



## **SPECIAL EVENT FUNDING REQUEST**

### **PART I - INSTRUCTIONS AND DEFINITIONS**

#### **PURPOSE:**

This document sets forth the guidelines and categories for requests for funds (in excess of \$1,000) from the Grove Community Improvement District. Applications will be accepted from organizations that will sponsor and promote activities within the Grove CID that bring substantial numbers of visitors to the District.

#### **TIMETABLE FOR REVIEW:**

The Grove CID will distribute applications to organizations that express an interest in receiving funds for upcoming Fiscal Year. Projects must meet the guidelines and criteria outlined in this document. Completed applications should be submitted to the Grove CID Administrative Offices C/O Park Central Development AT LEAST 90 DAYS BEFORE THE PROPOSED EVENT.

Applications may be mailed or hand delivered to the Grove CID c/o Park Central Development:

Attn: Codi Holt, Administrator  
4512 Manchester Avenue  
Suite 100  
St. Louis, MO 63110

#### **APPLICATION AND EVALUATION PROCEDURE:**

The following procedure will be strictly followed. Applicants are cautioned not to contact any member of the Grove CID Board regarding their request. All contacts should be channeled through the Grove CID administrative office. Please read the following instructions carefully and call the Grove CID Office with any questions. Incomplete or incorrect applications will be returned.

The Grove CID Administrator will review all applications to determine if they meet the established criteria for funding. The Grove CID office staff will notify qualifying applicants who are finalists. All finalists will then be invited to present their applications to the Grove CID Executive & Finance Committee at the regular scheduled meeting the second Monday of the month. The Grove CID Executive & Finance Committee will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding. Funding recommendations of the Grove CID Executive & Finance Committee are final. All materials submitted with applications will become a matter of public record, open to inspection by any citizen of the State of Missouri subject to the Sunshine Law.

#### **OVERALL GUIDELINES**

Applications must conform to the guidelines specified by the Grove CID. Applications that do not conform to these guidelines will not be considered for funding. The funding limits are subject to final approval by the Grove CID Executive & Finance Committee. Funding is available for major events staged in the District that attract large numbers of visitors to the District.

#### **TYPES OF EVENTS:**

Programs, festivals, or special events should have a history of, or the potential for attracting visitors, either as participants or spectators, generating retail sales at district area businesses. Consideration will



also be given to events that can generate national, state, or regional media exposure for Grove CID and its offerings.

**ELIGIBLE ORGANIZATIONS:**

Not-For-Profit Organizations under section 501 of the Internal Revenue Code (a copy of the IRS determination letter provided by the applicant confirms federal tax-exempt status) and For-Profit Organizations are eligible for funding. Organizations must have significant District ties, established primarily to produce cultural programs, festivals, or special events, utilizing private sector community financial support and volunteers as well as paid staff to carry out the objectives of the organization.

**PROJECT GUIDELINES:**

1. Project must take place (at least partially) within the Grove CID boundaries.
2. Applicant must make project accessible to the public and to disabled persons.
3. Applicant must submit a list of the Board of Directors, organization staff and event staff– if applicable.
4. Applicant must have comprehensive marketing and advertising plan.
5. Applicant must have comprehensive trash/recycling plan.
6. Applicant must have comprehensive safety & security plan.
7. Applicant must submit proof of non-profit status – if applicable.
8. Applicant must submit proof of good corporate standing – if applicable.
9. Applicant must submit proof of taxes paid with the City of St. Louis and the Grove CID – if applicable.
10. Applicant must submit most recent preliminary final/attendance and final reports if you have received a grant in the past from the Grove CID.
11. Applicant must match the amount requested on a dollar-for-dollar basis, showing revenue specifically contributed for program (50% of this match may be in-kind contributions, accompanied by a list of fair and reasonable market value).
12. Applications failing to meet deadline will not be considered.
13. Multiple events must be separate and distinct applications with separate summaries and budgets.
14. Invoice must be made to the Grove CID. No funds will be forwarded in anticipation of the receipt of an invoice.
15. A complete detailed project budget must be submitted that includes all expenses.
16. The complete detailed project budget must include all revenues.
17. All information should be submitted on 8 ½ x 11" white paper.
18. A certificate of liability insurance, naming the Grove CID as an additional insured, is required before any reimbursements can be released.

**Funding Administration:** No funding may be reimbursed until the Grove CID Executive & Finance Committee approves the funding.

**Funding Manager:** Organizations receiving funding shall designate a Funding Manager. That individual shall be responsible for maintaining the official file with application, correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used. The organizations funding manager will insure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financial submitted. It is the funding manager's responsibility to see that any applicable Federal, State or City laws and policies are followed.

