



Cape Coral Community Redevelopment Agency
1015 Cultural Park Boulevard
Cape Coral, FL 33990
(239) 242-3684

CRA SPECIAL EVENT SPONSORSHIP GUIDELINES

The Community Redevelopment Agency (CRA) offers funding assistance opportunities to organizations for eligible special events in the CRA District.

Application Deadlines

1. Events held between October 2023 to March 2024 - Applications must be received by July 31, 2023
2. Events held between April 2024 to September 2024 - Applications must be received by January 31, 2023

The Community Redevelopment Agency (CRA) was established by the Cape Coral City Council in 1986. Cape Coral's redevelopment plan puts different mechanisms on the shoulders of the CRA that would alleviate blight and bring people to South Cape. The CRA recognizes that community redevelopment has many facets and that all aspects cannot, and should not, be undertaken solely by one agency. It should be a collaboration of many agencies to implement the Redevelopment Plan.

The CRA's Special Event Sponsorship Program recognizes through a show of support those organizations and businesses whose events directly serve the citizens and visitors of Cape Coral's community redevelopment area and support the mission and principles of the CRA. The CRA provides support under this program through contributions of services or products, including a performance stage, Cape Coral Police Department Off-Duty Detail Assignment, traffic barriers, automated signs, traffic signage, etc.

Eligibility

For the purposes of community sponsorship, the Cape Coral CRA requires that:

1. The Special Event is within the South Cape CRA District
2. Special Events shall advance the mission and principles of the CRA in that they promote economic development within the CRA Area and/or benefit the residents of Cape Coral.
3. Special Events benefit an identifiable population in the community redevelopment area.
4. The anticipated attendance at the Special Event is a minimum of 1000 persons.

All Sponsorships are awarded or denied at the discretion of the CRA Board of Commissioners.

For this Special Event Sponsorship Program, a Special Event is defined as a new or existing organized concert, exhibition, festival, carnival, athletic event, craft show, competition, parade, celebration, market, or any event similar in nature which is open to the public (without age restrictions). Special events do not include social parties, conferences, open houses, grand openings, ribbon-cutting ceremonies, or events that are not open to the public.

How to Apply

1. Before applying for a CRA Special Event Sponsorship, the Applicant shall complete a City of Cape Coral Special Event Permit. Visit the City's website (www.capecoral.gov), select "Parks and Recreation" from the Departments menu at the top of the homepage, select "Special Events" from the left navigation menu, and "Special Event Permit Process." The direct link for the Special Event Permit application: <https://tinyurl.com/52uhjpe9>
2. The Applicant shall attend a meeting with the City's Parks and Recreation Department/Special Events Review Committee, if requested, due to the nature of the event to determine logistical needs, costs, and availability of items for the specified event date.
3. Obtain a signed copy of the itemized logistical needs, including equipment and costs provided by the City's Parks and Recreation Department/Special Events Committee.
4. Complete a CRA Special Event Sponsorship Application. The completed and signed application shall include the following:
 1. Itemized logistical needs and cost sheet provided by the City's Parks and Recreation Department/Special Events Committee
 2. Description of the organization/business hosting the event, its mission statement, and its board of directors (if applicable).
 3. Description of the event, event location details, demographic being served, expected number of attendees, and explain how the event supports the mission of the CRA.
 4. Budget of the event identifying funding sources and expenditures. Budgets should be for the year funding is requested. A narrative explaining the budget may be attached.
 5. If the event was held in the past, include results from the most recent event, including financial information.
 6. Details about how the CRA will be recognized, if the sponsorship request is approved, on promotional materials, and/or during the event.

7. Applicants should email the CRA Special Event Sponsorship Application and all required documentation to mbuice@capecoral.gov. Please include "CRA Sponsorship Application" in the subject line of the email.

Application packets can also be mailed to: Cape Coral Community Redevelopment Agency at 1015 Cultural Park Boulevard, Cape Coral, FL 33990. **Applications and all documentation must be received by the appropriate deadline.**

8. Attendance is required at the Community Redevelopment Agency meeting in which the sponsorship application will be considered for approval by the CRA Board of Commissioners. Meetings are held in the Council Chambers at City Hall (1015 Cultural Park Boulevard). Applicants will be notified of the required meeting date.

Funding Limitations

The maximum amount of in-kind sponsorship is \$5,000.00 per Special Event.

Application Deadlines

Complete application packets must be received by the appropriate deadline.

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Questions

Please contact Assistant to the City Manager Maureen Buice at mbuice@capecoral.gov or (239)242-3684.



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CRA SPECIAL EVENT SPONSORSHIP APPLICATION

Please Type or Print Legibly

Organization/Business Name: _____

Address: _____

City, State: _____ **Zip:** _____

Telephone: _____ **Fax:** _____

Email: _____

Federal ID #: _____ **501(c)(3)#:** _____

Contact Name/Title: _____

Event Name: _____

Has this event been held the CRA in the past? Yes No

If yes, How many years? _____

- 1. State the service(s) or product(s) being requested (i.e. performance stage, off-duty police detail, traffic barriers):** _____

- 2. Cost of the service(s) or product(s) requested: \$** _____
Please attach a copy of the logistical needs and costs provided by the City of Cape Coral Parks and Recreation Special Events Committee.
- 3. Are you receiving funding or support sponsorship from the City of Cape Coral Parks and Recreation?** Yes No **If yes, How much?** _____ Please attach a copy of the Community Support Event Fee Waiver itemized list provided by the City of Cape Coral Parks and Recreation Special Events Committee.

As an attachment, please provide the following:

- Description of the organization/business, its mission statement, and a listing of the Board of Directors (where applicable).
- Description of the event, including demographic that is being served, number expected to be served, and benefit derived by the community. Identify how the event supports the mission of the CRA.
- Budget of the event identifying funding sources and expenditures. Budgets should be for the year funding is requested. Please feel free to attach a narrative explaining your budget.
- If this event was held in prior years, include results from the most recent year, including financial and actual demographical information.
- Description of how CRA sponsorship, if granted, would be publicly acknowledged (i.e., CRA logo to be used on printed materials, any promotional material, event brochures, etc. that may be available).

I certify that, to the best of my knowledge, the information contained in this application is accurate and true.

Signature

Date

Printed Name

Title

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