



## Special Events(SE) Grant Request for Proposal

**COMPLETION AND SUBMISSION OF A SPECIAL EVENTS GRANT RFP DOES NOT GUARANTEE FUNDING.**

**FUNDING IS NOT CONFIRMED UNTIL AFTER MAYOR AND COUNCIL APPROVAL.**

I, the applicant, understand the above disclaimer and acknowledge that submission of this application does not guarantee funding.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

**This section must be signed and dated for application to be processed.**

**FY 2021 Special Events Grant RFP Deadline: April 15, 2020 at 4 pm**

Tucson has a variety of arts, cultural heritage, and sports-related special events that attract local and non-local participants/audiences. Special events also add to Tucson's distinctiveness and character, which makes the City better able to attract and retain skilled, creative and knowledgeable workers. **The purpose of *Special Events* Grant is to increase the capacity of emerging and established special events that build community, develop the local economy and tourism industry, and enrich the quality of life of all residents and visitors.**

Completed applications must be sent to [CMOApplications@tucsonaz.gov](mailto:CMOApplications@tucsonaz.gov) (PDF format) or hand delivered to the following location:

City of Tucson  
Economic Initiatives Office (Attention: Barbra Coffee)  
255 W. Alameda, 5th Floor, West  
Application Deadline: April 15, 2020 at 4 pm

Pre-proposal meeting:  
March 12, 2020 at 9:00 am  
City Hall  
255 W. Alameda, First Floor Conference Room



### Organization Eligibility

- Organizations must be a non-profit at time of application.
- Organizations may not be a taxing authority
- Organizations must comply with the City's non-discrimination policy.
- Organizations must have the capacity to comply with applicable laws and regulations associated with funding, including, but not limited to: fiscal management systems and reporting, subcontracting, licensing and staffing with appropriate credentials.
- Organizations should have multiple funding sources (including non-governmental funding); in kind services can be counted as a resource, but cannot be considered a funding source.
- Organizations must track, measure, and achieve performance measures and outcomes listed in **Parts C & D** of application.
- Organizations must submit a semi-annual and an annual report.
- Organizations with past-due balances with City of Tucson for costs related to their events are not eligible to receive funding.

### Eligible events must:

- Be held within or mostly within Tucson city limits.
- Economically benefit City of Tucson residents and/or businesses located within the City of Tucson.
- Require a level of funding that is commensurate and proportionate to impact of the event.
- Occur once in FY 2021.

### Available Funding

- Please base your funding request on an approximate \$100,000 funding pool. **This amount is subject to change until FY 2021 budget is approved.**
- Contracts will be awarded for a one-year period, beginning on July 1, 2020 (FY 2021) and can be automatically renewed for an additional year pursuant performance and the approval of the FY 2022 budget.
- Proposals may not receive full funding, especially those requesting over 40% of Special Events funding pool.
- Committee expects to fund multiple and diverse events as reflected in the purpose statement.
- Committee expects to allocate approximately 25% of available funds to events less than three years old.
- City of Tucson funds shall only be used for purposes stated in the RFP response.

### Selection Criteria and Guidelines

Proposals will be scored on effectiveness of response to Part B: Event Narrative, Part C: Economic Impact, and Part D: Event Evaluation. Each proposal can score a total of 100 points. The Economic and Workforce Development Selection Committee will also take into consideration the event budget, agency experience, qualifications and event impact on the community.



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## SPECIAL EVENTS GRANT RFP CHECKLIST

- Have you completed:**
- Part A: Event Information
  - Part B: Event Narrative
  - Part C: Economic Impact
  - Part D: Event Evaluation
  - Part E: Event Budget
  - Part F: Authorization to Apply for Funds
- Have you signed:**
- Cover page acknowledging submittal does not guarantee funding
- Have you attached:**
- Annual Agency Budget
  - Last year's audited financial statement (if available)
  - IRS tax exemption request letter (new applicants only)

There is no limit to the number of proposals an organization may submit. Each proposal must be submitted and packaged separately, with all requested forms.  
The same proposal cannot be submitted under multiple categories.



