

# Town of Yarmouth Tourism Revenue Preservation Fund Special Event Program



The Town of Yarmouth announces the availability of up to \$140,000 in available funding for the marketing and production of events or programs that promote Yarmouth as a tourist destination and strengthen community character. **Events shall take place between January 1, 2024 and December 31, 2024.** This year's funding level represents a 40% increase over past years and highlights the Town's commitment to providing high-quality family friendly events for residents and visitors.

The tourism grant is a **reimbursement** program to help offset the expenditures associated with special events and programs. Funding is intended to encourage the establishment of new events or the expansion of existing events that help to sustain Yarmouth's tourism industry and promote the community as a desirable place to live, work and visit. **Sustainable events that take place during shoulder season (Spring and Fall) and/or during School Vacations are encouraged.**

**Complete applications are due no later than 12:00 Noon on Wednesday, September 6, 2023**

**Recommendations for final awards are anticipated to be completed by mid-October.**

## **BACKGROUND**

Authorized by Town Meeting and established by Special Legislation (*Chapter 338 of the Acts of 2006*), funding for the Tourism Revenue Preservation Fund is appropriated annually at Town meeting. Funding is administered through the Department of Community Development with direction from the Community and Economic Development Committee (CEDC).

The Special Event Grant Program is designed to:

- Encourage the establishment of new events or to expand existing events that help to sustain Yarmouth's Tourism industry;
- Promote the Community as a desirable place to live, work and visit;
- Increase the number of day and overnight visitors by encouraging sustainable year-round events to be enjoyed by the Yarmouth community;
- Promote and enhance tourism with an emphasis on encouraging events during the off- or shoulder-seasons (October through May) and school vacation times.

## **ELIGIBILITY**

Proposals will be accepted from any individual, business, municipal department, or non-profit organization of good standing conducting an event located in the Town of Yarmouth that is scheduled to take place between **January 1, 2024, and December 31, 2024.**

Past recipients of Tourism Funds need to have submitted their Final Reports for prior-year events before further consideration. If prior year Final Reports have not yet been submitted, please submit as soon as possible, but no later than the application deadline of **12:00 Noon on September 6, 2023**. Written extension requests shall be considered on a case-by-case basis and should be submitted **no later than 12:00 Noon on September 6, 2023**.

### **AVAILABLE FUNDING**

Up to \$140,000 in funding is available for this grant round. **There is, however, no commitment to disburse this full amount.** The Town reserves the right to grant less than requested amounts and to place conditions on funding awards.

### **EXPENDITURES**

**Eligible Expenditures** - Grant funds may be utilized for marketing, program (direct) expenses or Town Fees associated with the Special Event. Examples include advertising (print, tv, radio, social media), brochures, town fees, public safety details, entertainment, rental equipment).

**Ineligible Expenditures** - Reimbursements for airfare, hotel, meals, and alcohol.

### **PROGRAM AND FUNDING REQUIREMENTS**

- Event organizers are required to meet as needed with the Committee, Board of Selectmen and Staff as needed.
- Event organizers are required to enter into a contractual agreement with the Town. A sample contract (TOURISM GRANT AGREEMENT) is included in Attachment A.
- Funding shall be contingent upon a specific date for the event.
- Funding shall be contingent upon event organizer having obtained appropriate permissions for use of Town-owned land. Applications for the Utilization of Town-Owned Land should be completed and submitted to the Town Administrator's office. Please see: <http://www.yarmouth.ma.us/1857/Rent-a-Town-Owned-Property-for-an-Event>.
- Event organizers must agree to track attendance and to provide documentation regarding number of attendants, where attendants are from, and the extent to which attendants impact the local economy. A sample survey card is included as Attachment B but serves only as an example.
- Event organizers are required to complete a Final Report as noted in the Tourism Grant Agreement (Attachment A).
- Applicants are required to document the event through photographs and video (these will be submitted electronically as part of the Applicant's Final Report). Photographs

should be a minimum 300ppi high resolution. In addition, applicants agree to permit photographs and video recording of special events. All materials may be used for marketing purposes.

- Funding will be made available on a **reimbursement** basis. Event sponsors are required to incur expenses up front and to provide proof of purchase and payment in order to receive reimbursement. The final payment from the Town (in no less than 25% of the total grant award) shall be contingent upon receipt of a Final Report including required attendance documentation.

