

**COMMUNITY REDEVELOPMENT AGENCY
LARGE SPECIAL EVENT GRANT GUIDELINES**

More than 10,000 attendees

Please read carefully – only events that meet all criteria will be considered for funding.

PROGRAM OBJECTIVE

The Large Special Events Grant Program supports special events located within the Downtown Orlando Community Redevelopment Area (“Area”). The program provides limited reimbursable grants to organizations conducting events that will positively impact the Area and meet the Community Redevelopment Agency’s (“CRA”) goals as set forth in the Community Redevelopment Agency’s Redevelopment Plan for the Area, the DTOutlook. The DTOutlook provides various mechanisms for bringing people and redevelopment to the Area and to alleviate blight. It specifically calls for the CRA to support diverse arts and cultural opportunities and to encourage and promote a variety of events within the Area to serve a diverse population. Additionally, the Plan specifically calls for the CRA to support the creation of a multi-cultural festival and world-class large-scale signature event/festival and to support events at larger community venues within the Area. The Plan also calls for the encouragement of events focused on diversity and building social connections.

The CRA recognizes that it takes the collective efforts of many to fully implement its DTOutlook goals. This purpose of this program is to provide funding through grants to support large-scale events that promote the stated DTOutlook goals and objectives. The CRA defines large special events as those public events which attract more than 10,000 people, take place within the Area and meet the DTOutlook goals, contribute to the unique identity and diversity of downtown Orlando, make the urban core a compelling destination, provide economic impact,

promote business and community involvement, and have the potential to generate a significant number of hotel stays through the attraction of visitors on a regional, national, or international level. Special events do not include conferences, grand openings or ribbon cuttings, social parties or open houses, or events not open to the public.

ELIGIBILITY

For an event to be eligible it must:

- Occur entirely within the Downtown CRA boundaries (If an event has multiple locations, the CRA will only consider funding the event portion occurring within the Area)
- Be open to the public
- Meet the objectives of the DTOutlook and the special event definition stated above
- Have attendance of more than 10,000 people
- Occur after approval of any funding under this Program
- Event must not have received funding under the CRA Small Special Events Program in the same calendar year

For an organization to be eligible it must:

- Be an entity registered with the Florida Department of State, Division of Corporations
- Not have any outstanding fees with the City of Orlando at the time of application

FUNDING REQUIREMENTS

- Requests may be made for up to the maximum funding amounts set forth below* to be used solely towards the following event expenses: 1) event related marketing and promotion, 2) rentals for the event such as equipment, tents, chairs, tables, facilities, and port-o-lets, and/or 3) City fees related to the event
- Each entity may only receive one grant award under this Program per

calendar year

- Grant funds will be provided only for events occurring after grant applications have been approved and the recipient has executed a grant agreement with the CRA and has provided evidence of required insurance to the CRA
- Funds will be distributed on a reimbursement basis after the event has occurred and the CRA has received acceptable backup documentation, including copies of invoices and proof of payment thereof
- Taxes incurred by the organization are not subject to reimbursement
- All permits or licenses required for the event must be obtained in a timely manner
- Funding is not available for religious based events or political or campaign events

* Funding limits

- Eligible funding amounts for free events (non-run/walk or parade)

10,000 – 15,000 attendees - up to \$15,000 daily maximum, \$40,000 total funding maximum

Over 15,000 attendees– up to \$20,000 daily maximum, \$50,000 total funding maximum

- Eligible funding amounts for ticketed non-free events (non-run/walk or parade)

10,000 – 15,000 attendees - subject to \$7,500 daily maximum, \$15,000 total funding maximum

Over 15,000 attendees - subject to \$10,000 daily maximum, \$20,000 total funding maximum

- Eligible funding amounts for run/walk events

10,000 – 20,000 attendees - subject to \$3,000 maximum

Over 20,000 attendees - subject to \$3,500 maximum

- Parades

Up to \$3,000 maximum

APPLICATION/DEADLINES

There will be two application periods during each calendar year. Applications will be available only during these two periods each year and event funding will be considered only on the timeframes set forth in the chart below:

Application Available	Application Due	Event Occurring
January 1	February 1	May-October
July 1	August 1	November-April

Applicants should submit one (1) original application including all required supporting documentation. Any application that is not complete will not be considered. Any funds granted are for a specific event and are not transferable to another event or another year.

REVIEW PROCESS

Upon submission, CRA staff will review the applications received during the applicable grant cycle to ensure compliance with the eligibility requirements. If necessary, staff may contact the applicant for points of clarification or additional information. If the required application documentation is not submitted, the application will not be considered unless and until all documentation is provided. Grant applications meeting the eligibility requirements will be presented to the Grant Review Committee, a three-person review committee, and evaluated on a competitive basis. Funding will be recommended for applications best

meeting the criteria stated below, based on funding availability. The CRA Executive Director will review such recommendations. Those receiving funding approval will be required to enter into a grant agreement with the CRA. The CRA Executive Director is authorized to enter into such agreements up to \$50,000 on the CRA's behalf.

The CRA reserves the right to make an award for less than the amount requested by an applicant. The CRA may also deny a funding request at any time. Unauthorized use of the CRA/DDB's Downtown Orlando logo prior to approval does not guarantee funding.

EVALUATION CRITERIA

The Committee will evaluate the applications based on the following criteria:

- CRA Plan Objectives: Event implements and is consistent with CRA Plan objectives
- Experience: History of successfully completing the requested event or a similar event(s) in the past
- Project impact: Number of anticipated attendees and past attendance if the event occurred in past years, attendee profile (i.e. % of regional, out-of-state, international visitors), number of overnight stays anticipated from event, number of downtown hotels to be used, degree to which event has been coordinated with surrounding businesses and community groups and degree to which they will benefit from the event, impact of the event on downtown Orlando's reputation as a destination
- Marketing strategy and plan: Effectiveness of advertising and promotional plan, degree to which the organization comprehensively and innovatively promotes downtown Orlando as a destination
- Event budget: Complete and correct budget, percentage of amount requested v. total event budget, percentage of event budget funded by public financing, revenues to be retained by entity hosting event

COMPLIANCE FOR FUNDING

Event organizers must be in contact with the Community Redevelopment Agency & Downtown Development Board Marketing & Communications Manager to discuss sponsorship deliverables of the event and inclusion of the DDB/CRA logo in event materials no less than **45 days before the event** or the grant funds may not be provided.

The applicant will have **60 days from the completion of the event** to submit an Event Summary Form to the Community Redevelopment Agency's Division Fiscal Manager. The summary must include all requested information, including proof of compliance with all conditions placed upon funding. Funds are released once the event has occurred, all conditions have been met, and the event summary form has been submitted and approved with corresponding invoices & proof of payment. An invoice for the amount awarded, on the organization's letterhead, along with a W9, will be required. If the deadlines are not met or the post-event documentation is not submitted, funding will be forfeited.

Questions should be directed to tiffany.stephens@downtownorlando.com

The Community Redevelopment Agency reserves the right to revise the information published in these guidelines and the application form.