**APPLICATION GUIDELINES:**

1. If you are applying for more than one event, separate applications and distinct separate budgets are required.



2. State the goals and objectives for each event for which you are applying for.
3. Describe what benefits will be received from each event or promotion for which you are applying.
4. Describe how the event increases awareness of the Grove CID as a visitor destination, increases the number of visitors, their length of stay, and promotes intra-regional travel by visitors.
5. Describe how the effectiveness of each event will be evaluated.
6. Describe how financial resources will be monitored.
7. Describe, in detail, how the event will be implemented.
8. Attach copies of letters of commitment to substantiate matching funds.

#### **STATUS REPORTS:**

**Initial Plan:** A preliminary status report is due at the time of submission of application indicating an overall status of the event and revenue generated to the Grove CID.

**Interim Status Report:** A detailed interim status report will be required sixty (60) days prior to the event. This report will identify at what point you are with the planning of the event.

**Final Status Report:** A detailed final status report is due within sixty (60) days of the close of the event.

#### **PROCEDURES FOR DRAW OF FUNDS**

*Funds will be dispersed according to the following schedule:*

- 33% within 7 business days of receipt and approval of Initial Plan
- 33% within 7 business days of receipt and approval of Interim Status Report
- 33% within 7 business days of receipt and approval of Final Status Report

An invoice must be submitted to the Grove CID office for interim draws and for final payment. All payments are on a reimbursement basis only and made after proof of paid invoices are presented. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Organizations receiving funding should take into consideration that it will take a minimum of 5 business days for the Grove CID to process a check. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment may need accompany request for funds.

#### **USE OF GROVE COMMUNITY IMPROVEMENT DISTRICT FUNDS**

Grove CID grant funds must be used to promote and advertise the entertainment district. Any event must seek to draw existing and new patrons to the district.

**NOTICE:** All collateral material and advertisements must list the Grove CID as one of the event sponsors.

#### **FUNDING CATEGORY GUIDELINES**

**I. Sponsorships and Event Bid Fees:** Minimum one-day event with 1000 or more participants. Funds are to be used exclusively for advertising and promotion. The maximum is \$15,000 for events with a minimum of three years of result history.

**II. First Time Events:** These would include newly created events, or ones that have little history. The maximum amount per event is \$5,000. Subsequent year funding will be determined by results of the first or second year.

#### **CRITERIA FOR EVALUATION OF APPLICATIONS**



Applications will be scored in three (3) categories with a maximum score of one hundred (60) points per applicant.

**I. SOUNDNESS OF PROPOSED PROJECT - Maximum 30 Points.**

The extent to which the project has clearly identified objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; will accomplish its stated objectives.

**II. STABILITY AND MANAGEMENT CAPACITY - Maximum 15 Points.**

A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed project. The organization has a successful history of service in and to the City of St. Louis. Ability of the organization to administer public grants and to prepare and deliver the necessary progress reports to the Grove CID.

**III. QUALITY AND UNIQUENESS OF PROPOSED PROJECT -Maximum 15 Points.**

Extent, to which the activity provides a program for the Grove visitors and its residents, which is of significant merit and that, without such assistance, would not take place in the District. After the fourth year of requesting CID Special Event Funding the event should have enough sponsors to fund the event without using the CID Special Event Funding. If a request for funding is submitted after the fourth year, the Executive & Finance Committee will take the request under consideration and forward a recommendation to the Grove CID Board of Directors. A detailed explanation letter of why the funding request is needed will be required before any review of the application takes place. For second and third year requests special consideration will be given to organizations that have secured additional support through private or corporate contributions.

**FUNDS MAY NOT BE USED FOR:**

*Projects that are restricted to private or exclusive participation. Legal, medical, engineering, accounting, auditing, planning, marketing, feasibility studies or other consulting services. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the project or event. Real property or capital improvements, new construction, renovation or restoration to facilities. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art. Interest or reduction of deficits and loans. Expenses incurred or obligated prior to or after the project period. Advertising and promotional materials distributed at the event site or after the event. Payments for services or goods purchased for previous or other events.*

**One copy of the following items is required and should be attached to your original application:**

Charter, Articles of Incorporation, By-Laws, Proof of Current Status

IRS Determination Letter of non-profit status (if applicable)

List of current Officers, Board members & event staff with terms (if applicable)

Copy of financial statement of your most recent fiscal year (except government entities)

Proof of taxes paid with the City of St. Louis and the Grove CID (if applicable)

