



SPECIAL EVENTS COST SHARE PROGRAM

Program Description

The City of Palatka Community Redevelopment Agency (CRA) seeks to help fund special events and/or promotional activities within the Community Redevelopment Districts. The purpose of the program is to provide support to special events that promote the goals and objectives of the Redevelopment Plan.

Cost share funds are available for not-for-profit organizations that will host promotional or special events within a CRA District. The events must occur within the fiscal year the funds are granted (October 1, to September 30). Funds will be awarded on a competitive basis. Applications for events occurring in the Districts will be accepted, reviewed, approved and administered by the City/CRA. The maximum cost share award shall be \$2,500 for a Class A event, \$1,500 for a Class B event and shall not exceed 25% of the event expenses. No funds shall be awarded for Class C Events. Not-for-profit organizations may only receive one cost share award per fiscal year per district. Funds shall only be provided for events occurring after applications have been approved and the recipient has entered into a cost share agreement with the CRA. Organizations wishing to receive funding assistance for their event must submit the CRA Promotional/Special Event Cost Share Program application for review by City/CRA staff. Application forms are available from the City/CRA office listed below.

201 North Second Street
Palatka, FL 32177
386-329-0100

Application Cycle

Applications Available: <http://www.palatka-fl.gov>

Application Cycle Deadlines: October 31st First Cycle (Current Fiscal Year Applications)
May 1st Second Cycle (Current and Next Fiscal Year Applications)

Score and Rank Applications: TBD

Application Criteria

To obtain additional information please visit the City of Palatka website at www.palatka-fl.gov or contact Mandi Tucker 386 329 0107 or mtucker@palatka-fl.gov.

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

1. Definition of Special Event and/or Promotional Activities is defined as a new or existing organized concert, exhibition, festival, carnival, athletic event, craft show, competition, parade, celebration, market or any event similar in nature which is open to the public. Special events do not include social parties, conferences, open houses, grand openings, ribbon cutting ceremonies or events that are not open to the public.
2. Special events must relate to at least one of the CRA Plan goals.
3. Applicant must be a not-for-profit organization registered with the Florida Department of State, Division of Corporations.
4. Special event must be open to the public.
5. 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.
6. Special event must be held within the CRA District Boundary.
7. Applicant must be current and not in default on any City special events fees.
8. The facility in which the event will occur must not have any City code violations
9. An event budget must be submitted with the application.

Program Funds Can Be Used For

1. Marketing and promotion including advertising, printing of flyers, banners;
2. Permits, City Fees; licenses;
3. Security, general liability insurance;

Program Funds Can't Be Used For

1. Rentals such as equipment, tents, chairs, tables, facilities, portalets, etc.;
2. Entertainment, performers;
3. Promotional or special events inconsistent with the goals and objectives of the CRA or the City of Palatka.
4. Promotional or special events sponsored by the State of Florida, local governments or educational institutions;
5. Events not open to the public, either for free or for a fee;
6. Operating expenses of the hosting organization, including salaries or other compensation;
7. Prize money, awards, plaques or certificates;
8. Purchase of tangible personal property;
9. Interest payments or reduction of deficits or loans;
10. Travel expenses;
11. Food and drinks that will be consumed at the event.
12. Alcoholic beverages
13. Taxes, such as Florida State Sales Tax *The determination of whether or not a promotional/special event is religious or political, or is inconsistent with the goals and objectives of the CRA lies solely with the CRA.

Application Process

One (1) original application and three (3) copies must be submitted in person, or via US Postal Service, or private courier service with supporting documentation by the deadline date and time. Organizations may only submit one application per fiscal year. Applications must be fully completed and applicants must submit all items and supporting documentation listed on the Application Package Checklist on the last page of the application. A Review Scoring Committee consisting of at least three committee members to be appointed by the CRA Manager will score and rank the applications. Each application will be scored based on the applicant responses and supporting materials. An application will be ranked based on its score out of a total of 100 points. Funding will be provided to the highest ranked applications until funds are depleted. Notification will be made initially via email, to be followed by a written notification.

Cost Share Agreement and Insurance Requirement

Funds shall only be provided for events after applications have been approved and the recipient has entered into a cost share agreement with the CRA. All applicants selected to receive cost share funds will be required to enter into a written agreement with the CRA outlining the various cost share requirements. Thirty (30) days prior to the event, recipients will need to provide documentation of general liability insurance if the event is taking place on City or CRA owned property.

