

FORSYTH COUNTY EVENT PROMOTION CRITERIA

Basic Eligibility

To be eligible, the grantee must:

- Be an individual, artist collective or an educational, nonprofit or for-profit organization.
- Execute a single special event or a series of events in either Triad Park in Kernersville, North Carolina or Tanglewood Park in Clemmons, North Carolina.
- Execute a special event in one of these areas:
 - Arts
 - Education
 - Environment
 - Health
 - Social Services
- Produce a quantifiable positive economic impact in Forsyth County.
- Demonstrate sustainability beyond the funded period.
- The County is committed to diversity and inclusion. Any event or organization not aligned with these values will not be considered or permitted to participate.

Documentation to be Submitted

Cover Letter

Provide a cover letter on organizational letterhead signed by the grantee. It should be addressed to the Forsyth County Parks and Recreation Director, Mike Anderson, and include the official event name, desired venue and date of event, anticipated total attendance, a brief summary of the event and the names and contact information of any collaborating individuals.

Proposal

While the substance and form will vary based on the proposed event, all narratives should provide the following information (concision and objectivity are valued):

- A clear and concise summary description of the event.
- The reason for the event, including an explanation of why it is important to Forsyth County.
- A brief description of previous funds awarded and their results.
- A schedule describing the major activities and the division of responsibilities for the different components of the event.
- A description of legal and operational relationships with other organizations, subcontractors, consultants or collaborators.
- A description of expected outcomes and benefits.
- An account of how the grantee will ensure longer-term sustainability.
- An account of other sources of financial support for the event.
- A statement indicating that the grantee will provide the County with interim and final reports according to the schedule specified in the County's award letter, identifying the person(s) who will have responsibility for reporting and describing the criteria to be used in assessing the progress and success of the event.

Funding

The grantee will contract with the County for a three year commitment.

In the first year, the County will pay for the following costs, up to but not exceeding \$50,000:

- 50% Event Insurance
- 50% Facility Rental Fee
- 25% of Law Enforcement and EMS Support
- 25% Dumpster, Porta-John and Light Tower Rental Fees

In the second year, the County will pay for the following costs, up to but not exceeding \$25,000:

- 25% Event Insurance
- 25% Facility Rental Fee
- 25% of Law Enforcement and EMS Support

In the third year, the grantee will pay all costs without assistance from the County.

The grantee will refund the County all funds if the grantee defaults on its obligations.

The grantee will retain rights to all income generated each year.