Grant

Guidelines. The Commission utilizes a points-based system to score each application based on the following criteria:

1. Administration Ability
 - Quality of the Event Plan:
 - Must include event marketing, business, and logistics planning
 - Ability to describe the target audience for the proposed event and demonstrate knowledge about how best to engage with them
 - Feasibility of accomplishing the objectives as described
 - Completeness and clarity of application
2. Fiscal Management
 - Quality of the financial plan and event feasibility
 - Explanation of how grant funds will be spent to cover the costs
 - Budget by major categories
 - Past County funding and other County funding being sought for the current application
 - The degree to which the request is reasonable
 - Demonstration of a broad base of financial support
 - Ability to raise private support, and build and establish sustainable partnerships
 - Accuracy and prudence of all budgets
3. Ability to Strengthen and Promote Cultural Assets
 - The extent to which the event:
 - Is consistent with the program objectives
 - Fosters a vibrant community
 - Creates a sense of community
 - Contributes positively to place-making
 - Catalyzes the evolution of cultural engagement and civic pride
 - Promotes the rich history, heritage, amenities, natural environment and authentic characteristics that make the County special
 - Supports the programming and use of local parks, public spaces and amenities
 - Encourages partnerships between organizations, members of the community and businesses – creates positive entanglements that drive greater collaboration among cultural assets
4. Quality of Team
 - Experience as successful event delivery agents
 - Ability to produce a well-planned and safe event, including the ability to effectively manage costs, attract event attendees, and obtain necessary permits, clearances, insurances, and event authorizations in a timely manner
 - Past event success and reliability
 - No evidence of any sustained complaints relative to past events from residents, vendors, attendees or staff
 - Financial stability of the applicant organization

5. Economic Impact and Community Benefit
 - Description of clear and measurable outcomes of the following event impacts:
 - o Attract visitors – increase tourism revenue
 - o Economic Impact of event to local vendors
 - o
 - o Promotion of the County as a destination
 - o Benefit of the event to residents - overall residents or only a benefit to a specific segment or interest
 - o Impact on the visibility and awareness of Hillsborough County internally and externally
 - o Degree to which the event has broad-based community appeal or support
6. Other Considerations
 - The following criteria may, or may not, be considered when making a funding recommendation:
 - o Whether or not the event will occur in a geographic area of the community which the County may designate from time to time for additional attention and focus
 - o Whether or not the event will occur during a time that corresponds to a “slow period” relative to other community events, conventions, or visitors in general

FUNDING

There are three (3) funding categories based on the applicant’s Event budget and ratio for required matching funds:

CATEGORY 1:

- Total event budget is less than \$100,000
- Required match of 2:1 (Applicant: County)

CATEGORY 2:

- Total event budget is less than \$500,000
- Required match of 3:1 (Applicant: County)

CATEGORY 3:

- Total event budget is at or above \$500,000
- Required match of 4:1 (Applicant: County)

Applicants will be automatically assigned to the appropriate category after review of applications.
The maximum grant award amount per event available for applicants is \$100,000.

The SEPG Program is intended for Events that are seeking to grow and enhance their offerings above and beyond their current level to significantly increase attendance, community-wide impact

and appeal. It is the intent that these partnerships are investments in noticeable growth in the Event's impact to bring greater returns to the community.

Leveraging County Funding

One of the major objectives of this grant program is to achieve funding transparency by combining County funding for existing events into one combined ask as part of the Cultural Assets Program funding award. It is encouraged that the applicant considers this Program as a "one-stop shop" for County funding support.

If the Applicant organization currently receives funding through the Arts Council of Hillsborough County's ("Arts Council") "re-grant" process for the same project submitted for this application within the same fiscal year as the Event, then the Applicant is ineligible to accept an award from the SEPG Program. However, the Applicant has the right to decline any funding offered by the Arts Council through the above named-program, making the Applicant eligible to accept an award of funds from the SEPG Program. The Applicant organization can also accept sponsorships from Visit Tampa Bay (or any County-funded organization). A sponsorship for the sake of these guidelines is defined as funding offered by that County funded organization for purposes of a specific event.

It should be noted that in cases where the proposed event does receive sponsorship revenue from a County funded organization that amount of revenue will be factored into the required ratios of Applicant sources to County sources for purposes of calculating final award amounts. As a result of these circumstances certain awards will need to be adjusted to a lower funding amount.

Required Matching Funds

Applicants must demonstrate a leveraging of the County's investment such that the ratio of other support (funding derived from non-county sources) for event costs to County investment meets the required match for the appropriate funding category. For example, if an event has total costs of \$100,000, then the applicant falls under Category 2, and the maximum grant amount the applicant is eligible for is \$25,000. The applicant must demonstrate that they anticipate \$25,000 in event costs while also documenting \$75,000 worth of matching costs to meet the 3:1 matching funds requirement. In-kind services, donated materials, and volunteer labor can total an amount that exceeds no more than 50% of an Applicant's match.

