Bourne Community Engagement Committee

EVENT ASSISTANCE APPLICATION GUIDELINES

The Town of Bourne announces the availability of up to $50,000 in available funding for the marketing and production of events or programs that promote Bourne as a tourist destination and that strengthen community character.

The 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 Bourne's tourism industry and promote the community for residents, visitors, and businesses.

Applications are reviewed on an ongoing basis.

BACKGROUND

Authorized by Town Meeting, the Engagement Committee will utilize the event assistance application process to determine future funding for tourism-related activities, events, and other programs on an annual basis for Bourne. Funding is administered through both the Bourne Engagement Committee and executed by the Town Administrator.

The program is intended to promote and enhance tourism and community engagement, with an emphasis on encouraging events during the off- or shoulder-seasons. Funding is subject to availability, and continued financial support is determined by Town Meeting.

AVAILABLE FUNDING

Up to $50,000 in funding is available for this grant round. **There is, however, no commitment to disburse this full amount.** The Committee 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 Bourne.

EXPENDITURES

Eligible Expenditures –

- The event must be open to the public.
- The event must be developed and conducted by a non-profit, Town Department, or town-sponsored organization.

Ineligible Expenditures –

- The event cannot be fully-funded exclusively by the BCEC financial assistance, and thus requires other funding mechanisms and support.
- Events held by for-profit organizations are not eligible.

- Reimbursement for Apparel costs
- Reimbursements for airfare, hotel, meals, and alcohol.

CONTRACT REQUIREMENTS

Event organizers are required to enter into a contractual agreement with the Town of Bourne through the Event Application process.

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

Funding shall be contingent upon a specific date for the event and may be further conditioned by the Bourne Community Engagement Committee.

All print media (including brochures, posters, programs and web advertising) must display the *Bourne Community Engagement Committee* logo and use the tag line "Sponsored in part by the Bourne Community Engagement Committee". All broadcast advertising must contain the tag line "Sponsored in part by the Bourne Community Engagement Committee".

Event organizers are required to complete a Final Report.

APPLICATION INSTRUCTIONS

APPLICATION SUMMARY – Complete and sign the Application Summary Form included in Attachment 3.

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 Bourne. 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 3 (Marketing Plan), provide details regarding your marketing plan for the event and how you plan to track your marketing efforts. Describe in detail our 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. See Event Application.

BUDGET

A Model Budget Form is available on the Event 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 3 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 TOWN FEES will NOT BE WAIVED OR PAID for Events funded through the Bourne Community Engagement Committee Funding mechanism.** Every effort should be made to identify and account for the relevant fees during the planning process for your event/program.

- While In-Kind Contributions are vitally important to the success of an event, they will not be counted towards income. Rather, they will be separately itemized at the end of the budget forms.

- 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 any (2) electronic (.pdf) versions of the following documents:

- Tax Determination Letter OR Form 1023 (if tax status is pending)
- IRS Form W9
- Form PC (Massachusetts Office of Attorney General)
- Annual Corporate Report (Massachusetts Secretary of State)
- IRS Form 990

SUBMISSION REQUIREMENTS

Application materials (electronic PDF) and REQUIRED DOCUMENTATION shall be emailed to (the Committee) **bcec@townofbourne.com**.

Incomplete applications will not be considered.

A complete submission will include:
- Application/Agreement Summary & Marketing Plan
- Narrative
- Expense Budget Report
- Deposit Form
- Required Documentation

APPLICATION REVIEW

Pre-applications and Applications will be reviewed by the BCEC 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. Each narrative question and the budget shall be reviewed as follows:

Highly Advantageous - Answer provides all required information and demonstrates capacity in the area noted.
Advantageous - Answer provides only some required information and/or demonstrates capacity in only some areas noted.
Not Advantageous - Answer provides only some required information and does not demonstrate capacity in area noted.
Unacceptable - Answer does not provide required information and does not demonstrate capacity in area noted. Does not meet Committee objectives and criteria.