

**Town of Yarmouth
Request for Proposals
CALENDAR YEAR 2023
Tourism Fund Special Event/Programs**



The Town of Yarmouth announces the availability of up to \$100,000 in available funding for the marketing and production of events or programs that promote Yarmouth as a tourist destination and that strengthen community character. **Events shall take place between January 1, 2023 and December 31, 2023.**

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.

Complete application is due no later than 12:00 Noon on January 5, 2023

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 Town established the Special Event Grant program to increase the number of day and overnight visitors by encouraging sustainable year-round events to be enjoyed by the Yarmouth community. The Special Event Grant program is intended to promote and enhance tourism with an emphasis on encouraging events during the off- or shoulder-seasons. Funding is subject to availability, and continued financial support through the TRPF may be reduced or eliminated over time.

AVAILABLE FUNDING

Up to \$100,000 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.

ELIGIBILITY

Proposals will be accepted from any individual, business, municipal department, or non-profit organization conducting an event located in the Town of Yarmouth that is scheduled to take place between January 1, 2023 through December 31, 2023.

Past recipients of Tourism Funds need to have submitted their Final Reports for prior-year events before further consideration. If your Final Report for 2022 has not yet been submitted, please submit as soon as possible, but no later than the application deadline of 12:00 Noon on January 5, 2023. Written extension requests shall be considered on a case-by-case basis.

EXPENDITURES

Eligible Expenditures - Grant funds may be utilized for marketing, program (direct) expenses or Town Fees associated with the Special Event.

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

CONTRACT REQUIREMENTS

Event organizers are required to enter into a contractual agreement with the Town. A model contract (TOURISM GRANT AGREEMENT) is included in Attachment A.

Events in receipt of Tourism Funds are NOT ELIGIBLE to seek Fee Waivers from the Town of Yarmouth.

Funding shall be contingent upon a specific date for the event and may be further conditioned by Committee or by Contract Documents.

Funding will be made available on a **reimbursement** basis.

All print media (including brochures, posters, programs and web advertising) must display the *Town of Yarmouth...Cape Cod within Reach* logo and use the tag line "Sponsored in part by the Town of Yarmouth's Tourism Fund". All broadcast advertising must contain the tag line "Sponsored in part by the Town of Yarmouth's Tourism Fund".

To be eligible for funding, applicants must agree to track attendance using a Survey Tool provided by the Town. Event/program sponsors are required to survey a minimum of 5% of event attendees utilizing a tool to be provided by the Town. A sample survey is provided in Attachment B. Event organizers are required to return completed surveys to the Department of Community Development within ten days of the Event Date(s).

Event organizers are required to complete a Final Report as noted in the Tourism Grant Agreement (Attachment A).

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 and required survey materials.

For events utilizing Town-owned land, applications for the Utilization of Town-Owned Land should be completed and submitted to the Town Administrator's office. Funding will be contingent upon the Town's approval for use of the land.

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.

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/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 how your event or program will be managed and 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 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 handled. How does the event plan for long-term financial stability? Is there a rainy day fund?
- **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. Quantify the impact 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.

- **Additional categories of INCOME and EXPENSE may be added to the spreadsheet by Inserting a Row in the relevant section. If you modify the spreadsheet, please double check that sub-totals and totals calculate correctly.**
- For INCOME CATEGORIES (i.e. Sponsorships, Contributions, and Fees): Please itemize by source (identifying each by name). If there are more than three sources, additional rows may be added by Inserting a Row in the relevant section.
- For EXPENSE CATEGORIES: Please itemize wherever possible, identifying discrete costs for various items/services associated with the event/program. Advertising expenses should be itemized by outlet and target audience.
- A category for TOWN FEES is included. **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.
- For ongoing events or programs, provide information on past actual expenditures as well as budgeted amounts for the proposed event, project, or program.

REQUIRED DOCUMENTATION

Applicants are required to submit **only one electronic copy (.pdf)** of the following documents:

- Tax Determination Letter OR Form 1023 (if tax status is pending)
- W-9 Form
- Form PC (Massachusetts Office of Attorney General)
- Annual Corporate Report (Massachusetts Secretary of State)
- Form 990

SUBMISSION REQUIREMENTS

Application materials and REQUIRED DOCUMENTATION [1 electronic (.pdf) copy] shall be delivered **no later than 12:00 Noon on Thursday, January 5, 2023**. Electronic copies should be submitted to Dawn-Marie Flett, Community Development Office, at dflett@yarmouth.ma.us. 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:

- Application Summary
- Narrative
- Marketing Plan
- Completed Budget
- Required Documentation

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.

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. Applicants may confirm the completeness of their application **before the application deadline**.