

Town of Yarmouth Tourism Revenue Preservation Fund Special Event Program



The Town of Yarmouth announces the availability of up to \$140,000 in available funding for the marketing and production of events or programs that promote Yarmouth as a tourist destination and strengthen community character. **Events shall take place between January 1, 2024 and December 31, 2024.** This year's funding level represents a 40% increase over past years and highlights the Town's commitment to providing high-quality family friendly events for residents and visitors.

The tourism grant is a **reimbursement** program to help offset the expenditures associated with special events and programs. Funding is intended to encourage the establishment of new events or the expansion of existing events that help to sustain Yarmouth's tourism industry and promote the community as a desirable place to live, work and visit. **Sustainable events that take place during shoulder season (Spring and Fall) and/or during School Vacations are encouraged.**

Complete applications are due no later than 12:00 Noon on Wednesday, September 6, 2023

Recommendations for final awards are anticipated to be completed by mid-October.

BACKGROUND

Authorized by Town Meeting and established by Special Legislation (*Chapter 338 of the Acts of 2006*), funding for the Tourism Revenue Preservation Fund is appropriated annually at Town meeting. Funding is administered through the Department of Community Development with direction from the Community and Economic Development Committee (CEDC).

The Special Event Grant Program is designed to:

- Encourage the establishment of new events or to expand existing events that help to sustain Yarmouth's Tourism industry;
- Promote the Community as a desirable place to live, work and visit;
- Increase the number of day and overnight visitors by encouraging sustainable year-round events to be enjoyed by the Yarmouth community;
- Promote and enhance tourism with an emphasis on encouraging events during the off- or shoulder-seasons (October through May) and school vacation times.

ELIGIBILITY

Proposals will be accepted from any individual, business, municipal department, or non-profit organization of good standing conducting an event located in the Town of Yarmouth that is scheduled to take place between **January 1, 2024, and December 31, 2024.**

Past recipients of Tourism Funds need to have submitted their Final Reports for prior-year events before further consideration. If prior year Final Reports have not yet been submitted, please submit as soon as possible, but no later than the application deadline of **12:00 Noon on September 6, 2023**. Written extension requests shall be considered on a case-by-case basis and should be submitted **no later than 12:00 Noon on September 6, 2023**.

AVAILABLE FUNDING

Up to \$140,000 in funding is available for this grant round. **There is, however, no commitment to disburse this full amount.** The Town reserves the right to grant less than requested amounts and to place conditions on funding awards.

EXPENDITURES

Eligible Expenditures - Grant funds may be utilized for marketing, program (direct) expenses or Town Fees associated with the Special Event. Examples include advertising (print, tv, radio, social media), brochures, town fees, public safety details, entertainment, rental equipment).

Ineligible Expenditures - Reimbursements for airfare, hotel, meals, and alcohol.

PROGRAM AND FUNDING REQUIREMENTS

- Event organizers are required to meet as needed with the Committee, Board of Selectmen and Staff as needed.
- Event organizers are required to enter into a contractual agreement with the Town. A sample contract (TOURISM GRANT AGREEMENT) is included in Attachment A.
- Funding shall be contingent upon a specific date for the event.
- Funding shall be contingent upon event organizer having obtained appropriate permissions for use of Town-owned land. Applications for the Utilization of Town-Owned Land should be completed and submitted to the Town Administrator's office. Please see: <http://www.yarmouth.ma.us/1857/Rent-a-Town-Owned-Property-for-an-Event>.
- Event organizers must agree to track attendance and to provide documentation regarding number of attendants, where attendants are from, and the extent to which attendants impact the local economy. A sample survey card is included as Attachment B but serves only as an example.
- Event organizers are required to complete a Final Report as noted in the Tourism Grant Agreement (Attachment A).
- Applicants are required to document the event through photographs and video (these will be submitted electronically as part of the Applicant's Final Report). Photographs

should be a minimum 300ppi high resolution. In addition, applicants agree to permit photographs and video recording of special events. All materials may be used for marketing purposes.

- Funding will be made available on a **reimbursement** basis. Event sponsors are required to incur expenses up front and to provide proof of purchase and payment in order to receive reimbursement. The final payment from the Town (in no less than 25% of the total grant award) shall be contingent upon receipt of a Final Report including required attendance documentation.

