



# Hillsborough County Florida

Arts Council

## ARTS COUNCIL OF HILLSBOROUGH COUNTY SPECIAL EVENTS PARTNERSHIP GRANT

### A. ORGANIZATION INFORMATION

Please provide the following information.

- A.1. Legal Name of Applicant Organization:
- A.2. Federal ID Number:
- A.3. Grant Contact Person:
- A.4. Grant Contact Title:
- A.5. Address:
- A.6. Daytime Phone:
- A.7. Fax:
- A.8. Email Address:
- A.9. Organization Website:
- A.10. Mission Statement:
- A.11. Please briefly describe your organization:

## B. EVENT INFORMATION

Please provide the following information.

**B.1. Event Name**

**B.2. Event Date(s)**

**B.3. Location/Address of Event**

**B.4. Number of expected participants**

**B.5. Number of expected vendors**

**B.6a. Cultural Asset Highlighted.**

Please select which Cultural Asset is being highlighted and explain how your event brings the communities' attention to this asset.

- Fine Arts
- Historic
- Natural and/or Recreational
- Lifestyle, Culinary, and or/ Creative Industries

**B.6b. Please describe, in detail, the cultural asset to be highlighted:**

**B.7. Total Estimated CASH Expenses** (Please note that estimated cash expenses are the basis for the event's maximum grant amount. If final event expenses deviate substantially from the event budget submitted with the Awardee's application, or as revised as part of installment Payment One, the County, in its sole discretion, may reduce the final payment. Prior performance of applicants will be considered in scoring application submissions in determining the award.)

Detail	Anticipated Expenses
	\$0.00

**B.8. Expected Revenues (including ticket sales, cash donations and other sponsorships)**

\*Please note: DO NOT include your anticipated County SEPG grant amount in your Expected Revenues.

Detail	Anticipated Amount
	\$0.00

**B.9. Additional Government Funding, Sponsorships and/or Grants: (Provide a breakdown below)**

Detail	Anticipated Amount
	\$0.00

**B.10a. Does this event require the purchase of a Ticket or is it Free-of-Charge?**

**B.10b. What are the anticipated costs for the purchase of tickets?**

**B.11. Geographic Reach of Impact**

**B.12. Is this or will this be a recurring event?**

- If yes, how often does/will the event occur?
- If yes, when did the initial event occur?
- If yes, do you plan to continue the event in the future?

**B.13. Event History**

**B.13a. If this is a NEW event check here and continue to question B.14 below:**

- Yes
- No

**B.13b. If this is a recurring event, please provide details on past occurrences of the event for up to five years.**

Event Dates	
Location	
Est. Attendance	
Ticket Price (Refers to cost of a general admission ticket)	
Prior Special Events Partnership Grants Awarded Amount	\$0.00

**B.13c. How will this event demonstrate growth and increased impact to bring greater returns to the community over previous event occurrences?**

**B.14a. Does this event require a permit from your local government?**

**B.14b. Explain permit needed and status of same.**

## **C.EVALUATION CRITERIA**

Please provide the following information.

PROGRAM OBJECTIVE: HILLSBOROUGH COUNTY'S INTENTION IS TO STRENGTHEN AND PROMOTE CULTURAL ASSETS BY GROWING AND SUPPORTING SPECIAL EVENTS THAT ENCOURAGE PLACE-MAKING AND COMMUNITY-BUILDING EVENTS ALIGNED WITH THE COUNTY'S ECONOMIC DEVELOPMENT AND COMMUNITY PROSPERITY GOALS.

ALL APPLICATIONS WILL BE EVALUATED ACCORDING TO THE CRITERIA BELOW WHICH RELATE TO THE APPLICANT'S OVERALL ABILITY TO SUCCESSFULLY ACCOMPLISH THE PROGRAM OBJECTIVE. EACH CRITERIA IS WORTH 25 POINTS FOR A TOTAL OF 100 POINTS.

**C.1. Growth – Producing new events that impact and highlight cultural assets in Hillsborough County OR provide additional impact and enhancement to established events. (25 Points)**

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 undertakings that drive greater collaboration among cultural assets

Describe how your organization's event takes into consideration the criteria above.

### **C.2. Accessibility to the public and community benefit (25 points)**

Accessibility and Community Benefit

- Benefit of the event to residents – Is the event intended to appeal to all County residents or only a specific segment or interest?
- Attract visitors – How does the event increase tourism revenue?
- Promotion of the County as a destination – How does the event attract non-County residents?
- Impact on the visibility and awareness of Hillsborough County internally and externally – How does the event showcase Hillsborough County in a positive manner?
- Degree to which the event has broad-based community appeal or support
- Is the cost of tickets for ticketed events reasonable and does it allow for diversity and accessibility for County residents?
- Will the event be held in a geographic area of the County that is targeted for redevelopment or reinvestment?
- Is the event to be held in an otherwise “slow period” during the calendar year?

Describe how your organization's event takes into consideration or answers questions based on the criteria above.

### **C.3. Accessibility and Diversity of local vendors and talent (25 points)**

- Does the event use local talent and entertainment from Hillsborough County?
- Does the event utilize Hillsborough County-based vendors and small businesses to support event efforts, such as printing of materials, event planning, as well as for sale of goods and services?
- Economic Impact and Community Benefit
- Please include a description of clear and measurable outcomes of the following event impacts:
  - Economic Impact of event to local vendors
  - Return-on-investment to the community for the public investment

Please describe how your event utilizes local vendors, small businesses, and or talent.

#### **C.4. Marketing (25 Points)**

Quality of Marketing Plan – Please describe your marketing methods. If a separate marketing plan is available, please attach here.

The Marketing Plan should include a description of the target audience for the proposed event and demonstrate knowledge about how best to engage with them.

- o Marketing Plan

Other things to consider:

- Feasibility of implementation of the marketing plan.
- Ability to raise private support, and build and establish sustainable partnerships
- Explanation of how grant funds will be used for the event
- The degree to which the request is reasonable
- Demonstration of a broad base of financial support
- If applicable, past event success and reliability

Describe how your marketing plan meets the criteria above.

#### **D.REQUIRED DOCUMENTS**

Please provide the following information.

##### **Documentation**

- o Event Plan **\*Required**
- o Permit, Permit Application or Logistic and Safety Plan
- o Organization Finances (for the past two fiscal years) **\*Required**
- o Most recently filed IRS Form 990 (Long or EZ form) **\*Required**
- o Two Letters of Support **\*Required**

## **SUBMIT**

Please provide the following information.

I agree to comply with all requirements of the Hillsborough County Cultural Assets Program, that any funds received as a result of the application will be used only for purposes set forth herein, that I am authorized to submit this application on behalf of my organization, and that the statements herein are true, complete and accurate to the best of my knowledge. I also certify that I have read and understand the Cultural Assets program description and County Ordinance 18-12.

\*I certify that this application is accurate and complete as per the guidelines for the Special Events Partnership Grant program and County Ordinance 18-12.

(Please initial here)

Note: Once this application has been digitally signed below, the applicant will not be able to edit any responses.

Signature