TOWN OF
FLORENCE

Downtown Events Assistance Program

The purpose of the Downtown Events Assistance Program is to inspire, enhance, and support organizations/individuals that are producing NEW events to downtown Florence, AZ (Main Street from Butte Street to Ruggles Street). The goal of this program is to attract and develop more public events while fostering the marketing of community events to enhance tourism and economic activity in Florence's downtown core. This supports our mission of generating economic growth by promoting our Town as a destination for daytime and overnight visitors.

Primary consideration will be given to First time events that enhance tourism to the Town, while attracting visitors and generating positive economic activity in the community. In summary, the program is open to events that align with one or more of the following strategic goals:

- Attract visitors from the greater Florence region (locations 30 miles or less from Florence)
- Inspire interest and activity in Florence's tourism and hospitality industries
- Promote travel and tourism to the Town of Florence

Applicants must show the estimated economic impact their event will have in the Town of Florence by utilizing data from past or comparable events. Funding availability for this sponsorship program is based on annual budget allocations and may vary from year-to-year. Maximum funding for a single event will be as follows:

	Maximum amount allowed
Small Event 20-1,000 attendees	Up to $1,000
Medium Event 1,001-3,000	Up to $2,000
Large Event >3,000	Up to $3,000

***Applicants may not receive a combined total of more than $5,000 in any individual fiscal year, regardless of the number of events they operate.**

$8,875 total available budget for Spring Events (January 1 through May 31, 2025).

Town of Florence Community Services Department

775 North Main Street, Florence Library and Community Center, PO Box 2670 Florence, AZ 85132
T 520-868-7040 **F** 520-868-7591

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Eligibility:

- The event must be held within Historic Downtown Florence, AZ (Main Street from Butte Street to Ruggles Street). Including Padilla Park.
- The event should be considered “family-friendly” and “open to the public”.
- The Town of Florence must be provided marketing of equivalent value to the level of sponsorship awarded. Please keep this in mind when requesting funds.
- The Town of Florence will receive credit in all advertising funded through this grant. (Sample wording: This ad sponsored in part by the Town of Florence). An approved logo will be provided.
- The applicant must have applied for and received any permits required by the Town or County for their event.
- The event must occur between **January 1, 2025, and May 31, 2025,** for this application cycle.

Applications must be completed and received by the Town of Florence Community Services Department **by November 26th, 2025 for all Spring events.** Matching funds are required for events sponsored by for-profit businesses. Copies of paid invoices showing the exact amount spent by the for-profit business for direct event expenses may be requested by the Town of Florence Community Services Department **no later than thirty (30) days after the event. All expenses must be incurred between January 1, 2025 and May 31, 2025.** Applications must be submitted with a current W-9. Applicants will be paid directly unless they are in an active contract with the Town of Florence in which other arrangements will be made. Payments will be made post-event once the Town receives an invoice and post event report (template will be provided to successful applicants) including event pictures, and advertisements with town logo included. Event marketing invoices must be made available if requested by the Town of Florence.

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Application

Please complete all information; do not leave any spaces blank. Write N/A in spaces that do not pertain to your event. Incomplete applications will not be processed.

Applicant Information	
Organization Name	Federal Tax ID Number
Mailing Address	
Physical Address	Amount Requested (*see above table*):
Organization Website	Non- Profit Organization Yes No

Event Contact	
Name	Office Phone
Title	
Email Address	

Event Overview

Name of Event _____

Event Date(s) _____ ☐ Private Property ☐ Public Property

Event Location _____ Estimated Event Cost _____

Event Start Time _____ Event End Time _____

Admission Fee: ☐ Yes ☐ No If yes, fee amount _____

Anticipated Attendance: (For events that are multiple days, please include total event attendance for the entire series). .

Participants _____ Spectators _____

Audience Demographics _____

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Event Co-Organizers (*These are additional organizations assisting in producing this event*)

Will you have event co-organizers? ☐ Yes ☐ No

If yes, list below:

_____

_____

_____

Please provide a brief overview of your event. Include the theme, all activities and entertainment, what makes it unique, and how it will impact the economy in the Town of Florence specifically Main Street from Ruggles to Butte. (i.e. rooms booked, sales tax generated from retail sales, spending habits of participants and spectators, etc.)

If awarded this sponsorship, how will the funds be spent?

Marketing/Advertising

Please provide a description and cost of any advertising or marketing efforts that the Town of Florence will be included in if approved:

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Advertising	Quantity	Total Cost
Example: Event Banners	*4*	*$500*

***Successful applicants are required to submit a report including all areas the Town of Florence received advertising and the value for each ad. All advertising including the Town Logo must be approved by the Town of Florence prior to use.**

PLEASE READ CAREFULLY BEFORE SIGNING

I certify that the information set forth within this application is complete, true and correct to the best of my knowledge and belief, and that I have received and will comply with the information set forth. Information from this application is considered public information and may be distributed to outside agencies at their request. Acceptance of this application should in no way be construed as final approval or confirmation of this request. The Town of Florence reserves the right to refuse the application and it is revocable if deemed in the best interest of the Town.

Signature: _____

Printed Name: _____

Title: _____

Date: _____

For Town of Florence internal use:

Application reviewed and approved by:
Community Services Director_____ Date _____
Economic Development Director _____ Date _____
Finance Director _____ Date _____

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