Proof of Liability Insurance

List of other Financial Commitments

Event financial from previous year (if applicable)



**THE GROVE COMMUNITY IMPROVEMENT DISTRICT**

**FISCAL YEAR** \_\_\_\_\_

**SPECIAL EVENT GRANT APPLICATION**

1. NAME OF EVENT/PROJECT: \_\_\_\_\_
2. DATE OF EVENT/PROJECT: \_\_\_\_\_
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_
4. NAME OF APPLICANT/HOST ORGANIZATION:  
Legal Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City State Zip: \_\_\_\_\_
5. CONTACT PERSON/TITLE:  
Name \_\_\_\_\_  
Title: \_\_\_\_\_  
Telephone No. ( ) \_\_\_\_\_ - \_\_\_\_\_ Fax No. ( ) \_\_\_\_\_ - \_\_\_\_\_  
E-mail: \_\_\_\_\_@\_\_\_\_\_.
6. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)  
If applicable, attach Articles of Incorporation, Bylaws.  
FID NO. \_\_\_\_\_
7. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS
8. ATTACH A LIST OF ORGANIZATIONAL AND EVENT STAFF OF THE ORGANIZATION.
9. ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.
10. ATTACH PROOF OF GOOD CORPORATE STANDING (IF APPLICABLE)
11. ATTACH PROOF OF CITY OF TAXES PAID IN CITY OF ST. LOUIS & GROVE CID (IF APPLICABLE)
12. ATTACH A DESCRIPTION OF EVENT/PROJECT.
13. ANTICIPATED NUMBER OF EVENT ATTENDEES: \_\_\_\_\_



14. ANTICIPATED NUMBER OF EVENT VENDORS: \_\_\_\_\_
14. LIABILITY/MEDICAL INSURANCE? No  Yes   
If Yes, indicate insurance carrier, contact and telephone number: \_\_\_\_\_  
(Grove CID must be named additionally insured and be provided a COI)
15. HAS VENUE/FACILITY BEEN SECURED? No  Yes   
If Yes, indicate location, contact and telephone number: \_\_\_\_\_
16. IS EVENT ACCESSIBLE TO THE PUBLIC AND DISABLED PERSONS? No  Yes
17. ATTACH EVENT/PROJECT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.
18. AMOUNT OF FUNDING REQUESTED: \$ \_\_\_\_\_
19. INTENDED USE OF THE FUNDS: \_\_\_\_\_
20. ATTACH PROOF OF MATCHING FUNDS (EQUAL OR GREATER THAN AMOUNT REQUEST FROM THE GROVE CID)
21. ATTACH MARKETING AND ADVERTISING PLAN.
22. ATTACH TRASH RECYCLING PLAN.
23. ATTACH SAFETY & SECURITY PLAN.
22. HOW WILL THE EVENT/PROJECT BENEFIT THE GROVE CID?
23. HAVE YOU RECEIVED GROVE CID SPECIAL EVENT FUNDING IN THE PAST? No  Yes   
If Yes, indicate name and date of event/project and amount received.
24. IF YOU HAVE RECEIVED PREVIOUS GROVE CID EVENT FUNDING, PLEASE PROVIDE PRELIMINARY & FINAL ATTENDANCE FIGURES AND FINAL REPORT. ALSO, PLEASE PROVIDE COPIES OF ALL EVENT PROMOTIONAL MATERIALS, INCLUDING RADIO OR TELEVISION SCRIPTS, BILLBOARD COPY, PRINTED FLIERS, ADS, OR OTHER MATERIAL YOU PURCHASED WITH GROVE CID MONEY. (ONLY PROVIDE MATERIAL ON THE MOST RECENT YEAR SPECIAL EVENT MONEY WAS RECEIVED.)
25. WHAT RESEARCH DO YOU HAVE REGARDING THE DEMOGRAPHICS OF YOUR ATTENDEES? HOW DO YOU MEASURE THE SUCCESS OF YOUR EVENT? HOW DO YOU MEASURE THE EFFECTIVENESS OF YOUR PROMOTION?



**VERIFICATION OFFICIAL WITH CONTRACTING AUTHORITY FOR THE ORGANIZATION**

**I HEREBY CERTIFY** that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature: \_\_\_\_\_

Official's Name & Title (Typed): \_\_\_\_\_

ON This \_\_\_\_\_ day of, 20\_\_\_\_, before me, the undersigned, a Notary Public in and for the State of Missouri, personally appeared \_\_\_\_\_, to me known to be the person named in and who executed the foregoing document.