APPLICATION INSTRUCTIONS

APPLICATION SUMMARY – Complete and sign the Application Summary Form included in Attachment C.

NARRATIVE - Provide a narrative and supporting materials where relevant that answer the following questions:

- Event Summary
 - Describe the event, its target audience, and projected attendance figures noting how attendance is tracked and documented.
 - Describe what makes the event unique and how it serves as a draw for visitors to come to Yarmouth and how it strengthens community character.
 - For ongoing events, please note how the event will be different from past years.
 - Note explicitly how you plan to use the requested Tourism funds.
- Event Logistics/Management
 - Describe how your event or program will be managed.
 - For repeat events, please note how the management of the event has evolved over time.
 - If you rely on volunteers, note how you recruit new volunteers, provide training, and assign responsibility. Provide information for key volunteers regarding their experience and areas of responsibility.
 - Describe in detail your planning efforts/logistics associated with your event as well as any associations and collaborations you may have with community organizations or businesses, noting the specifics of how these organizations/businesses will support your event.
- Financial Management
 - Describe how the event is managed financially, noting how budget/funding decisions are made and how funds are raised (i.e. fees/sponsorships/ticket sales/vendors/etc.).

- Describe how budget shortfalls are/will be handled. How does the event plan for long-term financial stability? Is there a rainy day fund? The CEDC is committed to assisting events that are able to demonstrate financial sustainability.
- Marketing – Utilizing the table in Attachment D (Marketing Plan), provide details regarding your marketing plan for the event and how you plan to track your marketing efforts. Describe in detail your planned use of social media and other online marketing and how you will track performance for each.
- Economic Impact – Describe the direct and indirect impact of your event on local businesses, particularly hotel/motel and restaurant businesses. Quantify the impact and be specific as much as possible.

BUDGET

A model Budget Form is available at Attachment E in the form of a Microsoft Excel file that may be edited. Every effort has been made to identify relevant budget lines and categories. A completed budget is required with the application. Please provide a detailed, itemized budget inserting rows as needed. If your event is a repeat event, please provide information on past occurrences as noted on the spreadsheet.

Please note that it is Town Policy that **fees will NOT BE WAIVED** for Events funded through the Tourism Fund. Every effort should be made to identify and account for the relevant fees during the planning process for your event/program.

SUBMISSION REQUIREMENTS

Application materials and REQUIRED DOCUMENTATION [1 electronic (.pdf) copy] shall be submitted electronically to Dawn-Marie Flett, Community Development Office, at dflett@yarmouth.ma.us **no later than 12:00 Noon on Wednesday, September 6, 2023**. If the applicant is unable to submit electronically, hard copies may be submitted to the Community Development Office, located at Yarmouth Town Hall, 1146 Route 28, South Yarmouth MA 02664.

Applications must be fully complete to receive grant consideration. Late or incomplete applications will not be considered.

A complete submission must include the following:

- Application Summary
- Narrative
- Marketing Plan
- Completed Budget
- Required Documentation including:
 - W-9 Form
 - Certificate of Good Standing (<https://www.mass.gov/info-details/dor-certificate-of-good-standing-and-or-corporate-tax-lien-waiver-faqs>)

Please note, the Town reserves the right to request additional information as needed.

APPLICATION REVIEW

Applications will be reviewed by the CEDC at a publicly noticed open meeting. Applicants may be asked to attend a meeting to discuss their application(s).

Applications shall be reviewed for completeness and for organizational capacity to successfully carry out the proposed event. Event proposals will also be reviewed based on their impact on the community and promotion of tourism in Yarmouth.

Overall Proposal – Proposal provides a clear and reasonable description of the event, but

Highly Advantageous - Event proposal is complete and demonstrates an organizational capacity to carry out a successful event. Proposed event will improve the quality of life for Yarmouth residents and provide a substantial benefit to Yarmouth's tourism economy by attracting additional visitors.

Advantageous - Event proposal is complete and demonstrates an organizational capacity to carry out a successful event. Proposed event provides community benefit and has a positive impact on Yarmouth's tourism economy.

