



# Town of Plymouth Promotions Fund Grant Program 2015

*Events taking place between July 1, 2015– June 30, 2016*

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Visitor Services Board Review Panel: *(All correspondence addressed to above addresses)*

Genevieve Jaeger, Chair  
Kenneth Buechs  
Dale Frizzell  
Steven Lydon  
Richard Quintal  
Gary Wass  
Janet Young

## **NOTE: Grant Application Deadlines**

*(As listed, or by following Monday if falling on a weekend)*

**Part I** Special Events *(previously funded events)* **January 31<sup>st</sup>**  
1<sup>st</sup> Time Events & Exhibits **60 Days prior to event**

**Part II** **Wtihin 60 days following event**  
FINAL Event Income and Cost Summary  
FINAL Event Summary  
FINAL Invoice for Payment

# Town of Plymouth Promotions Fund GRANT PROGRAMS OVERVIEW

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The Town of Plymouth wishes to encourage events that are of interest to residents and visitors alike, while strengthening the town as an attractive center for tourism by extending a visitor's length of stay and increase consumer spending. Please consider the overnight stays your event may generate and include local hotels on your event's mailing list.

The Promotions Fund Grant awards are limited by the number of successful applicants who demonstrate the clear use of award funds for the benefit of supporting the event and not part of organization's fund raising efforts. It is imperative that each applicant adheres to the deadlines, completes all required information at time of application and submits a complete final accounting of total event/exhibit costs with supporting documentation by the deadline before any funds may be released. **In fairness to all applicants, the Visitors Services Board reserves the right to deny and/or withdraw any funding should these basic procedures not be met.**

## CRITERIA

### Qualified Organizations

- Established Non-profit or government organizations - priority consideration.
- For profit, churches and/or other religious groups (whose event does not have the effect of advancing religion) may be considered.
- Applicant Organization must enter into a contractual agreement with the Town of Plymouth, and thusly become a vendor to the Town of Plymouth; adhering to all deadline submissions as outlined

## FUNDING

- Exhibit/First Time Events – ***An exhibit/event that has not been previously funded by the Town and meets all other criteria***  
Maximum award shall be \$1,200.00; not to exceed 25% of total eligible budget  
A 3:1 match of private dollars is required. (Example: \$100.00 request / \$300.00 should be raised)
- Special Events – ***An event that has been previously funded by the Town Grant Program and meets all other criteria***  
Maximum award shall be \$10,000.00; not to exceed 20% of total eligible  
A 4:1 match of private dollars is requested (Example: \$100.00 request / \$400.00 should be raised)

**NOTE:** *In-kind services, administrative and overhead costs are not eligible costs within budget **but should be included** in the proposed and final budget submissions.*

## DEADLINES (see Application Cover Sheet for details)

- Applications must be received by established deadline dates.  
Part I – Town Promotions Fund Grant Application (Pages 4 - 6)
- No funds will be awarded without completion of final accounting and supporting documentation as outlined.  
Part II – Final Budget / Event Summary / Final Invoice (Sent under separate cover upon successfully application award)

# Town of Plymouth Promotions Fund

## GRANT PROGRAMS OVERVIEW *(continued)*

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### FORMS

USE THE FORMS provided, one 8 1/2 X 11 page to complete questions is allowed. Be sure to include Organization Name, Event Name and date at top of attachment

#### **PART I:**

- Applicant Identification Sheet
- Event Plan Outline *(one 8 1/2 X 11 attachment is allowed – Include title/Organization Name/Event and Date)*
- Event proposed Budget with Grant Funding request
- TOWN OF PLYMOUTH (separate forms / filings) to be completed through the Office of Economic Development

#### **PART II:** *(To be submitted 60 days following the event)*

- Final Income & Expense Summary *(with supporting documentation)*
- Final Event Summary Narrative *(with attachments, including press releases; promotional materials, etc.)*
- Final Funding Invoice

