



PINELLAS COUNTY
Community Redevelopment Agency
Program Guidelines for Lealman Community Redevelopment Area (CRA)
Community Activities Sponsorship Program

OVERVIEW

The Community Activities Sponsorship Program provides non-profit organizations the opportunity to financially sponsor community oriented activities or events. The primary intent of the program is to serve to promote and enhance community pride, attract residents and visitors to the CRA to support the local economy, and enhance communication among residents, businesses, and the County by sponsoring community events that foster more community interaction among residents and improve access to information, resources and services in the CRA.

CONSISTENCY WITH LEALMAN CRA REDEVELOPMENT PLAN

The Community Activities Sponsorship Program is consistent with the Plan's Redevelopment Guiding Principles, specifically Objective 8, Branding, Marketing and Promotion.

GRANT FUND AMOUNTS

This is a reimbursement grant program and awardees must provide proof of paid receipts to support their approved budget. FY19 program awards will be available up to \$10,000 per special event.

ELIGIBILITY

1. Event must take place in the Lealman CRA.
2. Event must take place between October 1, 2018, and September 30, 2019.
3. Event must demonstrate how it promotes or enhances community pride, attracts residents and visitors to the Area to support the local economy, or enhances lines of communication among residents, businesses, and the County, or fosters interaction among residents and improves access to information, resources and services in the Lealman CRA.
4. Event organizer must comply with existing Pinellas County policies regulating special events, and market their event in a positive, responsible manner.
5. Event should address at least one of the following components:
 - Be family-oriented and attract daytime and/or early evening crowds.
 - Establish, maintain or improve Lealman's traditional events.
 - Celebrate the arts.
 - Promote Lealman's holiday season to include a parade, festival or other activity.
 - Reinforce Lealman's cultural roots and/or historical attributes.
 - Promote community building and foster community pride.
6. Event organizations shall be in good standing and registered with the State of Florida Division of Corporations (www.sunbiz.org). Preference will be given to non-profit organizations.
7. Event accountability and responsibility shall be demonstrated by 1) the event organizer for the management of the event; 2) property owners for the management of their private establishments; and, 3) law enforcement for the public's safety.



RESTRICTIONS

1. The final event budget must be approved by the CRA staff.
2. Grant funds cannot be used for the following:
 - Alcoholic beverages
 - Travel expenses
 - Transportation related expenses (gas, individual parking receipts, rental cars)
 - Religious or political promotional/special events ;
 - Promotional or special events that are inconsistent with the goals and objectives of the CRA Pinellas County¹;
 - Promotional or special events sponsored by the State of Florida, local governments or universities;
 - Events that are not open to the public, either for free or for a fee;
 - Operating expenses of the hosting organization, including salaries or other compensation;
 - Prize money, awards, plaques or certificates;
 - Purchase of tangible personal property, equipment or fixed assets;
 - Interest payments or reduction of deficits or loans;
 - Taxes, such as Florida State Sales Taxes
3. Grant funds can be used for the following:
 - Event supplies and rentals such as equipment, tents, chairs, tables, facilities, port-a-lets, etc.;
 - Marketing and promotion including advertising, printing of flyers, banners;
 - Entertainment, performers;
 - Permits, event licenses;
 - Security, event insurance

CRITERIA FOR RANKING APPLICATIONS

Grant funds will be awarded on a competitive basis. CRA staff will review all grant applications received during the annual cycle to determine if they meet the grant objectives and requirements. A grant review committee consisting of at least three staff members will review and approve applications. The CRA reserves the right to make an award for less than the amount requested by an applicant, or reject an application. To be considered for funding, the location of the proposed event must be within the boundaries of the Lealman CRA.

The applications will be scored using the general criteria described below:

1. Events with a regional audience – preference will be given to events that will attract attendees from surrounding counties and nearby states, and generate overnight hotel stays.
2. Total anticipated attendance – events with higher anticipated attendance will score higher;
3. Amount of CRA grant match – preference will be given to events that some level of matching funds.
4. Percentage of event budget funded by public agencies – preference will be given to those events with a lower percent of their budget funded by public agencies.
5. Consistency with and promotion of the goals and objectives of the Lealman CRA Redevelopment Plan. A link to the redevelopment plan is provided below:

¹ The determination of whether or not a promotional/special event is religious or political, or is inconsistent with the goals and objectives of the CRA lies solely with the CRA Executive Director.



http://www.pinellascounty.org/cra/lealman/10_12_17_Lealman_CRA_Plan.pdf

Preference will be given to those events that support multiple goals and objectives of the Redevelopment Plan. If CRA staff determines the proposed event will not promote the goals and objectives of the Redevelopment Plan, a recommendation of “No Funding” will be made to the CRA Director.

POST-EVENT REPORTING

All grant recipients will be required to submit a post-event report documenting the detailed expenditures of CRA and other funds and providing a self-assessment regarding the success of the event, including a comparison of the original grant application criteria with the final results of the event. This post-event report will be due to the CRA within 30 days of the event’s conclusion.

APPLICATION INSTRUCTIONS

1. Application must be typed and is available online in a fillable Adobe PDF file that can be saved to your computer. Visit the Lealman CRA homepage at www.pinellascounty.org/cra/lealman to download the application.
2. One (1) original signed application stapled. (If more space is required for completing the application, a maximum of two (2) additional pages are allowed for application continuation. Any supporting documentation materials must be on 8½” X 11” paper with 1” margins.)
3. One (1) copy each of the organization’s articles of incorporation, mission statement and list of directors (attach to original application).
4. An electronic copy (PDF version) of the grant application.
5. Supporting documentation, such as marketing materials, is limited to five (5) pieces.
6. For budget items:
 - Budget expenditures listed in must be described with enough detail to clearly explain what is being requested. Please provide quotes or other documentation to explain each line item.
 - Do not include fixed assets in budget calculations.
7. Deliver application to:
 - Electronically: LealmanCRA@pinellascounty.org
 - Hand Delivered: Lealman Exchange, 5175 45th St. N., St. Petersburg, FL 33714



Special Event Co-sponsorship Application

INSTRUCTIONS

This application must be typed. Please complete each section of the application. Read each question carefully and respond in the space provided. Instruction for the Lealman CRA Community Activities Sponsorship Program is available anytime by emailing LealmanCRA@pinellascounty.org.

Event Name: _____

Event Date & Time: _____ Request (\$): _____

Organization Name: _____ Federal ID: _____

Head of Organization and Title: _____

Mailing Address: _____

Phone Number: _____ Website: _____

Contact/Promoter Name: _____ Email: _____

Name(s) of all persons managing the event: _____

_____.

EVENT INFORMATION:

a) Type of event:

Run/Walk _____

Festival _____

Parade _____

Neighborhood Block Party _____

Community Building/Clean Up _____

Other _____

b) General event location and street closures, if any: _____



A. Describe the event (new event or existing, free or ticketed).

B. Describe the goals of the event and how it meets the eligibility criteria for this grant provided above. Also, describe the event's history and track record in community, if any.



C. Provide a detailed budget for the event. Expenditures must be described with enough detail to clearly explain what is being requested. Please provide quotes or other documentation to explain each line item.

**Budget template will be created.*