Not Advantageous - Event proposal is complete and demonstrates an organizational capacity to carry out an event. Proposed event has a negligible impact on the quality of life for Yarmouth's residents and its tourism economy.

Unacceptable - Event proposal is not complete and/or does not demonstrate organizational capacity to carry out a successful event.

QUESTIONS

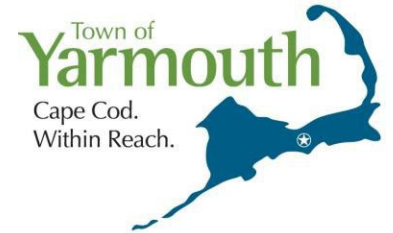
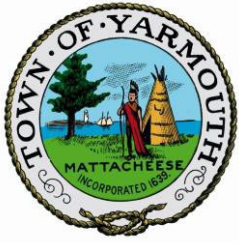
Questions should be directed to Dawn-Marie Flett, Community Development Department, at 508-398-2231 x1277 or by e-mail at dflett@yarmouth.ma.us. Applicants may confirm the completeness of their application **before the application deadline**.

**TOURISM REVENUE PRESERVATION FUND GRANT PROGRAM
MODEL BUDGET FORM**

INCOME	2021 Actual	2022 Actual	2023 Estimate
Reserves			
Grants			
Promotional Sales			
Vendor Fees			
Parking Fees/Contributions			
Ticket Sales			
Program Advertising			
Sponsorships (list below)			
Sponsor 1			
Sponsor 2			
Sponsor 3			
Sponsorships - Sub-total	0	0	0
Contributions (list below)			
Contribution 1			
Contribution 2			
Contribution 3			
Contributions - Sub-total	0	0	0
Other (describe below)			
Other 1			
Other 2			
Other 3			
Other Sub-total	0	0	0
TOTAL INCOME	0	0	0

MARKETING EXPENSES	2021 Actual	2022 Actual	2023 Estimate
Print Media (list below)			
Print Media 1			
Print Media 2			
Print Media 3			
Print Media Sub-total	0	0	0
Print Materials			
Brochures/Programs			
Rack Cards			
Direct Mail & Packages			
Posters/Flyers			
Print Materials sub-total	0	0	0
Radio Ads (list below & include stations)			
Radio Ad 1			
Radio Ad 2			
Radio Ad 3			
Radio Ads - Sub-total	0	0	0
TV Ads (list below)			
TV Ad 1			
TV Ad 2			
TV Ad 3			
TV Ads - Sub-total	0	0	0
Online Media			
Online Display			
Social Media			
Other			
Online Media - Sub-total	0	0	0
Other Marketing			
Design Services			
Printed Program			
Professional Media Consultant			
Professional Photographs			
Other			
Other Marketing - Sub-total	0	0	0
MARKETING - Sub-total	0	0	0

PROGRAM EXPENSES	2021 Actual	2022 Actual	2023 Estimate
Entertainment			
Food & Beverages			
Transportation			
Set up & Clean up			
Equipment Rental			
Insurance			
Office Supplies			
Postage (other than advertising)			
Other Supplies			
Rent			
Salaries			
Security			
Miscellaneous			
PROGRAM EXPENSES - Sub-total	0	0	0
TOWN FEES			
Use of Town Land			
Police Admin			
Police Detail			
Police Equipment			
Fire Admin			
Fire Detail			
Fire Equipment			
Trash Pickup			
Licensing (i.e. Alcohol, Special Entertainment)			
Building Dept (i.e. Signs, Tents)			
Board of Health (i.e. Food)			
Other			
TOWN FEES - Sub-total	0	0	0
TOTAL EXPENSES (Marketing, Program and Fees)	0	0	0
NET PROFIT/LOSS	0	0	0



Yarmouth Special Events Grant Program MARKETING PLAN TEMPLATE (Attachment D)

Use this Marketing Plan to identify the action items and expectations that surround marketing your event.

OBJECTIVES

The event's marketing objectives will be the following:

MARKETING DATA

Please share marketing data from previous/current years that you have used to measure your event's success. Data may include, but not be limited to, social media, website, eblasts, online advertising and print distribution:

STRATEGY

How will you achieve your objectives?