### GUIDELINES

- Event must to take place in the Town of Plymouth.
- Event must be open to the public.
- Event should be free or offer a low ticket cost *(less than \$10.00)*.
- **All** requested information on the application must be completed for grant consideration. Please use all forms supplied unless otherwise noted.
- A successful applicant is responsible for timely payment of all event costs prior to receiving final eligible funding.
- Each applicant will be notified, in writing, regarding the status of their application and will be assigned a Visitor Services Board (VSB) Member as contact person for review of application.
- If an event is cancelled once the funding has been awarded, the applying organization must complete and submit a Grant Funding Waiver.
- Large scale events may be eligible for multiple grant awards if said event consists of several smaller events (each meeting the necessary criteria). A separate application is required for each event.
- **BUDGET OUTLINE** - The Town Promotion Fund has limited event funding. Each candidate should be presenting a comprehensive application inclusive of budget detail by the deadline date. The successful coordination of any exhibit/event requires the cooperation of private initiatives with public resources. It is understood that not all costs and/or income sources are firm at the time of this application; however, how you have fulfilled those estimates, based on your final cost summary will ultimately be your award amount.

#### **EVENT PROMOTION -**

- **ALL print material should include the line: “Funding in part by the Town of Plymouth Promotions Fund”.**
- Event information should be submitted to **Destination Plymouth** for inclusion on [www.seeplymouth.com](http://www.seeplymouth.com) website calendar.
- Notification to all Plymouth lodging establishments (Contact Office of Economic Development for listing as needed)

**Part I**

**Town of Plymouth Promotions Fund  
GRANT APPLICATION IDENTIFICATION SHEET**

Event Name: \_\_\_\_\_

**\$\$ Funding Request:** \_\_\_\_\_

Applying Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

**Non Profit ID#:** \_\_\_\_\_ **Website:** \_\_\_\_\_

Type of Event:	<input type="checkbox"/> Exhibit	<input type="checkbox"/> 1 <sup>st</sup> Time Event	<input type="checkbox"/> Special Event
Deadline:	60 days prior	60 days prior	January 31st

Event Location: \_\_\_\_\_

Event Dates: \_\_\_\_\_  
*Include entire schedule (days / dates / time)* \_\_\_\_\_

State Goal of Event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Crowd Estimate: \_\_\_\_\_

**CHECK LIST- PART I: ALL items MUST be included with *Grant Application* for funding consideration.**

- Application Identification Sheet       Event Plan Outline       Proposed Grant Budget
- Organization Representative will be available to attend Visitor Services Board meeting as requested.

**Town of Plymouth Special Event Permit – *MUST* be completed for funding consideration.**

Completed

**Questions?**

Contact: Office of Economic Development  
Phone: 508-747-1620 x144 Fax: 508-830-4116  
Email: [cthomsen@townhall.plymouth.ma.us](mailto:cthomsen@townhall.plymouth.ma.us)

I acknowledge the requirements for a successful grant application and understand, should we be awarded fund, final payment will be dependent on our organization's submission of Final Budget & Summary information along with supporting documentation.

\_\_\_\_\_  
Organization's Representative

\_\_\_\_\_  
Date

**Part I**

**Town of Plymouth Promotions Fund  
GRANT EVENT PLAN**

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Please describe the event by including all the information as requested using this form. One additional 8 ½ X 11 sheet is allowed.

1. Describe the Event and the type of activities which will be included, please be as comprehensive as possible.

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2. List in-kind sponsors and dollar value of goods or services provided. \_\_\_\_\_

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3. List the groups, organizations, and business involved as sponsors and/or participants, and the extent of their involvement. \_\_\_\_\_

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4. \*Describe your plan for securing private funding and please include those sponsors you have secured as of the date of this application. (Please include type of sponsorship, funding programs you are planning, i.e., ticket sales, program booklet sponsorship, corporate/private donations, etc.). \_\_\_\_\_

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5. State how the event/activity will be impacted if Town Promotion Grant funds are not awarded. \_\_\_\_\_

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6. Your estimate of public attendance; please differentiate between visitors and residents. Please provide a brief explanation as to how you determined this number, and if you think the event will impact overnight stays.

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7. **MARKETING and PROMOTION** - Provide a promotion/marketing plan for the event, including media list, advertisements (display) and placement, public service announcements, radio spots, calendar of events, brochures, etc.; include schedule for this plan in relation to your event. \_\_\_\_\_

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8. Provide any additional information that may prove useful in evaluating this application. \_\_\_\_\_

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