Notary Public: \_\_\_\_\_

My Commission Expires: \_\_\_\_\_

**CONTACT PERSON AS LISTED ON PAGE ONE OF APPLICATION**

**I HEREBY CERTIFY** that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature: \_\_\_\_\_

Official's Name & Title (Typed): \_\_\_\_\_

ON This \_\_\_\_\_ day of, 20\_\_\_\_, before me, the undersigned, a Notary Public in and for the State of Missouri, personally appeared \_\_\_\_\_, to me known to be the person named in and who executed the foregoing document.

Notary Public: \_\_\_\_\_

My Commission Expires: \_\_\_\_\_



## SAMPLE Budget of Event/Special Project

### ANTICIPATED REVENUE:

Admissions ..... \$ \_\_\_\_\_  
 Booth/Space Rentals..... \$ \_\_\_\_\_

#### Corporate Sponsorships (Please List):

..... \$ \_\_\_\_\_  
 ..... \$ \_\_\_\_\_  
 ..... \$ \_\_\_\_\_  
 ..... \$ \_\_\_\_\_

#### Other Revenue:

..... \$ \_\_\_\_\_  
 ..... \$ \_\_\_\_\_  
 Applicant Revenue..... \$ \_\_\_\_\_  
 Sub-Total ..... \$ \_\_\_\_\_

Grove CID Funding Sought..... \$ \_\_\_\_\_  
 Sub Total ..... \$ \_\_\_\_\_

#### In-Kind Contributions of Services, Equipment, Accommodations, Advertising (Please List):

..... \$ \_\_\_\_\_  
 ..... \$ \_\_\_\_\_  
 ..... \$ \_\_\_\_\_  
 Estimated Value of In-Kind Revenue ..... \$ \_\_\_\_\_

**TOTAL ESTIMATED REVENUE** ..... \$ \_\_\_\_\_

### ANTICIPATED EXPENSES:

#### Personnel:

Administrative..... \$ \_\_\_\_\_  
 Artistic..... \$ \_\_\_\_\_  
 Technical/Production..... \$ \_\_\_\_\_  
 Contracted Services (Please List):  
 ..... \$ \_\_\_\_\_  
 ..... \$ \_\_\_\_\_  
 ..... \$ \_\_\_\_\_

Space Rental..... \$ \_\_\_\_\_  
 Travel ..... \$ \_\_\_\_\_  
 Advertising/Marketing ..... \$ \_\_\_\_\_  
 Other (Please List):  
 ..... \$ \_\_\_\_\_

**TOTAL ESTIMATED EXPENSES** ..... \$ \_\_\_\_\_





## Preliminary Status Report

EVENT NAME: \_\_\_\_\_

REPORT DATE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

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*On an attached sheet, answer the following questions and attach it to your application.*

### PRELIMINARY INFORMATION:

1. Is this a first time event? \_\_\_\_\_
2. If not, how many times has this event taken place?
3. What is the estimated revenue generated by this event?
4. What is the estimated number of participants expected at this event?
5. If event planning is in progress, what has been done, what remains to be done, and are there any problems?
6. If the event planning has not been started, why?
7. List the advertising, marketing, and/or public relations that have been contracted or placed to date?



## Interim Status Report

EVENT NAME: \_\_\_\_\_

REPORT DATE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

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*On an attached sheet, answer the following questions to identify the status of the event. Submit this report at least quarterly.*

**INTERIM – These questions will identify the current status of the upcoming event.** (After the Grove CID staff reviews this Interim Status Report, if they feel you are behind schedule on the planning stages, they will make recommendations to help get the event back on schedule.)

1. Has the planning of this event started?
2. At what point are you at with the planning stage for this event? (Percent of completion)
3. What is the total dollar amount to date of matching contributions?
4. What is the status of the advertising and promotion for this event?
5. Have you submitted any advertisements or printed pieces to the CID staff?
6. Please supply a sample and indicate the ad schedule.
7. How has the public interest for this event been up to this point?



## Final Status Report

EVENT NAME: \_\_\_\_\_

REPORT DATE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

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*On an attached sheet, answer the following questions for each element in your scope of work.*

**Final – These questions should be answered for your final status report.**

1. Is this a first time event? If not, how many times has this event taken place?
2. 5. What is the total revenue generated for this event?
3. 6. Total expenses. (Have all vendors been paid?)
4. List the vendors that have been paid, if not, what invoices are still outstanding and why?
5. What is the number of participants that came to this event?
6. What is the percentage of the total participants from out of the St. Louis region?
7. What problems occurred if any during the event?
8. List the advertising, marketing, and/or public relations that have been contracted or placed to date?
9. How can the event be improved or expanded?