Strategy	Timeline
Example: Print advertising	Date xx/xx – xx/xx

PARTNER ORGANIZATIONS

Please list any organizations you are partnering with on your event.

BUDGET SUMMARY

Please provide an overall summary of your budget for each objective. Please be certain this information ties to the information in your overall budget.

Outlet	Cost
Example: Radio Ads	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

TOTAL: \$

Attachment C

Application Summary Form

APPLICATION SUMMARY	
Name of Event	
Date of Event (Date must be firm. Funding will be subject to scheduled date)	
Location of Event	
Amount Requested	
Total Event Budget	
Is this a first time event?	
Have you received Tourism Funds before?	

Please provide contact information for the person with primary responsibility for the event.

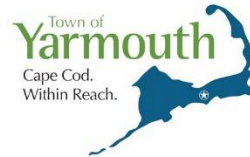
APPLICANT INFORMATION	
Applicant's full legal name	
Primary Contact Name (person who will manage project and is authorized to execute contracts)	
Secondary Contact Name (authorized to act in the place of the Primary Contact)	
Mailing Address	
Telephone	
Email	
Website	
Federal Tax ID or 501 C3 number	
For Profit or Not for Profit?	
Applicant Signature*	

* Signature acknowledges that Applicant has read Request for Proposals.

Attachment B

Sample Survey Form

YARMOUTH EVENT SURVEY



Will you attend the Yarmouth Town Event today/during your visit?

- Yes No

Where are you from?

- Yarmouth
- Other - Cape Cod town
- Other - Massachusetts
- Out of state

Where are you staying during your visit?

- Not staying - day trip
- Hotel/motel:
- B&B
- Relative/friend's
- Second home/rental
- I live locally

What else are you going to do today/during your visit?

- Dine out
- Shop
- Site see - beaches, attractions, conservation
- Visit relatives/friends
- Nightlife
- Other:

How did you hear about this event?

- Print (newspaper, magazine, flyer)
- Radio
- TV
- Social media
- Word of mouth
- Other:

- Yes No
- Do you want to receive information about other Yarmouth Town Events?
- Email:

Thank you for your time!

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

This form is used as the default contract for Town of Yarmouth departments when another form is not otherwise prescribed. Additional non-conflicting terms may be added by Attachment. Contractors may not require any additional agreements, engagement letters, contract forms or other additional terms as part of this Contract without prior approval from the Town. The Town of Yarmouth Standard Terms & Conditions are incorporated into this Contract by reference.

CONTRACT NAME: Sample Tourism Grant Contract
 CONTRACT NUMBER: (Enter TOY Contract #)

This Contract is entered into on, or as of this date by and between the Town of Yarmouth and the Contractor, as indicated below:

Town of Yarmouth, Massachusetts		Contractor Name & Address	
Business Address for Notice			
Town Administrator		BUSINESS NAME	
1146 Route 28		ADDRESS	
South Yarmouth, MA 02664		CITY, STATE, ZIP	
		ADDL.	
Contract Manager		Contact Person	
NAME	Kyle Pedicini	NAME	
DEPT.	Community Development		
ADDRESS	1146 Route 28	ADDRESS	
CITY, STATE, ZIP	South Yarmouth, MA 02664	CITY, STATE, ZIP	
PHONE	508-398-2231 x1653	PHONE	
EMAIL	kpedicini@yarmouth.ma.us	EMAIL	

1. Contract for the procurement of the following

The Grantee shall spend up to \$xx in Tourism Revenue Grant Funds on the event to promote, market, and enhance Yarmouth as a tourist destination as voted by the Community and Economic Development Committee (CEDC) on December 7, 2021; and fully described in the Tourism Grant application titled, *Sample Application, 2022*, dated November 22, 2021. The following documents are incorporated into this contract:

- Request for Proposal Documents, including Scope of work/services included as Attachment #1.
- Tourism Grant application (proposal) is included as Attachment #2.

2. The Contract price

\$xx

3. Payment terms and conditions

Fees and Reimbursable Costs combined shall not exceed \$xx as more fully set forth in the Tourism Grant application documents (Attachment 2).

- The Grantee must work with the Yarmouth Chamber of Commerce to discuss marketing strategies for the events.
- Funds may only be utilized towards expenses that are described in the Tourism Grant application titled, *Sample Application, 2022*.
- No fee waivers will be granted, or considered, by the Town for projects that have received Town grant funds.

