



Downtown CRA Special Event Co-Sponsorship Program

Downtown Tampa is one of the City of Tampa's most active neighborhoods. It has long been the center for government and business on the west coast of Florida. Downtown is well known for its museums, theatres, restaurants and Riverwalk as well as a several residential towers. Downtown enjoys a close relationship to the neighboring urban communities of Channel District and Ybor City.

Downtown offers residents and visitors a wide variety of communal and cultural amenities. It is home to the Tampa Convention Center, Tampa Bay Performing Arts Center, Tampa Theatre, Tampa Bay History Museum, Glazer's Children's Museum, the Straz Center, Tampa Bay Riverwalk and Curtis Hixon Waterfront Park. Ybor City and Channel District with all that they offer are connected to downtown by a short ride on the HART/TECO Historic Streetcar line.

Downtown CRA boundaries are bordered by the Hillsborough River to the west, Channelside (Meridian Avenue/Beneficial Drive) to the east, Interstate 275 to the north, Garrison Channel (Davis Islands and Harbour Island) to the south.

The population of the area continues to increase. Residents and Tampa Bay area residents alike would like to have more activities and special events located within the area. To assist in the attraction of events the Downtown CRA is offering reimbursement of fees paid to the City of Tampa relating to the event permits and fees. The Downtown CRA Advisory Committee is proud to support special events and activities that help to promote economic growth and cultural enrichment in downtown.

Event promoters need to be aware of certain issues before deciding to host an event. Here are some special potential issues:

- Impact on the neighborhood
- Street closures and times
- Vendors
- Streetcar coordination
- Public Restrooms
- Illegal Banners
- Cleanliness/trashcans
- Wet zoning issues

Each eligibility requirement listed below must be met to be considered:

- A. Event must take place in the Downtown Community Redevelopment Area.
- A. If applicable, the event must apply to the City of Tampa Special Events Office and be approved by City Administration and Tampa City Council prior to the event (co-sponsorship not required). Note: Events taking place on private property and effecting traffic may not need city approvals.

Event should help introduce people to Downtown Tampa and should address at least one of the following components:

- Reinforce the **Downtown Tampa's** cultural roots and/or historical attributes.
- Be family-oriented and attract daytime and/or early evening crowds.
- Establish an event that could become a tradition for the district.
- Promote the Arts directly affecting the district.

Funding Guidelines & Restrictions:

As stewards of public funds, the committee takes its financial responsibilities seriously and strongly encourages applicants to consider the following guidelines when completing this application.

- Requests should be limited to no more than \$5,000.
- Funds sought should be utilized to reimburse the applicant for fees charged by the City of Tampa, e.g. police, fire, park reservations, etc., as applicable.
- Funds should not be sought for events that occur more than once annually.
- Funds should not be sought for the same event for more than two consecutive years.
- If using city property for event, a city permit must be on file prior to the event.
- Funds cannot be used for purchase of food or beverages.
- Funds cannot be used for purchase of major equipment or fixed assets (capital items).

On a case-by-case basis, the committee may fund applications that do not adhere to the above guidelines. That being said, all applications are encouraged for consideration.

Downtown CRA Special Event Co-Sponsorship Program Application

Application Package Checklist

- Application must be typed. Application is available on-line at <https://www.tampagov.net/economic-and-urban-development>
- One (1) original signed and stapled application is required.
- One (1) copy each of the Organization's Articles of Incorporation, Mission Statement, and List of Directors.
- Nine (9) stapled copies of the original application are required. If more space is needed for completing the application, a maximum of two (2) additional pages is allowed for continuation. Any supporting documentation materials must be on 8 ½" x 11" paper with 1" margins.
- Supporting documentation, i.e. marketing materials, is limited to five (5) pieces.
- Expenditures listed in Section E** must be listed with enough detail to clearly explain what is being proposed. Include any supplies, equipment, professional services, postage, printing costs, training costs and/or related expenses.
 - Please be sure to provide quotes or other documentation to explain each line item.
 - Do not include fixed assets in budget calculations.
- Application Deadline:** This application must be submitted no less than 45 days prior to the event.
- Deliver Application to:**
Attention: Rob Rosner, Urban Development Manager
City of Tampa Economic & Urban Development Department
306 E. Jackson Street - 2nd Floor North - Tampa, Florida 33602
If you have questions please call or email (813) 274-8325; rob.rosner@tampagov.net

Downtown CRA
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A. Describe the Project/Event (Who, What, When, and Where)

10 Points

B. Describe the Goals of the Project/Event and how they meet the criteria in Section F. Also, describe the events history & record of accomplishment in the community, if any.

30 Points

C. Describe your events Target Audience, Estimated Attendance and Economic Impact to the Community Redevelopment Area.

20 Points

D. List any community partners and what their contribution will be for the project/event.

20 Points

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E. Proposed Grant Expenditures

20 Points

Example:

DESCRIPTION OF BUDGET ITEMS	FUNDING SOURCES TO BE USED		
	CRA Funds	Other Funding Sources	Total
Permit Fees (Fire, EMS, TPD etc.)	\$1,500.00	\$ 0.00	\$1,500.00
Table Rental	\$ 250.00	\$ 250.00	\$ 500.00
Tent Rental (In-kind U-Save Rentals)	\$ 500.00	\$ 500.00	\$1,000.00
Entertainment (DJ, performer etc.)	\$ 0.00	\$ 250.00	\$ 250.00
Food & Beverages	\$ 0.00	\$1,250.00	\$1,250.00
Total Budget:	\$2,250.00	\$2,250.00	\$4500.00

Proposed Expenditures:

DESCRIPTION OF BUDGET ITEMS	FUNDING SOURCES TO BE USED		
	CRA Grant Funds	Other Funding Sources	Total
Total Budget:			

F. Describe specifically how grant funds will be used (address each budget item cited above).

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G. Estimated Income. Please list all sources from which income is expected.

Income	
SUBTOTAL CASH INCOME	
CRA GRANT REQUEST	
TOTAL	

Organization Financial Officer Certification

Full Name
(Please Print): _____

Title: _____

I hereby certify that the information included in this application is correct.

Signature: _____ Date: _____

H. Submittal Information

Deliver Application to:

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