



## Special Event Co-Sponsorship Program Application Guidelines FY 2020

*Ybor City's cultural heritage, historical character, unique architecture and concentration of businesses make it an especially attractive location for events. Events programmed here go from district-wide festivals that consume the historic district to smaller parochial events that do not require a street closure. The district also is home to Centennial Park, a special events venue in the heart of Ybor City.*

Items that event promoters should be aware of when hosting an event in Ybor City include:

- Neighborhood and business impact
- Street closures and times
- Vendors
- Streetcar coordination
- Portable restroom rentals
- Illegal banners
- Cleanliness/trashcans (during and post clean up)
- Temporary Alcohol and Beverage Sale requirements

Ybor City Development Corporation (YCDC) assistance can include:

- Marketing and cross-promotion of event via Ybor FLASH and social media platforms;
- Posting to monthly district calendar on website and on printed district posters;
- Coordination of city-sponsored services and event layout;
- Access to the YCDC YES Team for supplemental services, for a fee;
- Public restrooms with security; and,
- Financial assistance through event co-sponsorship program.

YCDC Special Events Co-sponsorship Grant Program Criteria:

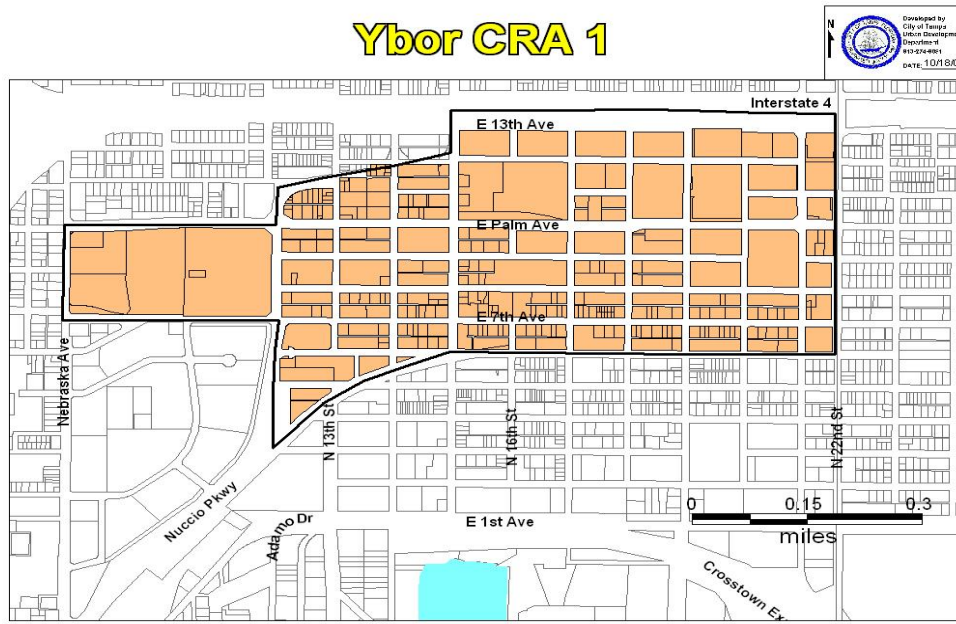
**I. Award Information:**

This is a reimbursement grant program and awardees must provide proof of paid receipts to support their approved budget. The FY19 program budget is estimated at \$175,000 and applicants can apply for co-sponsorship **up to \$10,000 per special event.** Events that promote Ybor City's historic holiday season (i.e. parade or festival) will be considered separately by the committee.

**II. Eligibility:**

- A. Event must take place in the Ybor City Community Redevelopment Area 1.

## Ybor CRA 1



- B. Event must take place between October 1, 2019, and September 30, 2020.
- C. Event organizer must apply to the City of Tampa Special Events Office and be approved by City Administration and Tampa City Council prior to the event (if applicable).
- D. Events receiving City of Tampa special event co-sponsorship funding are eligible for the YCDC special event co-sponsorship grant program.
- E. Organizers cannot apply after receiving a total of three YCDC special event co-sponsorship grants starting with the FY19 grant program year.
- F. Event can be a new event (events awarded grant dollars last year are still considered “new” events) or be an expansion of an existing event.
- G. Event should help reinforce Ybor City’s Vision Statement: *Ybor City, a National Historic Landmark District, is a unique urban community, melding beautiful historic architecture, a celebrated multi-cultural heritage, a bustling “main street,” creative businesses, and livable neighborhoods into one of Tampa Bay’s most desirable places to live, work, entertain and visit.*
- H. Event should address at least one of the following components:
  1. Reinforce Ybor City’s cultural roots and/or historical attributes.
  2. Be family-oriented and attract daytime and/or early evening crowds.
  3. Maintain and improve Ybor City’s traditional events.
  4. Celebrate the arts.
  5. Promote Ybor City’s holiday season to include a parade, festival or other activity.
- I. Event organizations shall be in good standing and registered with the State of Florida Division of Corporations ([www.sunbiz.org](http://www.sunbiz.org)). Preference will be given to non-profit organizations.

- J. Event organizers must conform to the rules imposed by the City and market their event in a positive, responsible manner.
- K. Event accountability and responsibility shall be demonstrated by 1) the event organizer for the management of the event; 2) property owners for the management of their private establishments; and, 3) law enforcement for the public's safety.