Marketing and Branding Conditions.

3.2. Surveys:

- i) Event/program sponsors are required to **survey a minimum of 5% of event attendees** utilizing a survey tool to be provided by or otherwise agreed to the Town of Yarmouth and to identify a “point person” for surveys. In instances when surveys are not feasible for the event, the grantor and grantee will mutually agree in writing on a means of tracking the event’s impact on the local economy.
- ii) Return completed surveys (or other means of tracking local impact) to the Department of Community Development within **two weeks** of the event date.
- iii) Reimbursement is contingent on the timely submittal of completed surveys (or other means of tracking local impact). A sample survey is available at: <http://mayarmouth.civicplus.com/DocumentCenter/View/5044>.

3.3. Photographs and Video. The Grantee agrees to document the event through photographs and video. Photographs shall be a minimum 300 ppi high resolution and a minimum of three in quantity. The Grantee agrees to permit photographs and video recording. All materials may be used for marketing purposes. Said materials become Town of Yarmouth property. The Town reserves the right to use and reuse, in any manner at all, in whole or in part, modified or altered, by itself or in conjunction with other materials, in any medium or form of distribution, for the purpose, including, without limitation, all Town materials. Materials to be submitted electronically as part of the Grantee’s Final Report.

3.4. Branding. The Grantee agrees to utilize the “Town of Yarmouth...Cape Cod Within Reach” logo and/or tag line “Sponsored in part by the Town of Yarmouth’s Tourism Revenue Preservation Fund” in any and all print and broadcast advertising media including brochures, posters, programs and web advertising for the event (provided to Grantee electronically). The logo or tag line must be displayed independently, prominently, and separately from those of any other sponsors. The Town also reserves the right to display a sign at the event which reads, “Event sponsored in part by the Town of Yarmouth’s Tourism Revenue Preservation Fund”. Failure to comply with this section shall result in termination of this agreement and the Town shall not be responsible for any reimbursement requests.

4. Release of Grant Fund Guidelines

- 4.1. Up to 25% of the total grant award may be reimbursed for contracted services on or before the day of the event but not for services dated prior to the date of the announcement of the award (January 1, 2022). Proof of contracts is required for reimbursement.
- 4.2. Marketing costs are reimbursable with invoices, proof of payment, and executed contracts. Proof of payment can be in the form of paid invoices showing a zero balance and the credit card number used (also include a photocopy of the credit card showing the last 4 numbers) or in the form of invoices with canceled checks (photo copy of the front and back of a cleared check).
- 4.3. Final payment requires proof of any services provided prior to event date, the submission of a final report, and an actual expense report.

5. Payment Reimbursement Requirements

To receive payments for the awarded grant, and to be considered for future Yarmouth Tourism Revenue Preservation Fund grants, the Grantee must submit the following:

- a. Completed Surveys (return within two weeks of event date)

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

- b. A Statement of Work Form (Attachment A).
- c. Final Report within 45 days of completing the event (Attachment B). Final Report must include photographs and/or video of the event (see section 3.3 of this contract).
- d. Estimated & Actual Expense Report (Attachment C)
- e. Submit final reimbursement request no later than 6 months after the event occurs.
- f. Final payment (in no less than 25% of the total grant award) is contingent upon receipt of a final report and required survey materials.

6. Cancellation Provision

Should the event be cancelled due to inclement weather, the Grantee shall be required to return 50% of the released grant funds. Should the event be cancelled for any other reason, the Grantee shall be required to return 100% of grant funds. In both cases, return of any disbursed funds shall take place within 30 days of the cancellation date. The Town reserves the right to cancel all unpaid milestones if event is cancelled.

7. Term of Contract and Time for Performance

This Contract shall be fully performed by the Contractor in accordance with the provisions of the Contract Documents on or before xx, xx, 2022, unless extended, in writing, at the sole discretion of the Town, and not subject to assent by the Contractor, and subject to the availability and appropriation of funds as certified by the Town Accountant. Final reimbursement requests will be made no later than 6 months after the event occurs.

