



**Hillsborough
County Florida**
Arts Council

Special Event Partnership Grant Program Application

Eligibility

1. Is your organization classified by the Internal Revenue Service as a tax-exempt, charitable organization under one of the following sections of the United States Internal Revenue Code: 501(c)(3), 501(c)(4), or 501(c)(6)?
 - Yes
 - No

2. Does your organization receive Hillsborough County funding other than this program you are applying for today? (**NOTE:** *Organizations can receive Community Arts Impact Grants under the Arts Council.*)
 - Yes
 - No

3. Is the primary purpose of your event to fundraise for a nonprofit organization?
 - Yes
 - No

Organization Information

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

Event Information

1. Select the primary purpose of your event.
 - **Tourism Development:** A primary goal of this type of event is to attract tourists to Hillsborough County for overnight stays. This type of event typically includes full-time staff, large crowds, and extensive marketing.
 - **Community Development:** A primary goal of this type of event is to improve the quality of life for Hillsborough County residents. While still attracting a crowd, these events are often volunteer-led and focused on holidays, food, or community celebrations.
2. Event Name
3. Event Date(s)
4. Location/Address of Event
5. Number of Expected Attendees
6. Number of Expected Vendors

Ability to Strengthen and Promote Cultural Assets – 25 Points

1. Select which cultural asset is being highlighted.
 - Fine Arts
 - Historic
 - Natural and/or Recreational
 - Lifestyle, Culinary, and/or Creative Industries

Explain how your event brings the community's attention to this asset.
2. Describe, in detail, how this event highlights the selected cultural asset.
3. a) In what ways does your event encourage partnerships between organizations, members of the community, and businesses?
b) What are the benefits of the collaboration to the event and the community?
4. a) How will your organization measure event success?
b) What type of data will you collect as the basis for this measurement?
5. Describe how your organization's event strengthens and promotes cultural assets. This is defined as the extent to which the event:
 - Is a cultural asset
 - Fosters a vibrant community
 - Creates a sense of community
 - Contributes positively to place-making
 - Creates cultural engagement and fosters civic pride

- Promotes the rich history, heritage, amenities, natural environment and authentic characteristics that make the county special
- Supports the programming use of local parks, public spaces, and amenities

Fiscal Responsibility and Organizational Capacity – 25 Points

1. Provide details about your full event budget.
 - In the Grant Request column enter the amount of the grant funds that you are allocating to the expense category utilizing Arts Council grant funding.
 - Enter a zero “0” if there is no amount
 - Round amounts to the dollar

EXPENSES

EXPENDITURE	DETAILS	TOTAL BUDGETED AMOUNT	GRANT REQUEST (HILLSBOROUGH COUNTY)
1. Personnel – Administrative (W2) (e.g.: Director’s salary)			
Insert Details			
Insert Details			
2. Outside Professional Services-Artistic (e.g. musician or band for event)			
Insert Details			
Insert Details			
3. Outside Professional Services-Other (e.g.: audio visual company)			
Insert Details			
Insert Details			
4. Rent - Venues			
Insert Details			
Insert Details			
5. Travel Directly Related to Project (e.g.: mileage reimbursement)			
Insert Details			
Insert Details			
6. Marketing			
Insert Details			
Insert Details			

7. Safety/Security			
Insert Details			
Insert Details			
8. Permits			
Insert Details			
Insert Details			
9. Insurance			
Insert Details			
Insert Details			
10. Equipment			
Insert Details			
Insert Details			
11. Sanitation/Janitorial Services			
Insert Details			
Insert Details			
12. Other Project Related expenses (e.g.: supplies)			
Insert Details			
Insert Details			
TOTAL			

Explain how you will pay for this project:

REVENUE

SOURCE OF REVENUE (Tickets, Sponsorships, Other Grants, etc.)	DATE REQUESTED	SECURED Y/N	AMOUNT
Insert Details			
Insert Details			
Insert Details			
Insert Details			
Insert Details			
Insert Details			

1. Is this a new event?
 - Yes
 - No

2. Is this or will this be a recurring event?
 - No
 - Yes

If yes, then these questions appear:

- How often does/will the event occur?
 - If recurring, when did the initial event occur?
 - Do you plan to continue the event in the future?
3. If this is a recurring event, provide details on past occurrences of the event for up to five years. Create a separate chart for each year of your event.

Event Dates:
Location:
Estimated Attendance:
Ticket Price (cost of a general admission ticket)
Prior Special Events Partnership Grant Award Amount: \$0.00

4. How will this event demonstrate growth and increased impact to bring greater returns to the community over previous event occurrences?
5. Does this event require a permit from your local government?
- Explain permit needed and status of same.

Accessibility to the Public and Community Benefit – 20 Points

1. What are the anticipated costs for the purchase of tickets? If the event is free, indicate that there is no charge.
2. How does the event attract non-county residents and increase tourism revenue?
3. It is a strategic goal of the Arts Council to ensure that every citizen in Hillsborough County has equitable access to arts and culture. Describe how your organization’s event is accessible to Hillsborough County residents. Examples of what this may include:
 - Providing an event during slower times of the year
 - Reduced pricing or other specialty tickets for residents
 - Accessible days or hours with reduced lighting/noise
 - Hosting the event in a geographic area of the county which typically has fewer festivals/events
 - Availability of transportation/parking options
 - Inclusion of accommodations such as handicap accessibility, use of sign language interpreters, or others
 - Additional factors not listed here which may impact access to the event
4. Upload a safety plan indicating how you will establish security for this event. Examples of what this may include:
 - Event details, including a map or site plan of the event
 - Risks associated with the event
 - Crowd management planning
 - An emergency plan detailing actions to be taken and by who in case of a major incident
 - Fire precautions to be taken

- First aid procedures
- An indication of any safety personnel present at the event, such as police or paramedics
- Additional factors not listed here which may impact safety of attendees at the event
- Plan may also include safety features or safety-related plans from the venue where the event is taking place

Accessibility and Diversity of Local Vendors and Talent – 15 Points

1. Does the event use local talent and entertainment from Hillsborough County?

- Yes
- No

If yes, describe how you will recruit and utilize local talent and entertainment.

2. 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 sales of goods and services?

- Yes
- No

If yes, describe what kinds of vendors/small businesses you plan to use for this event.

3. Define 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

Marketing and Public Relations Plan – 15 Points

1. Upload a marketing plan, if available.

- Marketing plan upload

2. Select marketing methods planned to share your event:

- Online advertising
- Print advertising
- Outdoor advertising
- Influencer marketing
- Email marketing
- Press releases
- Facebook events
- Local event calendars
- Eventbrite or other events promotions
- Word-of-mouth
- Yard signs
- Other, please list:

3. What percentage of the event budget is allocated to marketing?

4. If the event is for Tourism Development, provide a percent breakdown between marketing in-region and out-of-region to indicate how the event is intended to drive tourism.

5. Is the event intended to appeal to all County residents or a specific segment or interest?
6. Do you have any plans for post-event marketing or media relations? If so, describe any strategies for doing so.

Application Documents

1. Event Plan *Required*
2. Marketing Plan
3. Permit/Permit Application
4. Logistic and Safety Plan *Required*
5. Organization Finances (balance sheets for last two years) *Required*
6. Most recently filed IRS Form 990 *Required*
7. IRS Letter of Verification *Required*
8. Two Letters of Support (Letters of Support should be for your organization and/or the event.)
Required