Funding Disbursements

Funds shall be made available to applicants on a competitive basis on an annual cycle (October 1-September 30) provided the CRA staff review determines that all the application criteria are met. The CRA reserves the right to reject any application that is not substantially complete, or it does not find to be consistent with the goals and objectives of the Redevelopment Plan. Cost share funds shall be delivered to the successful applicant after an agreement has been executed with the CRA and on a reimbursement basis with the applicant providing documentation to support the reimbursement or the City/CRA may pay vendor(s) directly. A completed Post-Event Report is required to be submitted and approved 45 days after the event. If a Post-Event Report is not submitted during the designated time frame an organization shall lose their approval and be deemed ineligible for future cost share funds from the CRA barring extenuating circumstances Organizations or events who having received funding for more than four (4) years within a ten (10) year period shall have their requested funding amount reduced by 50% in year 5 and are no longer eligible for funding. Although most awards will be based on the highest ranked applications until all funds are depleted, the CRA reserve the right to make an award for less than the amount requested by an applicant.

Application Instructions & Evaluation Criteria

Applications are to be structured as follows. Failure to follow these instructions may result in an application not being considered for funding.

Section I General Information

- 1. Organization Information:** Use the organization's legal name and address as it would appear on the Florida Department of State, Division of Corporations' registry or on the organizations IRS determination letter of tax exempt status.
- 2. Event Location:** Enter the exact location/address of where the event will take place. Please verify with staff prior to submitting application as to whether the event is in a CRA District. If the event is not taking place in the district, the event is not eligible for funding under this program. The address must be a physical location. A copy of the CRA Districts Map can be found at <https://palatka-fl.gov/DocumentCenter/View/124/Palatka-Districts-Map-PDF?bidId=>.
- 3. Eligibility Questions:** The event must be open to the public, either free or for a fee, in order, to be eligible for funding under this program. Enter the budget amount for the event and the amount of funds being requested from the CRA. The budget amount and the CRA requested amount should reflect the amount listed in the budget form attached to the application.

Section II

- 1. Event Description: (Maximum 5 Points)** Please provide a comprehensive description of the event, including but not limited to the goals and objectives of the event, purpose of the event, how the event will be promoted, how the success of the event will be measured, and how the CRA funds will be used. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for the CRA to make a positive decision.
- 2. Promotion of the Event: (Maximum 10 Points)** Describe how the event will be promoted and marketed to the public, radio and television ads, social media, postcards or fliers, etc. Event's Success: Describe in detail how the success of the event will be measured, whether using attendance, revenue/profit earned by host organization or vendors.
- 3. Alignment with the goals of the CRA Special Events Cost Share Program (Maximum 15 Points-5 Points Per Goal):** The goals are as follows:
 - a. Promote increased visibility and awareness of the Redevelopment Areas including but not limited to: bringing in first time tourism, generating repeat visits and providing for local resident activity and interaction.
 - b. Reinforce the districts positioning and branding through targeting the right audiences, communicating through the most appropriate media and supporting not competing with the permanent businesses of the district.
 - c. Potential Investment in the districts by residents, businesses, property owners and visitors.

Please note that if CRA staff or the Review Scoring Committee determines the proposed event will not promote the goals and objectives of the Special Events Cost Share Program a recommendation of “No Funding” will be made to the CRA Board.

Section III

- 1. Event Coordination: (Maximum 5 points - 1 point for each support letter)** List the business and/or community groups located in the respective redevelopment area that have provided support letters in support of this event. Examples of these groups include, but are not limited to: Neighborhood Associations, the Chamber of Commerce, Downtown Palatka Inc., and Revitalize Historic Palatka. Each support letter must be dated. Generic or form letters will not be accepted. All letters must be submitted with the application.
- 2. Attendance: (Maximum 10 Points)**
 - Class A Event Multiple Days (1001+ in attendance per day) **(10 points)**
 - Class A Single Day (1001+ in attendance per day) **(7 points)**
 - Class B Event (101-1000 in attendance per day) **(4 points)**
 - Class C Event (0-100 in attendance per day) **(1 point)**
- 3. Vendors: (Maximum 5 points)** List the participating vendors. If a final list is not available list by type and quantity of vendor. The description and quantities must match the required special events application site plan. Quality events shall reinforce the districts positioning and branding through targeting the right audiences and supporting not competing with the permanent businesses of the district.

Section IV

Event Budget

- 1. % of Public Agency Funding Funding: (Maximum 15 Points)** From the budget form attached, what percentage of the overall event budget is being requested from the CRA and other public agencies/organizations such as the City of Palatka, the Putnam County Tourist Development Council (TDC).
 - Less than 25 % **(15 points)**
 - 26% to 50% **(10 points)**
 - 51% to 75% **(5 points)**
 - Greater than 75% **(0 points)**
- 2. % of Private Sponsors & Donations: (Maximum 15 Points)** From the budget form attached, what percentage of the overall budget is being funded by private sponsors/organizations including in-kinds donations and services and the applicant’s contribution?
 - Less than 25 % **(15 points)**
 - 26% to 50% **(10 points)**
 - 51% to 75% **(5 points)**
 - Greater than 75% **(0 points)**
- 3. Budget Form:** Please complete the budget form below with your estimated/anticipated budget expenses and estimated income, including income from other agencies and sponsors. Make sure to list anticipated expenses that are being paid with CRA funds under estimated expenses and CRA expenses. Any profit gained from the event should be