8. Records

The Grantee shall keep records of invoices and statements showing proof of payment. At any time the Town may deem necessary, the Grantee shall make available such records and documents, including but not limited to all contracts, records, invoices, materials, payrolls, personnel records, conditions of employment, and all documents relating to all matters covered by this Agreement. Grantee is responsible for any costs exceeding 100% of the total cost estimate. Under no circumstances will the Town disburse more than the amount awarded for this grant. In the event the Grantee does not spend the funds within the contract period as specified under this Agreement, the Town reserves the right to transfer the funds back to the Tourism Revenue Preservation Fund.

9. Monitoring

The Town shall periodically evaluate the performance of and may make a determination as to whether the Grantee is in conformance with this Agreement and has a continuing capacity to carry out the grant activities in a timely manner. At any time the Town may deem necessary, the Grantee shall make available such records and documents, including but not limited to all contracts, records, invoices, materials, payrolls, personnel records, conditions of employment, and all documents relating to all matters covered by this Agreement. In the event the Grantee fails to comply with the terms of this section, the Town shall have the right, at their discretion, to terminate this agreement upon written notice to the Grantee.

10. Insurance

10.1 Workers Compensation Insurance

The Contractor shall provide by insurance for the payment of compensation and the furnishing of other benefits under Chapter 152 of the General Laws of Massachusetts (The Worker's Compensation Act) to all employees of the Contractor who are subject to the provisions of Chapter 152 of the General Laws of Massachusetts.

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

Failure to provide and continue in force such insurance during the period of this Contract shall be deemed a material breach of this Contract, shall operate as an immediate termination thereof, and Contractor shall indemnify the Town for all losses, claims, and actions resulting from the failure to provide the insurance required by this Article.

The Contractor shall furnish to the Town a certificate evidencing such insurance prior to the execution of this Contract before the same shall be binding on the parties thereto, except if specifically waived by the Town.

10.2 Professional Liability Insurance

Minimum liability coverage of \$1 million per claim and \$3 million in the aggregate. If applicable, the Contractor shall have Professional Liability Insurance with a minimum of the listed amounts. Failure to provide and continue in force such insurance during the period of this Contract shall be deemed a material breach of this Contract, shall operate as an immediate termination thereof, and Contractor shall indemnify the Town for all losses, claims, and actions resulting from the failure to provide the insurance required by this article.

10.3 Other Insurance Requirements

(a) Comprehensive commercial general liability insurance with limits of at least \$1 Million per occurrence and \$3 Million annual aggregate for property damage and \$1 Million per person and \$3 Million per occurrence for bodily injury, which shall include the Town of Yarmouth as an additional insured, and which shall cover bodily injury, sickness or disease, or death of any person including employees and those persons other than the Contractor's employees, and claims insured by usual personal liability coverage, death, or property damage arising out of the Work including injury or destruction of tangible property, including loss of use resulting therefrom.

(b) Motor vehicle insurance for any motor vehicles used in performing the Work, with limits of at least \$500,000 per person, and \$1 Million per accident.

(c) The intent of the Specifications regarding insurance is to specify minimum coverage and minimum limits of liability acceptable under the Contract. However, it shall be the Contractor's responsibility to purchase and maintain insurance of such character and in such amounts as will adequately protect it and the Town from and against all claims, damages, losses and expenses resulting from exposure to any casualty liability in the performance of the work, including and not limited to Professional liability insurance where applicable.

(d) All policies shall identify the Town as an additional insured (except Workers' Compensation and Professional Liability). The Contractor shall notify the Town immediately upon the cancellation or amendment to any policy. Renewal Certificates shall be filed with the Town at least ten (10) days prior to the expiration of the required policies. Certificates evidencing all such coverage shall be provided to the Town upon the execution of this Agreement, and upon the renewal of any such coverage. Each such certificate shall specifically refer to this Contract and shall state that such insurance is as required by this Contract. Failure to provide the notices required in this Section or to continue in force such insurance shall be deemed a material breach of this Contract and shall be grounds for immediate termination. Said insurance shall include: Workers Compensation/Employers' Liability Insurance, Business Automobile Liability Insurance, and Commercial General Liability Insurance (CGL). The CGL policy shall include coverage for liability arising from premises, operations, independent Contractors, personal injury, contractual liability. All Certificates of Insurance shall be on the "MIIA" or "ACORD" Certificate of Insurance form, shall contain

true transcripts from the policies, authenticated by the proper officer of the Insurer, evidencing in particular those insured, the extent of coverage, the location and operations to which the insurance applies, the expiration date and the above-mentioned notice clauses. All insurance shall be written on an occurrence basis. Coverage's shall be maintained without interruption from date of the Contract until date of final payment and termination of any coverage required to be maintained after payment.