**Special Events Grant RFP**

**Deadline: April 15, 2020 at 4 pm**

**PART A: Event Information**

Agency Name: \_\_\_\_\_

Agency Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Event Title: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

Fax #: \_\_\_\_\_ Email: \_\_\_\_\_

Executive Director of Agency: \_\_\_\_\_

Amount of funding requested: \_\_\_\_\_

Past SE funding from the City of Tucson?

Year(s): \_\_\_\_\_ Amount(s): \_\_\_\_\_

Any additional City services or City funding received? \_\_\_\_\_

Federal Tax ID #: \_\_\_\_\_ Date of Incorporation: \_\_\_\_\_

501(c)(3), 501(c)(4) or 501(c)(6) Certification: Yes \_\_\_\_\_ No \_\_\_\_\_

Is the event less than 3 years old \_\_\_\_\_ 4-10 years old \_\_\_\_\_ older than 11 years \_\_\_\_\_

Is the event free to the public? Yes \_\_\_\_\_ No \_\_\_\_\_ If not, list ticket prices \_\_\_\_\_

Which best describes your event (check only one)

Festival: A multiple-day cultural event that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.

Celebration: A one-day event actively programmed around a theme, anniversary or companion activity.

Tourism Event: An event that will attract out-of-market visitors with high expenditure potential, potential for national exposure and the ability to encourage multi-day visits.

Sporting Event: An event that is compelling to a major market and with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.

Other (please explain) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Special Events Grant RFP

Deadline: April 15, 2020 at 4 pm

**PART B: Event Narrative (45 pts.) Respond to all items within the space allotted.**

1. Describe the event and how it relates to the following: *“The purpose of Special Events Grant is to increase the capacity of new and established special events that build community, develop the local economy and tourism industry, and enrich the quality of life of all residents and visitors.”* Examples to include in your response are: community need and/or cultural impacts. (20pts)





**PART C: Economic Impact (6 pts. each for a total of 36pts.)**

1. How will the event benefit the City Tucson’s economy? Demonstrate the anticipated economic benefit to the City of Tucson.

2. Approximately how many people are you expecting to attend your event? How many attended your event last year (if applicable)? Provide attendee and participant demographic information.

3. Please estimate the percentage of event attendees that (spectator and participants)

- Are from the City of Tucson? \_\_\_\_\_%
- Are from outside the City of Tucson? \_\_\_\_\_%
- Are from outside Arizona? \_\_\_\_\_%
- Are international? \_\_\_\_\_%

4. Please estimate the percentage of attendees who are visitors that stay

- With friends or relatives? \_\_\_\_\_%
- In hotels or resorts within City limits? \_\_\_\_\_%
- In hotels or resorts outside City limits? \_\_\_\_\_%
- In other (please explain)? \_\_\_\_\_%







**PART D: Event Evaluation (1 page max., 19pts)**

1. How do you determine and measure success of your event? Elaborate on performance measures and metrics of outcome to be tracked. **From the list below or additional, track metrics that are applicable to your event.** Please provide goals for each metric. Provide previous event performance profile (does not apply to new events).

Performance Measures:

- Number of attendees
- New programs developed
- Amount of earned media (publicly gained media mentions through promotional efforts other than advertising)
- Social media generated
- Satisfaction surveys
- Number of markets engaged
- Unique web site visits
- New apps developed

Metrics of Outcomes:

- Event ticket revenue
- Transient occupancy tax generated
- # of out-of market tourists
- # of unduplicated international tourists
- Amount of event-related earned media
- # of bed nights generated within Tucson city limits
- # of bed nights generated outside Tucson city limits
- # of states/countries represented
- Average length of stay
- Sales tax generated
- Jobs created
- Corporate Sponsorships
- Private Funding



**Special Events Grant RFP**  
**PART D: Event Evaluation (continued)**

**Deadline: April 15, 2020 at 4 pm**





**PART F: Authorization to Apply for Funds**

The person responding to this RFP is authorized on behalf of the agency to apply for grant funding and all information contained in the response is accurate.

\_\_\_\_\_  
Agency Name

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Agency Address

\_\_\_\_\_  
Name of Person Authorized to Apply for Funds

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date