### **APPLICATION INSTRUCTIONS**

**APPLICATION SUMMARY** – Complete and sign the Application Summary Form included in Attachment C.

**NARRATIVE** - Provide a narrative and supporting materials where relevant that answer the following questions:

- Event Summary
  - Describe the event, its target audience, and projected attendance figures noting how attendance is tracked and documented.
  - Describe what makes the event unique and how it serves as a draw for visitors to come to Yarmouth and how it strengthens community character.
  - For ongoing events, please note how the event will be different from past years.
  - Note explicitly how you plan to use the requested Tourism funds.
- Event Logistics/Management
  - Describe how your event or program will be managed.
  - For repeat events, please note how the management of the event has evolved over time.
  - If you rely on volunteers, note how you recruit new volunteers, provide training, and assign responsibility. Provide information for key volunteers regarding their experience and areas of responsibility.
  - Describe in detail your planning efforts/logistics associated with your event as well as any associations and collaborations 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.).

- Describe how budget shortfalls are/will be handled. How does the event plan for long-term financial stability? Is there a rainy day fund? The CEDC is committed to assisting events that are able to demonstrate financial sustainability.
- 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. Describe in detail your planned use of social media and other online marketing and how you will track performance for each.
- Economic Impact – Describe the direct and indirect impact of your event on local businesses, particularly hotel/motel and restaurant businesses. Quantify the impact and be specific as much as possible.

## **BUDGET**

A model Budget Form is available at Attachment E in the form of a Microsoft Excel file that may be edited. Every effort has been made to identify relevant budget lines and categories. A completed budget is required with the application. Please provide a detailed, itemized budget inserting rows as needed. If your event is a repeat event, please provide information on past occurrences as noted on the spreadsheet.

Please note that it is Town Policy that **fees will NOT BE WAIVED** for Events funded through the Tourism Fund. Every effort should be made to identify and account for the relevant fees during the planning process for your event/program.

## **SUBMISSION REQUIREMENTS**

Application materials and REQUIRED DOCUMENTATION [1 electronic (.pdf) copy] shall be submitted electronically to Dawn-Marie Flett, Community Development Office, at [dflett@yarmouth.ma.us](mailto:dflett@yarmouth.ma.us) **no later than 12:00 Noon on Wednesday, September 6, 2023**. If the applicant is unable to submit electronically, hard copies may be submitted to the Community Development Office, located at Yarmouth Town Hall, 1146 Route 28, South Yarmouth MA 02664.

**Applications must be fully complete to receive grant consideration. Late or incomplete applications will not be considered.**

A complete submission must include the following:

- Application Summary
- Narrative
- Marketing Plan
- Completed Budget
- Required Documentation including:
  - W-9 Form
  - Certificate of Good Standing (<https://www.mass.gov/info-details/dor-certificate-of-good-standing-and-or-corporate-tax-lien-waiver-faqs>)

**Please note, the Town reserves the right to request additional information as needed.**

### **APPLICATION REVIEW**

Applications will be reviewed by the CEDC at a publicly noticed open meeting. Applicants may be asked to attend a meeting to discuss their application(s).

Applications shall be reviewed for completeness and for organizational capacity to successfully carry out the proposed event. Event proposals will also be reviewed based on their impact on the community and promotion of tourism in Yarmouth.

**Overall Proposal** – Proposal provides a clear and reasonable description of the event, but

**Highly Advantageous** - Event proposal is complete and demonstrates an organizational capacity to carry out a successful event. Proposed event will improve the quality of life for Yarmouth residents and provide a substantial benefit to Yarmouth's tourism economy by attracting additional visitors.

**Advantageous** - Event proposal is complete and demonstrates an organizational capacity to carry out a successful event. Proposed event provides community benefit and has a positive impact on Yarmouth's tourism economy.

**Not Advantageous** - Event proposal is complete and demonstrates an organizational capacity to carry out an event. Proposed event has a negligible impact on the quality of life for Yarmouth's residents and its tourism economy.

**Unacceptable** - Event proposal is not complete and/or does not demonstrate organizational capacity to carry out a successful event.

### **QUESTIONS**

Questions should be directed to Dawn-Marie Flett, Community Development Department, at 508-398-2231 x1277 or by e-mail at [dflett@yarmouth.ma.us](mailto:dflett@yarmouth.ma.us). Applicants may confirm the completeness of their application **before the application deadline**.