(e) The Contractor shall obtain and maintain during the term of this Contract the insurance coverage in companies licensed to do business in the Commonwealth of Massachusetts and acceptable to the Town.

11. Town of Yarmouth Standard Terms & Conditions

Are part of this Contract and are incorporated into this Contract by reference.

SAMPLE

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

In witness whereof the parties have hereto set forth their hands and executed this as an instrument under seal as of the dates indicated below.

FOR THE TOWN OF YARMOUTH

Acknowledged:

 Department/Division Head Date

Approved as to Procurement:

 Chief Procurement Officer Date

Approved as to Availability of Funds:

 Town Accountant Date

Contract Approval:

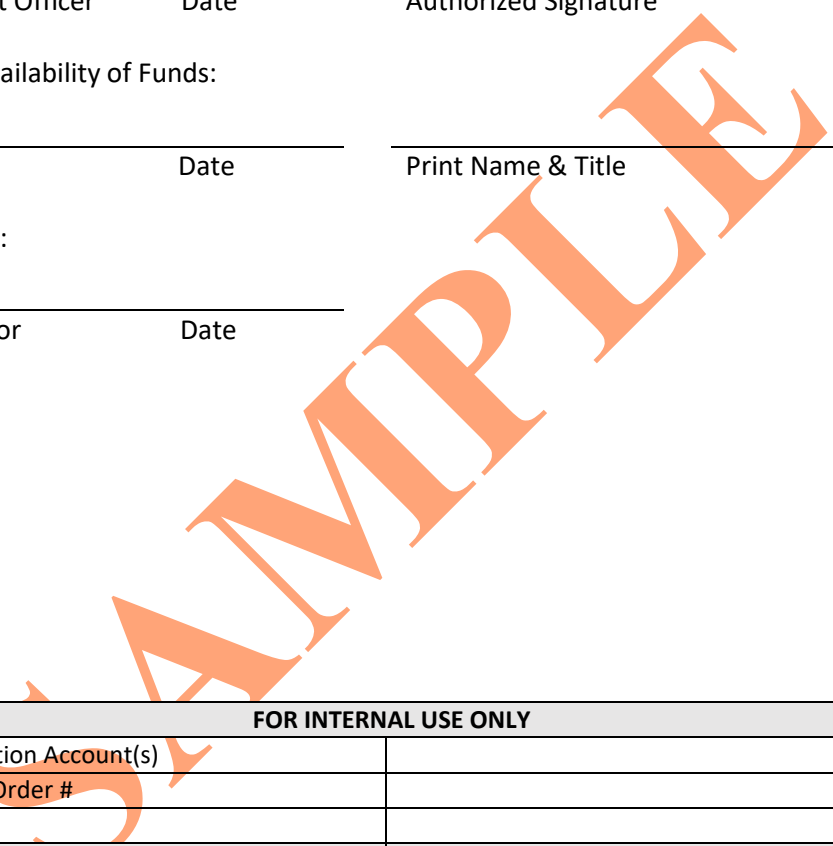
 Town Administrator Date

FOR THE GRANTEE

 Name of Company

 Authorized Signature Date

 Print Name & Title



FOR INTERNAL USE ONLY		
Appropriation Account(s)		
Purchase Order #		
Contract #		
Contract Documents	Contract Documents Received (Y) Yes, (N) No, N/A	
W9		
Form 990		
Form PC		
Annual Corporate Report		
Form 1023		
Tax Determination Letter		
EFT Authorization Form		
Insurance Certificate		

