



**FY 2017-2018 DOWNTOWN PROJECTS FUNDING REQUEST (DPFR)  
PROGRAM GUIDELINES**

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

**Guidelines and Application Available:** Tuesday, August 22, 2017  
**Funding Period:** October 1, 2017 to September 30, 2018

**Fall Applications (October 2017 – March 2018)**

**Informational Conference Call (Not Mandatory)** Tuesday, September 05, 2017 at 4:00pm  
**Deadline Summary Application:** Monday, September 18, 2017 at Noon  
**Final Awards Announcement:** Week of October 02, 2017

**Spring Applications (April 2018 – September 2018)**

**Informational Conference Call (Not Mandatory)** Wednesday, February 14, 2018 at 4:00pm  
**Deadline Summary Application:** Wednesday, February 28, 2018 at Noon  
**Final Awards Announcement:** Week of March 19, 2018

\*\*\*Please Note: Submission to this program does not guarantee funding. \*\*\*

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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 noon on the deadline date to: [dpfr@miamidda.com](mailto:dpfr@miamidda.com)

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

For general information or assistance with the application process, please contact Prisca Tomasi at (305) 579-6675.

## **I. Introduction | Positioning**

Downtown Miami is emerging as one of the country's fastest growing urban centers, a product of the vertical development that has taken shape, the affordability that exists, and demand for urban living that we have never before seen in our City.

The Miami Downtown Development Authority ("Miami DDA") is an independent agency of the City of Miami, focused on improving the quality of life for stakeholders, residents, and visitors in Downtown Miami through business development, infrastructure and capital improvements, and the provision of services. Through its programs and initiatives – as well as its partnerships with other government entities and organizations – the Miami DDA is strengthening Downtown Miami's position as an international center for commerce, culture, and tourism.

Powered by the support of City stakeholders, residents, and an active 15-member board of directors, the Miami DDA is the engine for Downtown Miami's ongoing transformation into one of the world's great urban centers. Downtown Miami connects people to enriching new metropolitan experiences.

## **II. Vision and Mission**

*"Downtown Miami is the business, social and cultural epicenter of the Americas, which capitalizes on its unique position as a major world city in a tropical waterfront environment."*

Mission of the Miami Downtown Development Authority:

*The Mission of the Miami Downtown Development Authority is to grow, strengthen and promote the economic health and vitality of Downtown Miami.*

*As an autonomous agency of the City, the Miami DDA advocates, facilitates plans and executes business development, planning and capital improvements, and marketing and communication strategies.*

*We commit to fulfill our mission collaboratively, ethically and professionally, consistent with the Authority's public purpose.*

### **III. Program Objective**

The Downtown Projects Funding Grant is designed to support special events and projects taking place in FY 2017-2018 in Downtown Miami including new projects and innovative ideas over a short time frame and is not intended as a long term or continuous grant.

The project/event should have a demonstrable economic impact on Downtown Miami and strengthen Downtown Miami's appeal as a destination. Projects/events submitted should further take into consideration the goals of the Downtown Miami Masterplan 2025 (see [miamidda.com](http://miamidda.com) to download) and the mission of the Miami DDA. Priority will be placed on projects/events in the following categories:

- Outdoor Activities – activating public spaces and green spaces.
- Miami the Global City – promoting downtown as an international and cultural center.
- Promoting Downtown Community
- Promoting Downtown as a dining destination.
- Transportation – promoting the ease and/or use of different public transportation options in Downtown.

#### Informational Conference Call

We will be hosting an informational conference call to address any questions that may arise through the application process on Tuesday, September 05, 2017 at 4:00pm during the Fall Grant Cycle.

Conference Call Number: 1-800-299-9112    Conference ID: 025197#

### **IV. Eligibility**

To be eligible to apply:

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

A Downtown Projects Funding Grant carries no commitment for future support beyond the time of the funded project/event.

### **V. Funding Requirements/Considerations**

- Requests may be submitted up to a maximum of \$10,000.
- A DPFPG may not be the sole funding source; the applicants must demonstrate funding commitments from other sources.

### **VI. Application Process**

Applicants will need to submit the 2-page application (available for download on [miamidda.com](http://miamidda.com)) as well as a summary on their project/event not to exceed two pages, including pictures from prior events/projects.

## VII. Evaluation Criteria

Applications will be evaluated by examination of the following criteria:

Note: Criteria are not mutually exclusive and in no particular ranking:

- Reflecting the goals of the Downtown Miami Masterplan and/or Mission of the Miami DDA
- Economic Impact
- Furthering the brand of Downtown Miami and contributing to the diversity of offerings

To clarify abilities and strategies, the Miami DDA **may** request additional information as follows:

1. Administrative Ability: (As determined by Application, Outline of Programming and Letters of Support)
  - Completeness and clarity of application and attachments
  - Thoroughness of planning and intended execution, coherence of programming.
  - Feasibility of accomplishing the project as described
  - Past Performance of project and/or company or applicant
  - Letters of Support – 2 required
2. Marketing Impact (As determined by the Marketing Summary, Press Coverage, Past Performance)
  - Completeness of a clear marketing strategy in place.
  - Effectiveness of promotional reach (local/regional/national/international)
3. Fiscal Management: (As determined by Budgets)
  - Accuracy and prudence of all budgets
  - Broad base of financial support and/or substantiated private sector support

## VIII. 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
- 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

## **IX. Application Review Process**

### **1. Eligibility Review:**

Upon submission, Miami DDA staff will review applications for eligibility and compliance. Each proposal will be reviewed to determine if it is responsive to the submission requirements outlined in the application. A “responsive” proposal is one which

- a) is submitted in the format outlined in the application
- b) is of timely submission
- c) includes all required documentation
- d) has appropriate signatures as required on each document

Failure to comply with these requirements will deem a proposal nonresponsive. Nonresponsive submittals will be eliminated from the grant process.

### **2. Grant Evaluation:**

The Miami DDA Executive Director will appoint a Grant Review Committee for Downtown Projects Funding Requests. The committee can be comprised of DDA staff and members of 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.

In due course applicants may be contacted to answer questions and/or provide additional information. The contact information provided on the application form will be used for all future correspondence. All applicants will be notified of the final decision on the date stated in these guidelines.

## **X. 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 may 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.
- 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, 2018.
- In the case that your project/event is postponed, the grantee must notify the Miami DDA in writing to request approval of a date change. The new event date must be within the grant-funding period.
- In the case that your project/event is cancelled, the grantee must notify the Miami DDA in writing.

## XI. Submission Requirements and Deadlines

One (1) completed application form and all required support materials **must be received by the Miami DDA at [dpfr@miamidda.com](mailto:dpfr@miamidda.com) no later than noon on Monday, September 18, 2017.**  
**The Miami DDA will not accept any hand delivered files.**

Every submission will receive confirmation of receipt within 24 hours, if a confirmation email is not received, contact Prisca Tomasi at (305) 579-6675. Upon receipt, keep this confirmation for your records.

## XII. 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.
- Attach a separate document with a description of your project/event not to exceed two pages, including pictures from prior events/projects.
- Contact information of person directly responsible for the project/event.

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

- DO utilize the writable fields of the application.
- DO submit attached documentation in a typed (no handwritten) 8.5x11 format using a font sized no smaller than 12 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 noon 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.