



Cultural Arts and Sciences Division

Events Support Policy

Approved 12/1/2020

Purpose

The City of Ocala Cultural Arts (City) and Sciences Division cultivates cultural arts programs and events through the partnership of new or existing events that activate public spaces and connect residents and visitors to arts, education, and culture. These events include, but are not limited to visual, literary, educational, and performing arts as well as events that identify unique cultural heritage or diversity. The City's involvement in these events may take one of two forms: partnership or sponsorship. This policy provides a process in which organizations can apply for city support of cultural arts and science events in the City of Ocala.

City Support

- **Partnership:** An event co-produced by the City, in partnership with an external community organization, that involves significant City staff involvement, in several aspects of event planning and production, including creative direction, entertainment, promotion, media relations, staffing, and other support services as determined by a mutual Memorandum of Understanding (MOU).
- **Sponsorship:** An event produced by a community organization or group that aligns with the Ocala Cultural Art Plan but whereas the event production is the responsibility of the organization and their event organizer (non-City staff). The City will act as a liaison in permitting public space for the event and may assist in other planning/operational aspects but is not integral to the overall production of the event. Ensuring total funding, licensing, scheduling, and event design or production is the responsibility of the organization planning the event.

City Support Services

The city makes a thorough evaluation of event requests to ensure the best allocation of event resources and park venues. Partnership or sponsorship is not intended, in any way, to circumvent the organizer's responsibility to produce the event. The determination of city support is fully at the discretion of the City and determined by the event/program criteria, suitability, and resource availability.

Type of Support

City support is based on city and staff services and in-kind contributions; however, monetary reimbursement may be discussed, as available. Any cash sponsorship is reimbursed through the provision of receipts and approval of final report objectives. Examples of in-kind support include:

- Permit fees (Special Application Required)
- Venue rental/Parks fees
- Street closures
- Waste management
- Street cleaning
- Police services
- Staff assistance/task management
- Other city event inventory

Term of Support

Cultural Arts Event Support is intended to cultivate new art experiences while providing guidance and foundational support for continuing programs and events. The Event and/or programs that are selected to receive support under this policy will commit to a Memorandum of Understanding that specifically lists terms and levels of support. The city reserves the right to stipulate the terms of support.

Below are guidelines for community support terms:

- Partnership support will not exceed 5 years on any one event or program (including re-branding).
- Sponsorship support is determined annually, by the level of support and sponsorship proposal including the ability of the City to provide such level of support as determined by staff and resource availability as allocated annually.

Criteria of Cultural Arts Events

Cultural Arts Examples (including but not limited to):

- Visual – painting, sculpture, and photography
- Literary – spoken word, poetry
- Performance – musical, theatre, dance, film
- Culinary
- Ocala historical heritage

Events are evaluated based on the following considerations:

- Cultural Programming
 - Does the event programming provide additional cultural arts experience?
 - Does the event highlight Ocala's unique cultural heritage?
 - Does the event represent an underserved population?
 - Will this program create accessibility to art?
 - Is the event family-friendly?
- Community Benefit
 - Does the event enhance the quality of life?
 - Will the event encourage tourism and return visits?
 - Will the event support local business and economic development?
 - Will the event reinforce a positive image of Ocala's public spaces?
 - Does the event champion a community arts-focused cause or artist?

- Is the event open to the public?
- Organizational Event Support
 - What city support is requested?
 - Is the timeline of the event viable for permitting, staffing, promotion, and production?
 - Does the organization have experience producing events?
 - Is the event supported by funding outside of city resources?
 - Are their adequate organizational staff and assets to produce the event?

