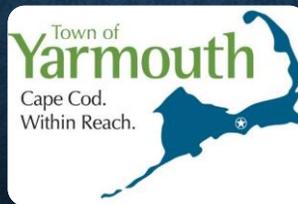


TOURISM REVENUE PRESERVATION FUND GRANT PROGRAM

Town of Yarmouth

November 18th, 2019



2020 TOURISM GRANT PROGRAM

- Grants are funded through the Tourism Revenue Preservation Fund and are allocated by the Community and Economic Development Committee (CEDC).
- Events must promote Yarmouth as a tourist destination and strengthen community character.
- \$100,000 is available in funding for the marketing and production of events held from 1/1/2020 to 12/31/2020.
 - The CEDC has indicated that the \$100,000 budget is a hard cap for total grant awards, as it is unlikely that additional funds will be allocated for events in 2020.
- Grant funds will be made available on a reimbursement basis and may be utilized for marketing or program (direct) expenses associated with the Special Event.
 - No fee waivers from the Town will be granted.
 - The CEDC may impose conditions upon granting funds to specify how the grant may be used.

APPLICATION REQUIREMENTS

- Grant applications and materials (7 copies) are due by 2:00 PM on Monday, November 25th, 2019.
- Applications must be submitted to the Department of Community Development at the Yarmouth Town Hall located 1146 Route 28, South Yarmouth, MA.
- There are four application attachments that must be submitted:
 - Attachment C: Application Summary Form
 - Attachment D: Marketing Plan
 - Attachment E: Tourism Fund Budget Form
 - Narrative
- Any Grantee must submit the following non-profit status documentation with their application:
 - Tax Determination Letter (or Form 1023 is status is pending)
 - W9 Form
 - Form PC (Massachusetts Office of Attorney General)
 - Annual Corporate Report (Massachusetts Secretary of State)
 - Form 990
 - Form 1023 (only required if the organization's non-profit status is pending)

ATTACHMENT C: SUMMARY FORM

Attachment C
Application Summary Form

APPLICATION SUMMARY	
Name of Event	
Date of Event (Date must be firm. Funding will be subject to scheduled date)	
Location of Event	
Amount Requested	
Total Event Budget	
Is this a first time event?	
Have you received Tourism Funds before?	

Please provide contact information for the person with primary responsibility for the event.

APPLICANT INFORMATION	
Applicant's full legal name	
Primary Contact Name (person who will manage project and is authorized to execute contracts)	
Secondary Contact Name (authorized to act in the place of the Primary Contact)	
Mailing Address	
Telephone	
Email	
Website	
Federal Tax ID or 501 C3 number	
For Profit or Not for Profit?	
Applicant Signature*	

* Signature acknowledges that Applicant has read Request for Proposals.

ATTACHMENT D: MARKETING PLAN

Attachment D

Marketing Plan

Please detail your marketing plan utilizing the matrix below. This information should reflect the marketing figures included in your budget. Include all marketing efforts to be utilized for the proposed event through various media outlets (radio, television, print materials, press releases, social media etc.). Please attach source information for estimates where possible.

Target Demographic	Target Location	What type of marketing/media buy?	When does marketing take place?	Price of Media Buy?

ATTACHMENT E: BUDGET FORM

TOURISM REVENUE PRESERVATION FUND GRANT PROGRAM MODEL BUDGET FORM			
INCOME	2018 Actual	2019 Actual	2020 Estimate
Reserves			
Grants			
Promotional Sales			
Vendor Fees			
Parking Fees/Contributions			
Ticket Sales			
Program Advertising			
Sponsorships (list below)			
Sponsor 1			
Sponsor 2			
Sponsor 3			
Sponsorships - Sub-total	0	0	0
Contributions (list below)			
Contribution 1			
Contribution 2			
Contribution 3			
Contributions - Sub-total	0	0	0
Other (describe below)			
Other 1			
Other 2			
Other 3			
Other Sub-total	0	0	0
TOTAL INCOME	0	0	0

NARRATIVE REQUIREMENTS

- **Event Summary** - Describe the event, its target audience, and projected attendance figures noting how attendance is tracked and/or projected. Describe what makes the event unique and how it serves as a draw for visitors to come to Yarmouth. Note explicitly how you plan to use the requested Tourism funds.
- **Event Logistics/Management** - Describe in detail your planning efforts/logistics associated with your event as well as any associations you may have with community organizations or businesses, noting the specifics of how these organizations/businesses will support your event.
- **Financial Management** – Describe how the event is managed financially, noting how budget/funding decisions are made and how funds are raised (i.e. fees/sponsorships/ticket sales/vendors/etc.).
- **Marketing** – Utilizing the table in Attachment D (Marketing Plan), provide details regarding your marketing plan for the event and how you plan to track your marketing efforts.
- **Economic Impact** – Describe the direct and indirect impact of your event on local businesses. Quantify the impact as much as possible.