Disbursement of Funds

Grant award funds will be disbursed to the Applicant in three (3) installment payments (Payment One, Payment Two, and Payment Three) as follows:

Payment One:

The Awardee can request installment Payment One prior to the date of the Event in an amount not to exceed forty percent (40%) of the Applicants' approved grant award. In order to receive Payment One, the Awardee must submit to the County a fully completed Exhibit C, Request for

Payment Form, Exhibit D, Performance Report, and a pre-event report to include such items as: evidence of securing venue, proposed event schedule, update on talent or entertainment programming, and any material revisions to the budget or Marketing Plan for the event.

Payment Two:

The Awardee can request installment Payment Two after the Event has occurred in an amount not to exceed forty percent (40%) of the Applicants' approved grant award. In order to receive payment Two, the Awardee must submit to the County a fully completed Exhibit C, Request for Payment Form, Exhibit D, Performance Report, an event attendance report and evidence the Event occurred. Event Attendance Reports should include information such as: number of attendees, number of vendors, and summary of programmed activities, as appropriate. Documentary evidence such as video links, programs, handouts, flyers would be sufficient documentation.

Payment Three:

The Awardee can request installment Payment Three after the Event has occurred in an amount not to exceed twenty percent (20%) of the Applicants' approved grant award. In order to receive Payment Three, the Awardee must submit to the County a fully completed Exhibit C, Request for Payment Form, Exhibit D, Performance Report, and a financial report to include all actual event-related revenues and expenses.

Timing of Payment

All requests for payments, including the final request for payment, must be submitted to the County within sixty (60) days of completion of the Event. Requests for payment submitted after this date will not be honored.

Event Cancellation

If under any circumstance the Applicant fails to hold the Event and Payment One has been paid by the County, then, in lieu of paying the funds back to the County, any future proposals for events and/or awards to the Applicant may be reduced by up to the full amount of Payment One. Payment Two and Payment Three are only available after completion of the Event.

Grant Time Limits

Funding for an approved Event is limited to the period it is proposed and budgeted in the application and/or subsequent Agreement. Extensions are granted only in special cases and should receive prior written approval from the County. However, payments may be requested consistent with the payment schedule described above and with the required documentation.

There are two (2) funding cycles per fiscal year under this grant program. Applicants who apply for and receive funding in Cycle 1 (application period typically opens in June/July) are eligible to

apply for and receive funding in Cycle 2 (application period typically opens in January/February). However, all events must occur between October 1 – September 30 within the County's fiscal year. For example, the application period for Cycle 1 closes in July of 2021, therefore projects must occur between October 1, 2022 – September 30, 2022. If the application period for Cycle 2 occurs midway between these dates, the project must still occur by September 30, 2022.

APPLICATION PROCESS

Application Development

The application for this program may be modified from time to time as deemed necessary.

Call for Applications/Funding Cycle

A call for applications ("Funding Cycle") occur at least twice every fiscal year.

Application Deadlines

Applications that are not received by the Commission by the application deadline will be considered LATE and will not be eligible for consideration.

Application Review

Staff will review all applications received during a Funding Cycle for completeness and consistency with the program objectives. Additional information may be requested by Staff at any time during the internal review process. Failure on the part of the applicant to provide information at any time during the final application will result in rejection of the application for the Funding Cycle in which it was originally submitted.

Award Process

The Commission will review all applications and decide on funding recommendations at a publicly-noticed meeting. The Commission's recommendations will then be forwarded to the BOCC for final approval. The BOCC has full discretion and authority when deciding final funding amounts regardless of the Commission's recommendations.

The Commission will score applications based on the following five (5) criteria:

1. Ability to strengthen and promote cultural assets
2. Organizational capacity
3. Administrative ability and planning
4. Fiscal management
5. Economic Impact

A point system is used to score applications, and an Applicant can earn a maximum of five (5) points per category and a maximum total score of twenty-five (25) points. An Applicant’s final score is the average of individual scores submitted by each member of the Cultural Assets Commission. The Applicant’s award amount will be determined by the following formula:

Award maximum (based on total event budget) X % of top score = Award amount

<u>Total Score</u> ¹	<u>% of Highest Possible Score</u>	<u>Amount Requested</u>	<u>(Amount Requested) X (% of Highest Possible Score) = Award Recommendation</u>
25	100%	\$50,000	\$50,000
15	60%	\$50,000	\$30,000

¹Applications scoring less than 10 points will not be funded.

Funding Process (After approval by the Commission and the BOCC)

The applicants selected to receive funding must enter into a formal Funding Agreement (“Agreement”) with the County. The Agreement specifies the dollar amount awarded, outcomes that will be measured, contract duration, the terms of payment and other terms and conditions. All Agreements must be approved by the BOCC and executed by both parties prior to the Event.

BOCC AUTHORITY

The BOCC has full discretion and is the final authority as to the availability of Program funds and how available Program funds will be allotted.

HOW TO SUBMIT AN APPLICATION

All grant applications are required to be submitted by the deadline. Applicants can apply and view all Program related documents online by visiting:

<https://portal.neighborlysoftware.com/HillsboroughCountyFIEconDev/participant>

Applicants will need to create a login to access the participant portal and the grant application.