The following events are **not** eligible for Cultural Arts Events Support:

- Events that do not focus on cultural art experiences
- Political/Campaign/Non-Arts Cause Events
- Religious, church, creed, or sectarian organization events to promote religious purposes. The purpose of the program must meet the criteria and focus on an art form. It shall not serve to promote a religious message as the primary purpose. Religious organizations are not eligible for support for fundraising programs.
- Events that are not family-friendly.
- Sporting events
- Private events

Additional Requirements for Event Support

- **Location:** The proposed event must take place within Ocala city limits. The event must take place in a public space(s).
- **Availability:** The park and/or venue must be available for your event at the selected date and time.
- **Suitability:** Event features and project attendance should be suitable for park assets and size. Staff will determine if the proposed event is best produced at the park or venue selected and may recommend more suitable locations.
- **Publicly available:** The event must be open and available to the public. The City will not support private events. Residents and visitors alike must be able to attend the event.
- **Accessibility:** Event should be accessible to every citizen despite physical, mental, or other disability and should abide by federal guidelines for the Americans Disability Act.
- **Inclement Weather/Emergency Plan:** The City requires that all events in request of support have a plan for recovery of the event for acts of weather and/or emergency.
- **Collection of Attendee Demographics:** All applicants are required to complete surveys of attendees during the event to provide attendee demographics.
- **Adherence to Permitting Deadlines:** City of Ocala permitting deadlines must be met. The City will provide instruction/consultation through the permitting process. It is the event organizer's responsibility to communicate and provide event information and documentation for permitting to meet required deadlines. Events that do not meet the permitting deadlines may be asked to select a different event date and/or time. The following is a minimum timeline for permitting deadlines:
 - Event Summary Registration Form – immediate submittal to secure venue and date

- Event Application - 120 days before the event
- Additional Event Information – 90 days before the event
- Conditional Event Permit – all final changes 60 days before the event.
- **Adherence to City Event Permitting:** Event must comply with any local laws and regulations including fire, safety, traffic, and are subject to any restrictions or requirements within the City of Ocala Special Event Permit Guidelines.
- **Adherence to State Laws and Licensing:** Depending on the features of the proposed event, additional licensing may be required from the State of Florida. The event organizer is wholly responsible for applying and securing proper licensing and insurance as required by state law. This includes, but is not limited to:
 - Food Trucks/Vendors – Food vending is subject to inspection by the Department of Business and Professional Regulations, Division of Hotels and Restaurants (DBPR).
 - Alcohol – A license is required to serve alcoholic beverages at the event. A Special 1-2-3 Day permit or Extension of Premise at an existing licensed business can be pulled at least 30 days before the event at the State of Florida Office of Alcoholic Beverages and Tobacco. This application requires approval from the Ocala Growth Management Department, for assistance, please contact Growth Management at 352-629-8404.
 - Taxation – Reporting revenue and sales tax are required to the Department of Revenue.
- **Insurance:** The City may require an event organizer to additionally list the City of Ocala as mutually insured for the event duration. Dates must be valid for the date(s) of the event.
- **Demonstration of Financial Support:** Event organizers are required to complete the Events Budget Form as part of their application.

Requesting Cultural Arts Event Support

1. Requests for Cultural Arts Event Support should be initiated at the earliest opportunity but no less than 150 calendar days before the proposed event date. Organizations should complete an application and submit their application through:
 - Email: Email your application and attachments to Ocala Cultural Arts at artinfo@ocalafl.org with the subject “CA Event Application_[Organization Name]”.
 - Mail: Mail your application and attachments to Ocala Recreation and Parks, Attn: Cultural Arts Division, 828 NE 7th Avenue, Ocala, Florida 34470. Please note an additional processing time of up to 5 business days for mailed applications. The applicant should apply within time to meet deadlines.
2. Once submitted, the applicant will receive an email correspondence that their organization’s application is in review.
3. Within fifteen days of correspondence, staff will notify the applicant if their application has been selected for further consideration.
4. If their application is selected for further consideration, staff will contact the applicant to schedule a meeting to assess additional event information and discuss event support. If

a partnership is agreed upon, additional documentation and meetings will be required. If the application for support is denied, the applicant will be notified through the contact information submitted through the Cultural Arts Event Support Application.