explained in terms of its use; event sustainability, charity or otherwise. If your application is awarded, the award will be based on the estimated budget submitted with your application. Please be attentive to your estimated expenses and income. The actual expenses and income will be completed once your event has ended and the post event report is submitted. Note: Total estimated expenses and income should balance. If there is a profit, explain below how the profit/revenue will be used - event sustainability, charity or otherwise. Also explain any in-kind services/donations and volunteer services, if any. Attach additional sheets if needed.

- 4. Fiscal Sustainability Plan: (Maximum 5 Points)** Describe the plans for making this event self-sustaining in the future and how the CRA funds will aid in this effort. If additional space is needed, please use a separate sheet and attach to the application.

Section V – Certification and Required Supporting Documentation Checklist

Please verify all items are included with your application. Incomplete applications will not be considered for funding.

APPLICATION

Section I

- 1. Official Name of Organization:** [Click here to enter text.](#)
Contact Name: [Click here to enter text.](#) **Title:** [Click here to enter text.](#)
Address: [Click here to enter text.](#)
Email: [Click here to enter text.](#) **Phone:** [Click here to enter text.](#)
- 2. Event Name:** [Click here to enter text.](#)
Event Location: [Click here to enter text.](#)
City Special Events Application Attached: Yes No
What CRA District will the event occur in: North Central South
- 3. Is the event open to the public?** Yes No
Total Event Budget: [Click here to enter text.](#)
Amount Requested from CRA [Click here to enter text.](#)

Section II

- 1. Event Description:** [Click here to enter text.](#)
- 2. Promotion of the Event:** [Click here to enter text.](#)
- 3. Alignment with Goals and Objectives:** [Click here to enter text.](#)

Section III

- 1. Event Coordination:**
[Click here to enter text.](#)
[Click here to enter text.](#)
- 2. Attendance:** (Check only one box)
 Class A Event Multiple Days (1001+ in attendance per day)
 Class A Single Day (1001+ in attendance per day)
 Class B Event (101-1000 in attendance per day)
 Class C Event (0-100 in attendance per day)
- 3. Will vendors participate in the event?** Yes No
List Participating Vendors. If a separate sheet is needed, please use a separate sheet and attach to the application.
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Section IV-Event Budget

1. [Click here to enter text.](#) % of Budget funded by Public Agencies
2. [Click here to enter text.](#) % of Budget funded by Private Sponsors
3. [Click here to enter text.](#) % of Budget funded by Applicant (No Points Assigned)
4. **Fiscal Sustainability Plan:**
[Click here to enter text.](#)

Section V – Certification and Compliance Statement

We hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Program Guidelines of the Palatka Community Redevelopment Agency Special Event Cost Share Program and will abide by all legal, financial, and reporting requirements as a condition of receiving funds from the CRA.

The CRA requires two signatures from organization officers that have been given the authority to sign on behalf of the organization. Please provide documentation (By-Laws or approved minutes from meetings) highlighting where the officers below have been given signature authority.

I understand non-submittal of the required Promotional and Special Event Cost Share Program documents indicated the Application Package Checklist below, of the application will cause the application to be ineligible for scoring. I further understand that there is a minimum score of at least 50 points to be considered eligible for funding. Applications scoring less than 50 points will not be eligible for funding consideration.

Please verify the following items are included with your submittal to be eligible for scoring.

- Complete Application
- Complete Budget – including all estimated expenses, anticipated income (including in-kind donations), and please be sure to specify expenses in which you are requesting CRA funds.
- Two signatures from the organization’s officers that have been given the authority to sign on behalf of the organization: a copy of your By-Laws or approved minutes indicating the officers’ authorization to represent the non-profit organization.

Documentation indicating your active non-profit status which can be from any of the following forms:

- a copy of your non-profit status letter from the U.S Department of Treasury (IRS) or
- a copy of your Consumer Exemption Certificate from the Florida Department of Revenue or
- list of any for-profit entities that the organization owns, controls or board members have an interest in
- list of board members
- a copy of your Articles of Incorporation from the Florida Department of State stating that the organization is non-profit.

Hard copies of application, submit 1 original and 4 copies

Complete City of Palatka Special Events Application & Site Plan

Certificate of Insurance

Signature of Organization's Officer: _____ Date ___/___/___

Title of Officer: _____

Print Name: _____

Signature of Organization's Officer: _____ Date ___/___/___

Title of Officer: _____

Print Name: _____