



## FY 2011-2012 DOWNTOWN PROJECTS FUNDING REQUEST PROGRAM

### GUIDELINES

**\*\*\* PLEASE READ ALL MATERIALS CAREFULLY \*\*\***

**Guidelines and Application Available:** July 15, 2011  
**Funding Period:** October 1, 2011 to September 30, 2012

#### **Fall Applications (December-April)**

**\*Grant Application Workshop:** August 30, 2011 at 5:00 p.m. - OR  
September 1, 2011 at 10:00 a.m.  
**Application Deadline:** September 30, 2011 at Midnight  
**Staff Review, Committee Review, & Questions:** October 4-17, 2011  
**Final Awards Announcement:** October 25, 2011

#### **Spring Applications (May-November)**

**Mandatory Grant Application Workshop\*:** January 24, 2012 at 8:30am or 5:30 pm or  
February 7<sup>th</sup>, 2012 at 8:30 am or 5:30pm  
**Application Deadline:** February 19<sup>th</sup>, 2012 at Midnight  
**Staff Review, Committee Review, & Questions:** February 21<sup>st</sup> - March 7<sup>th</sup>, 2012  
**Final Awards Announcement:** March 16th, 2012

**\* Please RSVP for Grant Application Workshop to [lbourgoyne@miamidda.com](mailto:lbourgoyne@miamidda.com)**

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The Miami Downtown Development Authority reserves the right to revise information published in these guidelines and application form.

Submit complete application packages by midnight on the deadline date to: [dpfr@miamidda.com](mailto:dpfr@miamidda.com)

\*\* (If the application package contains large file sizes, we suggest using yousendit or another similar program to ensure receipt of all necessary documents)

For general information or assistance with the application process, please contact Lauren Bourgoyne at [lbourgoyne@miamidda.com](mailto:lbourgoyne@miamidda.com).

## **I. Program Objective**

The Downtown Projects Funding Program is designed to support special events, projects or new ideas taking place in FY 2011-2012 (between October 1, 2011 and September 30, 2012) in Downtown Miami. The project/event should have a demonstrable economic impact on Downtown Miami and strengthen Downtown Miami's recognition as a vibrant and exciting destination for residents and visitors alike. Projects/events submitted should further take into consideration the Miami DDA's Mission statement and speak to the Downtown Miami Masterplan 2025 (see [miamidda.com](http://miamidda.com) to download).

## **II. Eligibility**

To be eligible to apply, an applicant must:

- Have a history of producing this or similar events, festivals, or projects OR have a comprehensive business plan for a new concept.
- Have a reputation for excellence, credibility and integrity
- Event and/or project must take place within the DDA boundaries.

A Downtown Projects Funding Grant carries no commitment for future support beyond the time of the program, project or event.

## **III. Funding Requirements/Considerations**

- Requests may be submitted up to a maximum of \$10,000 – Selection Committee may give special consideration to events of super-regional impact.
- The Grant may not be considered sole funding source; the applicant should demonstrate commitments or funds from other sources.

## IV. Evaluation Criteria

Eligible applicants to the program will be evaluated by examination of the following criteria:

- 1) Administrative Ability: (As determined by Application, Attachments and Letters of Support)
  - Completeness and clarity of application and attachments
  - Feasibility of accomplishing the project as described
  - History of project and/or company or applicant
  
  - Reputation for excellence, credibility and integrity
- 2) Project Quality: (As determined by Project Overview and Attachments)
  - Thoroughness of planning and intended execution, coherence of programming.
  - Long range planning
- 3) Project Impact: (As determined by Project Overview, and Attachments)
  - Demonstrates significant economic impact to the Downtown community, including retail, restaurants, and hotels.
  - Degree to which the project reflects goals of the Downtown Miami Masterplan and/or Miami DDA Mission.
  - Degree to which the project attracts community participation and/or a diverse audience
- 4) Marketing Strategy Impact (As determined by the Marketing Summary, Press Coverage, History)
  - Impact of project on Downtown Miami's reputation as a social, business and cultural center
  - Effectiveness of advertising and promotional plan
  - Past success of the project/event's marketing strategies
- 5) Fiscal Management: (As determined by Budgets)
  - Accuracy and prudence of all budgets
  - Broad base of financial support and/or Substantiated private sector support

## V. Grant Expenditures and Restrictions

Allowable Expenditures:

- Production costs related to the proposed program, project or event
- Artistic fees related to the proposed program, project or event
- Honorariums
- Equipment rental and expendable materials
- Marketing & Publications

## Restricted Expenditures:

- Purchase of “bricks and mortar” or permanent equipment, unless the purchase price is less than the cost of rental
- Debt reduction
- Travel or transportation costs
- Programs/activities outside of Downtown Miami and the Miami DDA district boundaries
- Income generating events for an organization other than the applicant organization
- Lobbying or propaganda materials
- Charitable contributions