**III. Restrictions:**

- 1. The final event budget must be approved by the YCDC committee.
- 2. Grant funds cannot be used for the following:
  - a. Food & beverage
  - b. Staff costs
  - c. Major equipment or fixed assets
  - d. Travel
  - e. Lodging/ accommodations
  - f. Transportation related expenses (gas, individual parking receipts, rental cars)

## **APPLICATION INSTRUCTIONS:**

1. Application must be typed and is available online in a fillable Adobe PDF file that can be saved to your computer. Visit the YCDC homepage at [www.tampagov.net/ycdc](http://www.tampagov.net/ycdc) to download the application.
  2. One (1) original signed application stapled. (If more space is required for completing the application, a maximum of two (2) additional pages are allowed for application continuation. Any supporting documentation materials must be on 8½" X 11" paper with 1" margins.)
  3. One (1) copy each of the organization's articles of incorporation, mission statement and list of directors (attach to original application).
  4. Nine (9) stapled copies of the original application. An electronic copy (PDF version) of the grant application.
  5. Supporting documentation, such as marketing materials, is limited to five (5) pieces.
  6. For items under Section E:
    - a. Expenditures listed in Section E must be described with enough detail to clearly explain what is being requested. Please provide quotes or other documentation to explain each line item.
    - b. Do not include fixed assets in budget calculations.
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## **CHECK LIST FOR A COMPLETE APPLICATION PACKAGE:**

- One (1) signed original application stapled.**
- Ten (10) separately stapled copies of the original application.**
- An electronic copy (PDF version) of the grant application.**
- A maximum of two (2) additional pages for application continuation.**
- A maximum of five (5) pieces of supporting documentation.**
- One (1) copy each of the organization's articles of incorporation, mission statement and list of directors (attach to original application).**
- DELIVER APPLICATION TO:  
Ybor City Development Corporation - City of Tampa  
2015 E. 7th Ave.  
Tampa, FL 33605**
- DEADLINE: Monday, August 5, 2019 at 5:00 p.m.**

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Signature of Organization Representative

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Date



## Special Event Co-sponsorship Application

### INSTRUCTIONS

This application must be typed. Please complete each section of the application. Read each question carefully and respond in the space provided. Instruction for the Ybor City Special Event Co-sponsorship Application is available anytime by contacting the Ybor City Development Corporation office at (813) 274-7917 or via email at [brenda.thrower@tampagov.net](mailto:brenda.thrower@tampagov.net).

**Event Name:** \_\_\_\_\_

**Event Date & Time:** \_\_\_\_\_ **Request (\$):** \_\_\_\_\_

**Organization Name:** \_\_\_\_\_ **Federal ID:** \_\_\_\_\_

**Head of Organization and Title:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Contact/Promoter Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name(s) of all persons managing the event:** \_\_\_\_\_

\_\_\_\_\_

### EVENT INFORMATION:

**a) Type of event:**

- |  |   |
|--|---|
| <input type="checkbox"/> Run/ Walk       | <input type="checkbox"/> Neighborhood Block Party |
| <input type="checkbox"/> Street Festival | <input type="checkbox"/> Centennial Park          |
| <input type="checkbox"/> District Parade | <input type="checkbox"/> Other: _____             |

**b) General event location and street closures, if any:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**A. Describe the event (new event or existing, free or ticketed).**

**20 Points**

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**B. Describe the goals of the event and how it meets the criteria in Section II.H. Also, describe the event's history and track record in community, if any. 20 Points**

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**C. Describe your event's target audience, estimated attendance and short-term/long-term economic impact to the Ybor City Community Redevelopment Area. *20 Points***

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**D. List any community partners and what their financial and/or in-kind contribution is, if any. *20 points***

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**E. Proposed grant expenditures**

**20 Points**

***BUDGET EXAMPLE:***

<i>BUDGET ITEMS</i>	<i>YCDC Grant Fund Request</i>	<i>Other Funding Sources</i>	<i>Total</i>
<i>Rentals (venue, tables)</i>	<i>\$2,000.00</i>		<i>\$2,000.00</i>
<i>Extra Duty Police</i>	<i>\$500.00</i>		<i>500.00</i>
<i>Entertainment</i>		<i>\$2,000.00</i>	<i>\$2,000.00</i>
<i>Marketing &amp; Promotion</i>		<i>\$500.00</i>	<i>\$500.00</i>
<b><i>Total Budget:</i></b>	<b><i>\$2,500.00</i></b>	<b><i>\$2,500.00</i></b>	<b><i>\$5,000.00</i></b>

**APPLICANT EVENT BUDGET**

<b>BUDGET ITEM</b>	<b>YCDC Grant Fund Request</b>	<b>Other Funding Sources</b>	<b>Total</b>
<b>TOTAL BUDGET</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>



**F. Describe specifically how YCDC grant funds will be used.** (Address each budget item)

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**G. Estimated Income.** Please list all sources of anticipated income including ticket, wrist band sales, sponsorships, private support, fundraising events, grants and other revenue sources.

INCOME ITEM	INCOME SOURCE	AMOUNT
Ticket/Wrist band Sales		\$
Sponsorships/Private Support		\$
Fundraising Events		\$
Other Grants		\$
Other Revenue Sources		\$
		\$
		\$
<b>SUB TOTAL INCOME</b>		\$
YCDC Grant Request		\$
<b>TOTAL</b>		\$

**CERTIFICATION**

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

**(Organization's president's signature required)**

President Name: \_\_\_\_\_  
(print)

\_\_\_\_\_  
(signature)

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**(Organization's financial officer's signature required)**

Officer's Name: \_\_\_\_\_  
(print)

\_\_\_\_\_  
(signature)

Title: \_\_\_\_\_ Date: \_\_\_\_\_