Approval of Support

1. Depending on the city's involvement with the proposed event, a Memorandum of Understanding (MOU) will be negotiated and executed between the event organizer and the City of Ocala. This agreement will identify the responsibilities of the event organizer and details the support of the city.
2. The City will provide information on any additional event documentation, deadlines, requirements, and/or licenses required for the production and success of the event. It is the responsibility of the organizer to meet the required documentation and deadlines to produce the event.
3. The City will work with the event organizer to schedule meetings for support of the event. The event organizer is responsible for attending any event meetings required for support facilitation. The city may attend the organization's meetings as determined in the Memorandum of Understanding.

Recognition of City Support

1. Partnership: The City will be recognized as a primary event partner or presenting sponsor through recognition of Ocala Recreation & Parks.
2. Sponsorship: The City will be recognized as an event partner or sponsor through recognition of Ocala Recreation & Parks. Sponsorship will be determined with consideration for the value of the City's contribution whether in-kind and/or monetary.
3. Event organizers will be required to provide a proposal of sponsorship benefits to the City and will report sponsor benefit facilitation in their Event Post-Evaluation report.
4. Event organizers will be provided with marketing guidelines for the proper use and recognition of Ocala Recreation and Parks. Any materials distributed through the City's public information and promotional efforts must be reviewed and approved by city staff.

Post-Event

The City will require the event organizer to submit a final report on the completion of the supported event. That process shall include the following:

1. The event organizers will submit a completed Post-Event Evaluation Report no later than 30 days after the conclusion of the event.
2. The City will require the event organizers to meet with city staff post-event to review the success of the event.
3. If desired, the event organizer can discuss future partnership or sponsorship for the successfully supported event, at that time.

4. Any monetary sponsorship is reimbursed through the provision of receipts and approval of final report objectives. The City reserves the right to withhold funds if objectives are not met.

For assistance with Cultural Arts Event Support, please contact Ocala Cultural Arts at 352-629-8447 or artinfo@ocalafl.org.



CULTURAL ARTS & SCIENCES EVENT PARTNERSHIP APPLICATION

For information or assistance please contact Ocala Cultural Arts at artinfo@ocalafl.org or 352-629-8447.

ORGANIZATION INFORMATION		
Organization Name:		
Type of Organization: <input type="checkbox"/> Non-Profit (501c3) <input type="checkbox"/> Club, Association or Group <input type="checkbox"/> Commercial <input type="checkbox"/> Other: _____		
Federal Tax ID #:		
Organization Director/CEO:		
Contact Person:	Contact Person Title:	
Email Address:		
Mailing Address:		
City:	State:	Zip:
Phone Number:		
Website URL:		
Social Media: <input type="checkbox"/> Facebook @ _____ <input type="checkbox"/> Instagram @ _____ <input type="checkbox"/> Twitter @ _____ <input type="checkbox"/> Other: _____		
Organization Description, Mission, and Purpose: _____ _____		
EVENT/PROGRAM INFORMATION		
Event Program/Title:		
Purpose/Type of Event:		
Event Date(s):		
Event Time(s):		

Event Location Desired:
Please list any additional partners for this event (if none, please answer N/A): <hr/> <hr/>
Have you received city support for this event before? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please indicate which years you received support: _____
Is/Will this event be annual?: <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many years has this event occurred already: _____
ATTENDANCE Projected: _____ Past (if applicable): _____
Please check all features that will occur at your event: <input type="checkbox"/> Food Trucks <input type="checkbox"/> Food Tents <input type="checkbox"/> Vendor Tents <input type="checkbox"/> Live Performance <input type="checkbox"/> Pyrotechnics <input type="checkbox"/> Aerial or High-risk performance
Is this event open to the general public? <input type="checkbox"/> Yes <input type="checkbox"/> No
Is there a cost to attend/participate in the event? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how much is the cost of attendance? _____ Vendor cost?: _____
Please describe your organization's experience with events of a similar type, size, and scope: <hr/> <hr/>
Please describe how you feel this event meets the criteria, focusing on how the community will benefit from this event/program:

Select the type of support you are requesting:

☐ Partnership ☐ Sponsorship: In-Kind ☐ Sponsorship: Funding

Will you be able to produce this event without support? ☐ Yes ☐ No

Describe the type of support features you are interested in:

Event Promotions: Please indicate your planned event/program promotions by checking all that apply.

