



Event Marketing & Advertising Grant Program

A. Program Overview

The Event Marketing & Advertising Grant Program provides promotional support for special events taking place within the Community Redevelopment Agency area. The purpose of the program is to provide support to special events that promote the goals and objectives of the CRA specifically to re-establish Downtown Sebring as a regional destination for commercial activity and entertainment. Special events stimulate the local business economy by attracting residents and visitors to the core business district, and support on-going main street efforts for downtown business recruitment, retention and expansion. Events in the CRA district promote and market the redevelopment district and strengthen business development efforts undertaken by the CRA.

The grant funds will be available to qualified organizations that will host promotional/special events within the redevelopment area. Grant funds shall only be provided for events occurring after the applicant has entered into a grant agreement with the CRA. The CRA Board will determine the grant award based on the event size, financial need and potential effect to the downtown district. The CRA board reserves the right to make an award for less than the amount requested in the application.

The Event Grant's main objectives are as follows:

- Re-establish the Downtown district as regional destination for commercial activity and entertainment
- Stimulate the local business economy by increasing the pedestrian traffic in the downtown central business district
- Promote and market the existence of the amenities and offerings Downtown
- Encourage commercial and residential development
- Support on-going main street efforts to encourage downtown business recruitment, retention, and expansion
- Increase Downtown commercial and residential occupancy rates
- Promote Downtown Sebring's ongoing revitalization as a place to live, work and play

B. Program Eligibility

In order to be eligible for funding under this program, applicants are required to meet all the criteria listed below:

- The event organizer must submit applications for grant funding at least **(60)** days prior to the event date
- Events must relate to the goals or objectives of the CRA
- Event must take place inside the CRA district
- Events must be open to the public
- The event organizer must provide the following additional information to accompany their grant application:
 - Vendor list (paying and in-kind)

- Sponsor list (paying and in-kind)
- Proof of event insurance
- Copy/proof of commitments from event additions/features (entertainment, bands, touch-a-truck, etc.)
- Application must be signed by two officers of the organization, having signature authority and currently listed with the Florida Department of State, Division of Corporations
- An event budget must be submitted with the application indicating the estimated revenues and expenses
- Grant funds awarded by the CRA are not to be used for marketing and/or advertising items that are covered by a separate grant offering from another agency. If the CRA becomes aware that marketing and advertising expenses presented to the CRA for reimbursement have been submitted to another agency for reimbursement, the grant award from the CRA will be terminated
- Funds can only be used for advertising or marketing the event, and/or for live entertainment to enhance the event
- Quotes/estimates for all marketing and advertising must accompany the event budget report to be considered for funding
- Must be able to submit invoices, paid receipts, and copies of checks issued to receive a reimbursement
- In the event the amount spent by the applicant on the approved expenses equates to **LESS** than the awarded grant, the reimbursement will equal the lesser amount
- In the event the amount spent by the applicant on the approved expenses equates to **MORE** than the awarded amount, the reimbursement will be for the board approved amount and nothing additional
- Applicant must recognize the CRA as a sponsor on print materials and advertisements (CRA must review and approve of logo usage on promotional materials prior to printing)
- Applicant must submit a written post-event report, a detailed final budget on the outcome of the event, and pictures from the event to the CRA Board within (30) days of the event conclusion – failure to do so will result in the event and/or organization being ineligible to apply for future funds from the CRA
- Failure to provide any of the required documentation for the grant will terminate the award from the CRA
- If the event does not take place due to any reason other than an act of nature, the CRA will not reimburse any funds expended to market and advertise for the event

C. Application and Evaluation Process

An event organizer that is interested in participating in the Event Grant must submit a completed and signed application to the CRA office in person or electronically. Applications will be reviewed by staff and if the application meets all required criteria, the applicant will be scheduled to appear before the CRA Board at their next meeting to present their project.

Applications will be evaluated using the following criteria:

- Consistency with the goals of the Downtown Redevelopment Master Plan
- Potential for the event to attract resident and visitor interest, and to stimulate the Downtown economy
- Overall scope of the event, and effect on the redevelopment area
- Investment level of the event organizer, and additional funding sources for the event

**CRA Event Marketing & Advertising Grant
Estimated Event Budget**

Expenses

	Estimated Amount
Rentals	
Facilities	
Equipment (Audio/Visual)	
Portable Restroom(s)	
Tables & Chairs	
Misc. Additional Rentals	
Total	\$

Marketing/Advertising	
Graphics/Graphic Artist	
Printing	
Radio Ads	
TV Ads	
Billboard Ads	
Printed Ads	
Social Media / Facebook Ads	
Digital Ads	
Postage	
Total	\$

Refreshments	
Food	
Drinks	
Total	\$

Miscellaneous	
Permits/Licenses	
Security	
Insurance	
Technical Support	
Supplies (explain)	
Total	\$

Income

	Estimated Amount
Admissions	
Adults	
Children	
Other	
Total	\$

Exhibitors/Vendors	
Large Booth @ \$_____/each	
Medium Booth @ \$_____/each	
Small Booth @ \$_____/each	
Total	\$

Sale of Items	
Item: _____ @ \$_____/each	
Item: _____ @ \$_____/each	
Item: _____ @ \$_____/each	
Total	\$

Sponsor (list all)	
Total	\$

Grant Income (list all)	
Total	\$

Entertainment	
DJ	
Band	
Performing Act	
Total	\$

In-Kind Donations/Sponsors (list all)	
Total	\$

Total Estimated Expenses	\$
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Total Estimated Income	\$
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CRA EVENT GRANT POST EVENT REPORT



Name of Event: _____

Event Concept: _____

Date of Event: _____

Location of Event: _____

Event Coordinator(s): *(list all key players and their roles)*

Name: _____ Role: _____

Name: _____ Role: _____

Name: _____ Role: _____

Event Goals: _____

Attendance: *(insert amounts below)*

- Peak - _____
- Low - _____
- Average - _____

Results: _____

Learning Points / Changes for Future Events: _____

Will the Event Occur Again: Yes No

If not, why? _____

Potential Future Enhancements: _____

Vendor Participation:

- **Number of Vendors:** _____
- **Number of Food Vendors:** _____

Sponsors:

- **Number of Sponsors:** _____
- **Number of Sponsors Providing Financial Assistance:** _____
- **Number of In-Kind Sponsors:** _____

Pictures:

- Please provide pictures of the event for the CRA to use for reference and downtown marketing efforts in the future. Please sign below indicating your approval for the CRA to use the pictures provided, in their sole discretion, for future downtown marketing initiatives and efforts.

Signature: _____

Date: _____

Printed Name: _____

Title: _____

For Office Use ONLY:

Received By: _____

Date Received: _____

Date of Event: _____

Deadline to Submit Post Event Report: _____

CRA Board Review: _____

Complete

Incomplete

Estimated Project Costs

- Event Cost \$ _____
- Total Eligible Expenses \$ _____
- Total Sponsor Contribution \$ _____