



Town of Plymouth Promotions Fund Grant Program 2014

Events taking place between July 1, 2014 – June 30, 2015

Mailing Address: Town of Plymouth
Office of Economic Development
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Plymouth, MA 02360
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Contact Information: Cheri Thomsen
Office of Economic Development
508.747.1620 Ext. 144
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Visitor Services Board Review Panel: *(All correspondence addressed to above addresses)*
Genevieve Jaeger, Chair
Kenneth Buechs
David Buckman
Steven Lydon
Richard Quintal
Joyce Stewart
Janet Young

NOTE: Grant Application Deadlines

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

Special Events *(previously funded events)* **January 31st**
1st Time Events & Exhibits **60 Days prior to event**

Town of Plymouth Promotions Fund GRANT PROGRAMS OVERVIEW

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.

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

- Applications must be received by established deadline dates.
- No funds will be awarded without completion of final accounting and supporting documentation as outlined.

Town of Plymouth Promotions Fund

GRANT PROGRAMS OVERVIEW

(continued)

FORMS

PART I:

- Applicant Identification Sheet
- Event Plan Outline
- Event proposed Budget with Grant Funding request

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

- Final Income & Expense Summary
- Final Event Summary Narrative (with attachments)
- Final Funding Invoice

TOWN OF PLYMOUTH (separate forms / filings) to be completed through the Office of Economic Development.

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.
- **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 website calendar.
- 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

Part I

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

Event Name: _____

Amount Requesting: _____

Applying Organization: _____

Address: _____

Phone/Email: _____

Contact Name: _____

Phone/Email: _____

Non Profit ID#: _____

Type of Event: Exhibit 1st Time Event 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 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

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**

Please describe the event by including all the information as requested. All applications should be typewritten.

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

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

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

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.). _____

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

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.

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. _____

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

PART II

**Town of Plymouth Promotions Fund
GRANT AWARD WAIVER**

(To be used only to decline awarded funds)

1st Time Event / Exhibit Special Event AWARD AMOUNT: _____

Event Name: _____

Organization: _____

Contact Person: _____

Phone/Email: _____

REASON for declining funds:

I, _____, representing the above organization acknowledge the award of \$ _____ for the above described event/exhibit. It has been determined that the funds are no longer required and waive any claim to said funds from the 2014 Town of Plymouth Promotions Fund Grant round.

Signature

Title

Date

Part II

**Town of Plymouth Promotions Fund
GRANT FINAL INVOICE**

To receive payment, your Final Invoice should include all matching fund detail with supporting documentation as outlined in your original Town of Plymouth Promotions Fund Grant application.

Event/Exhibit: _____

Organization: _____

Contact Person: _____

Phone/Email: _____

Requested Award Amount: \$ _____

TOTAL INCOME \$ _____ *(NOT including Award Amount)*

TOTAL EXPENSES \$ _____

Net *(Deficit / Surplus)* \$ _____

We have attached the necessary paperwork as follows:

- Final Budget Detail
(including supporting invoices and payment documents)

- Final Event Summary
(including ad copy, articles, samples of brochures, program booklets, etc.)

Authorized signature

Date

PART II forms should be submitted within 60 days from end of exhibit/event.