- ☐ Printed Collateral (*ie: Posters, Flyers, Rack Card, etc.*)
- ☐ Print Media (*ie. newspapers, magazine, etc.*) ☐ Social Media (*Facebook, Instagram*)
- ☐ Digital Streaming (*YouTube, Vimeo, etc.*) ☐ Digital Communications (*E-blasts, newsletters*)
- ☐ Digital Ads (*Google Ads, Website Banners, Phone notifications*)
- ☐ Radio (*ads, Features, Appearances*) ☐ Television (*Ads, appearances*)
- ☐ Billboards

Please list additional promotions, if not above: _____

ADDITIONAL DOCUMENTS REQUIRED

Submit this completed application with the following:

- ☐ A completed Event Budget Worksheet
- ☐ A proposal of sponsorship for City Support indicating the benefits the city could receive for support.

If the City of Ocala partners on your cultural arts event, your organization will agree to the following:

- Completion and adherence of a Memorandum of Understanding (MOU),
- Adherence to permitting, local and state licensure and insurance requirements
- Completion of the City's post-event evaluation including submittal of the final event evaluation report.

Please Initial _____

HOLD HARMLESS/INDEMNITY

The undersigned, individually and/or on behalf of the company/organization, does hereby discharge, release, indemnify and hold harmless the City of Ocala, its employees, agents and officers and all other city sponsoring organizations from any and all manner of actions, suit, damages or claims whatsoever arising from any loss or damage to the person or property of the undersigned and the undersigned's employees, volunteers, representatives or agents regarding the event herein applied and resulting from City of Ocala event support. The applicant certifies that all information is true and correct, to the best of their knowledge. The determination of city support is fully at the discretion of the City and is determined by the event/program criteria, suitability, and resource availability.

Signature _____ Date _____



CULTURAL ARTS EVENT SUPPORT Proposed Event Budget

Please complete the sections below to demonstrate financial support of your event. This proposed event budget is part of your application for support. The City cannot be the sole source of income in production of your event.

A. Cash Income: Please list all cash income below and indicate whether that funding is cash or cash sponsorship.

CASH INCOME		
Income Source	Type of Funding	Amount
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
Total Cash Income		\$

B. In-Kind Support: Please list all in-kind support and indicate value of that service.

IN-KIND SUPPORT		
Income Source	Type of Service	Amount
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
Total In-Kind Support		\$
Total Income		\$

C. Expenses

Please indicate your proposed event expenses. The following expense categories are meant as a guide, based on typical expenses associated with producing events. Every expense line item may not apply to every applicant budget. Please review expense category descriptions for further information.

- Talent Fees – costs associated with contract performers to perform.
- Production Costs – cost associated with the technical production of your event including sound, lighting, stagehands etc.
- Equipment Rental – rental costs including staging, sound equipment, lighting equipment, generators, tents, tables, chairs, portable restrooms etc.
- Hospitality – costs associated with providing food/beverage for performers, staff and volunteers.
- Security – costs associated with hiring security to ensure a safe environment and protect equipment etc.
- License & Permitting Fees – costs associated with the licensing and permitting of your event such as local, state and national fees, including music licensing, alcohol permitting, etc.
- Insurance – costs associated with insuring your event.
- Photography/Videography – costs for photography or videography services.
- Promotion – costs related to the marketing and promotion of your event.
- Administrative - general costs associated with coordinating your event that are not directly related to a specific expense category, including office supplies, postage, etc.
- Lodging – hotel accommodations for vendors, staff, or performers.
- Printing – cost of printed supplies and signage.
- Operations – fees associated with producing operational aspects of your event such as ticketing, parking, cleaning or other.



C. Expenses (cont.)

EXPENSES		
Category	In-Kind	Cash
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
Subtotals	\$	\$
Total Expenses	\$	

D. Additional Budget Comments

Use this area for additional comments on your event budget.