NON-PROFIT STATUS DOCUMENTATION

Form	Individual	Non-Profit	For Profit
Tax Determination Letter/Form 1023 (if tax status is pending)		X	
W-9 Form	X	X	X
Form PC		X	
Annual Corporate Report		X	X (if a corporation)
Form 990		X	

APPLICATION PROCESS

- After submitting a grant application (and necessary materials) to the Community Development Department by 11/25, applicants will be scheduled for interviews with the Community and Economic Development Committee (CEDC).
- The CEDC will meet with applicants at a public hearing to ask questions regarding their grant application and determines which events best promote Yarmouth as a tourist destination.
- The 2019 interviews will take place in Room A at Yarmouth Town Hall and the dates are:
 - Monday December 2nd, 2019 4:30-6:30 PM
 - Monday December 9th, 2019 4:30-6:30 PM
 - Monday December 16th, 2019 4:30-6:30 PM
- Applicants will be informed of their interview time slot and grants are awarded within a few weeks of the interviews taking place.

APPLICATION REVIEW

- Applications will be reviewed for completeness and for organizational capacity to successfully carry out the proposed event. Each narrative question and the budget will be reviewed as follows:
 - **Highly Advantageous** - Answer provides all required information and demonstrates capacity in the area noted.
 - **Advantageous** - Answer provides only some required information and/or demonstrates capacity in only some areas noted.
 - **Not Advantageous** - Answer provides only some required information and does not demonstrate capacity in area noted.
 - **Unacceptable** - Answer does not provide required information and does not demonstrate capacity in area noted.

MARKETING AND BRANDING REQUIREMENTS

- **Surveys:**
 - Event/program sponsors are required to **survey a minimum of 5% of event attendees** utilizing a survey tool to be provided by the Town of Yarmouth. Event organizers will be required to identify a “point person” for surveys.
 - Completed surveys must be returned to the Department of Community Development within **one week** of the event date.
 - Reimbursement is contingent on the timely submittal of completed surveys.
- **Photographs and Video:** The Grantee must document the event through photographs and video. Photographs shall be a minimum 300 ppi high resolution. Materials must be submitted electronically as part of the Grantee's Final Report.
- **Branding:** The Grantee agrees to utilize the “Town of Yarmouth...Cape Cod Within Reach” logo and/or tag line “Sponsored in part by the Town of Yarmouth’s Tourism Revenue Preservation Fund” in any and all print and broadcast advertising media including: brochures, posters, programs and web advertising for the event (provided to Grantee electronically).

RELEASE OF FUNDS GUIDELINES

- **Release of Grant Funds Guidelines:**
 - Up to 25% of the total grant award may be reimbursed for contracted services on or before the day of the event. Proof of contracts is required.
 - Marketing costs are reimbursable with invoices and executed contracts.
 - Final payment requires proof of any services provided prior to event date, the submission of a final report, and an actual expense report.
 - Final payment (in no less than 25% of the total grant award) is contingent upon receipt of a final report and required survey materials.

REIMBURSEMENT REQUIREMENTS

- To receive payments for the awarded grant, and to be considered for future Yarmouth Tourism Revenue Preservation Fund grants, the Grantee must submit the following:
 - Completed Surveys (return within one week of event date)
 - All non-profit status documentation.
 - A Statement of Work Form.
 - Final Report within 30 days of completing the event.
 - Estimated & Actual Expense Report.
 - Submit final payment request no later than 6 months after the event occurs.
 - Final payment (in no less than 25% of the total grant award) is contingent upon receipt of a final report and required survey materials.

IMPORTANT DATES

Date	Event	Location
November 25 th , 2019 (2 PM)	Application due date	Community Development Office
December 2 nd , 2019 (4:30 PM)	Applicant interviews	Town Hall Room A
December 9 th , 2019 (4:30 PM)	Applicant interviews	Town Hall Room A
December 16 th , 2019 (4:30 PM)	Applicant interviews (if necessary)	Town Hall Room A

QUESTIONS?

- Grant program website:
<https://www.yarmouth.ma.us/1043/Tourism-Revenue-Preservation-Grant-Progr>
- **Contact:** Kyle Pedicini, Economic Development Coordinator,
508-398-2231 x1653 Kpedicini@yarmouth.ma.us .