



Special Events Grant Request for Proposal and Application

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 2025 Special Events Grant RFP Deadline: March 8, 2024 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 ElGrants@tucsonaz.gov (PDF format) or hand delivered to the following location:

**City of Tucson
Economic Initiatives Office (Attention: Jacquelyne Vega)
255 W. Alameda, 5th Floor, West**

Pre-proposal meeting (not mandatory)
January 17, 2024 at 11:00 am
City Hall
255 W. Alameda, First Floor Conference Room
Online: [Click here to join meeting](#)

Questions: 520.837.4100 or ElGrants@tucsonaz.gov
Applications available at: tucsonaz.gov/Departments/Office-of-Economic-Initiatives



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 Part E 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 primarily 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 2025.

Available Funding

- Please base your funding request on an approximate \$100,000 funding pool. **This amount is subject to change until FY 2025 budget is approved.**
- Contracts will be awarded for a one-year period, beginning on July 1, 2024 (FY 2025) and can be automatically renewed for an additional year pursuant performance and the approval of the FY 2026 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, Part D: Equity Impact, and Part E: Event Evaluation and Budget. Each proposal can score a total of 80 points.



SPECIAL EVENTS GRANT RFP CHECKLIST

- Have you completed:**
- Part A: Event Information
 - Part B: Event Narrative
 - Part C: Economic Impact
 - Part D: Equity Impact
 - Part E: Event Evaluation and 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
 - W-9 Form

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.



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 funding from the City of Tucson? Year(s): _____ Amount(s): _____

Federal Tax ID #: _____ Date of Incorporation: _____

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

Is the event free and open to the public? Yes _____ No _____

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) _____



PART B: Event Narrative (30 pts.)

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.”*



PART B: Event Narrative (Continued)

2. Provide a brief description of your event timeline, activities, and staff/volunteer roles as they relate to event activities and the organization's capacity to organize this event.

3. Describe the event marketing strategy as it relates to event goals and attracting both Tucson and non-Tucson audiences.



PART C: Economic Impact (20 pts.)

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.

2a. 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? _____ %

2b. 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)? _____ %



3. Describe how City funding will leverage other sources of funding. Include percent of event budget covered by this funding request.

4. Please describe any relevant experience running similar events.



PART D: Equity Impact (15 pts.)

1. Describe your organization's overall goals for addressing diversity, equity and inclusion and what steps you plan to take to reach those goals.

2. How will your proposed event impact underserved and marginalized communities? Please provide specific details about the activities, programs, or initiatives that will be implemented to ensure representation and inclusivity.

3. Describe your outreach strategies and partnerships that demonstrate a commitment to reaching underserved and marginalized populations.



PART E: Event Evaluation and Budget (15 pts.)

1. How will you determine and measure the success of your event? Elaborate on the performance measures and outcome metrics you will be tracking.

Below are examples of performance measures and outcome metrics. You may use items from this list or use your own.

Performance Measures Examples:

- 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

Outcome Metrics Examples:

- 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



PART E: Event Evaluation and Budget (Continued)



- Include the total cost of the proposed event for the twelve months from July 2024 – June 2025, including funds requested in this proposal, the estimated event funding sources, cash resources, donations, grants, contracts and awards. Non-cash resources include volunteers, in-kind contributions, foods, supplies and service donations. Non-professional volunteers are to be valued at the fair market value for the work performed. Professional volunteers’ hourly value is to be determined by the agency and justified in a written narrative.

EVENTS FUNDING SOURCES	PROJECTED BUDGET
City of Tucson:	
Pima County:	
Other Government:	
Other Organizations:	
Self-generated Funds:	
Contributions/Donor Designations	
Client Fees/Dues	
Fundraising	
Ticket Revenues	
Other:	
State:	
Federal:	
Foundations:	
Volunteer Hours:	
In-Kind Contributions:	
Other:	
Total Project Sources**	

EVENT EXPENSES	PROJECTED BUDGET
Number of Full Time Employees	
Staff Salaries (exempt from OT)*	
Staff Salaries (hourly)*	
Employee Benefits	
Professional Contract Services:	
Staff Development/Training	
Travel	
Mileage Reimbursement	
Rent/Mortgage	
Utilities	
Equipment	
Maintenance	
Direct Assistance to Individuals	
Printing	
Postage	
Insurance	
Fundraising Expenses	
Supplies	
Other:	
Other:	
Other:	
Total Project Expenses**	

*Please include Title and Annual Rate of Pay on separate sheet. ** Sources and Expenses must be equal.



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