## **VI. Application Review Process**

- 1) Upon submission, Miami DDA staff will review applications for eligibility and compliance.
- 2) Each proposal will be reviewed to determine if it is responsive to the submission requirements outlined in the Application. A “responsive” proposal which follows the requirements of the application, is one which includes all documentation, is submitted in the format outlined in the Application, is of timely submission, and has appropriate signatures as required on each document. Failure to comply with these requirements may deem a proposal nonresponsive. Submittals that do not respond completely to all requirements may be considered nonresponsive and eliminated from the process. A responsible applicant is one that has the capability in all respects to fully perform the requirements set forth in the proposal, and that has the integrity and reliability, which ensures good faith performance.
- 3) The Miami DDA Executive Director will appoint a Grant Review Committee for Downtown Projects Funding Requests.
- 4) The committee can be comprised of Miami DDA Board Members, DDA Staff, Marketing and Communications Committee Members, and members from the community. Applicants to the grant program are not eligible to serve on the committee. The Miami DDA reserves the right to accept or reject, any or all submittals. It also reserves the right to investigate the financial capability, reputation, integrity, skill and quality of performance under similar operations of each respondent.
- 5) If necessary, applicants will be contacted to answer any necessary questions between October 4-17, 2011 and February 21<sup>st</sup> – March 7<sup>th</sup>, 2012. The contact information provided on the application form will be used for all future correspondence.
- 6) Grant recommendations are then presented to the Miami DDA’s Marketing and Communications Committee for recommendation to the Miami DDA Board of Directors.
- 7) Grant recommendations are presented to the Miami DDA’s Board of Directors for approval. The Board’s decision is considered final and may not be appealed.
- 8) Applicants will be notified following the Board’s decision.

## **VII. Compliance Requirements and Release of Funds**

- The grant recipient must send a request for payment/invoice to the Miami DDA within forty-five (45) days of the completion of the event. The grant award check is prepared and mailed directly to the grantee at the address on record. It is the responsibility of the grantee to notify staff in writing of any address changes during this

process. Grant awards not invoiced within this period will be forfeited.

- A Final Report is required within forty-five (45) days of the project completion date. If the final report is not received within 45 days the grant award may be forfeited.
- All funding recommendations are contingent upon approval of the Miami DDA's Board of Directors.
- Should applicant be a recipient of the grant in the previous fiscal year, grant awards for the new fiscal year will not be released until all final reports for previous years' funding are received.
- Grant funds not encumbered (contracted for) by the end of the Miami DDA's fiscal year in which they were awarded, or for which a project extension has not be approved, shall revert to the Miami DDA on September 30, 2012.
- In the case that an event is postponed or cancelled, the grantee must notify the Miami DDA in writing to request approval of a date change. The new event date must be within the 2011-2012 fiscal year.
- The grantee must include the following credit line in all promotional and marketing materials related to this grant including web sites, news and press releases, public service announcements, broadcast media, event programs, and publications:

***“With the support of the Miami Downtown Development Authority.” The grantee must also use the Miami DDA and the DWNTWN logos in marketing and publicity materials whenever possible. Please contact the Miami DDA Marketing Department to request electronic logo files.***

## **VIII. Submission Requirements and Deadlines**

One (1) completed application and all required support materials **must be received by the Miami DDA at [dpr@miamidda.com](mailto:dpr@miamidda.com) no later than midnight on Friday, September 30, 2011 or February 19<sup>th</sup>, 2012.** Every submission will receive confirmation of receipt within 24 hours, if a confirmation email is not received, contact us at 305-579-6675; upon receipt keep this confirmation for your records.

**The Miami DDA will not accept any hand delivered files.**

## **IX. Application Instructions and Checklist**

**Application formats may not be altered or manipulated in any way. Each application must include the following attachments:**

- Completed application form.
- Marketing Strategy Summary including a detailed media plan providing a dollar value of the planned overall advertising.
- Organizational chart indicating full or part-time professional managers and staff, including names of Board Members and Officers.
- Contact information of person directly responsible for the project or event.
- Support documents such as brochures, advertisements, articles.

- Letters of support and/or recommendation (2 required).
- Federal Tax ID and/or a letter of tax exempt status from the Internal Revenue Service.

Note: Organizational Budgets may be requested if deemed necessary by Selection Committee.

**Please note, to satisfy the program's technical requirements:**

- DO utilize the writable fields of the application.
- DO submit attached documentation in a typed format (no handwritten) that has a type sized no smaller than 8 Point.
- DO list as the contact person an individual who is knowledgeable about the project, organization and budget and who can be reached during office hours (weekdays 9am-5pm).
- DO answer all questions completely. If a question does not apply to your organization, mark "N/A" or "Not Applicable".
- DO submit one complete application with supporting materials.
- DO make certain your complete submission is received at [dpfr@miamidda.com](mailto:dpfr@miamidda.com) no later than midnight on the deadline date.
- DO keep a copy of the completed application for your records.
- DO NOT substitute the application with a self-created form.
- DO NOT have another organization or individual present an application on your behalf.
- DO NOT contact any DDA Staff, Board Members, and/or review committee members to lobby or advocate for the grant.