Attachment A

**Reimbursement Guidelines for Tourism Grant Funds
and Work Complete Form**

1. This is a reimbursement contract. The grantee must demonstrate proof of payment and receipt of goods prior to seeking reimbursement from the Town.
2. A Statement of Work Form, from the *Grantee* to the *Town of Yarmouth* Department of Community Development, must be attached over the original invoices. The Statement of Work form should list the items/services for which you seek payment and the actual costs.
3. Submit supporting original invoices in the exact same order as itemized on the Statement of Work Form and any documentation that program was promoted and held, such as copies of advertisements, print out of website postings, and photographs of exhibits.
4. If items are purchased on a debit or credit card, a copy of a paid invoice and a copy of the card used with the name of the individual and the last four digits of the card number is required for reimbursement.
5. If items are paid by check, provide a photo copy of the canceled check(s) (front and back of a cleared check) along with the invoice.
6. For labor services, the invoice must show the name of the person and a break-out of service dates and hours worked. This will facilitate the review and payment of your request.
7. If invoices contain items for both project and non-project related items, the invoice should be highlighted to easily reference the items that are project related. Please DO NOT STAPLE anything in the packet. Whenever possible make sure copies are on 8-½ x 11 paper. Please note: two copies of your packet must be made once we receive it, and these steps save time in copying the invoices for the Town departments.
8. The Town shall directly pay the Grantee. It is the responsibility of the Grantee to pay for vendor services. The Grantee shall keep records of invoices and statements showing proof of payment.
9. Payments will be made by electronic methods either by credit card or ACH/direct bank deposit to the Grantee's account. The Grantee must provide a completed and signed ACH/direct deposit form (Attachment D). The Grantee must provide the Town an updated form if the bank account used for the deposit is changed during the term of this Contract.
10. The Grantee is responsible for any costs exceeding 100% of the total cost estimate.
11. Submit the Statement of Work Form and all supporting documentation to the Town of Yarmouth, Department of Community Development, 1146 Route 28, South Yarmouth 02664.
12. The Town shall verify documentation prior to submitting the request to the Accounting Department for payment.

Attachment A, Continued

**Tourism Revenue Preservation Fund
Statement of Work Completed**

Project name: _____

Amount requested: _____

Grantee: _____

Date: _____

Describe Work Completed (attach supporting documents):	Cost	Completion Date
TOTAL (not to exceed):		

Required Documentation Checklist:

- Completed Surveys
- Final Report
- Actual Expense Report

Grantee Authorization:

Person completing form (please print): _____

Signature: _____

FOR TOWN OF YARMOUTH USE ONLY

Contract: _____

Grant Total: \$ _____

Balance: \$ _____

This Payment Request: \$ _____

Amount Remaining: \$ _____

MUNIS Account # : _____

Payment Approval: _____ Date: _____

Payable to: MUNIS Vendor #: _____

Attachment B

**Town of Yarmouth
Tourism Revenue Preservation Fund Grant Program
Final Report**

Grantee:
Project:
Event Date:

1. How many people were in Attendance? How many were Yarmouth residents? How many were not Yarmouth residents? How many were new to Yarmouth? *(Please describe how attendance is calculated or estimated AND attach hard copies of survey results):*
2. Was the Event successful? Did residents benefit from the Event? Did the Event bring visitors to Yarmouth? Explain.
3. What was the overall economic impact of the event, program or project? How do you measure the economic impacts of your Event?
4. What factors contributed to the overall successfulness of the Event?
5. How was the Event marketed? What marketing was used to promote the Event regionally? Statewide? Nationally?
6. How did you partner with local restaurants/lodging properties or other business to create packages to co-market?
7. Which element(s) of Marketing were most useful? How did you determine what made the marketing useful?
8. How could marketing in connection with Event be improved?
9. How could the Event execution be improved?
10. Do you intend to undertake any future related Event?
11. Comments or suggestions for future similar Events?
12. Attach Actual Expense Report for the event. Please provide a narrative describing your ability to raise additional funds through donation and sponsorship.
13. Provide copies of (high-definition) photos and/or videos from the event (please provide photos in electronic form to kpedicini@yarmouth.ma.us).

Said materials become Town of Yarmouth property. The Town reserves the right to use and reuse, in any manner at all, in whole or in part, modified or altered, by itself or in conjunction with other materials, in any medium or form of distribution, for the purpose, including, without limitation, all Town materials.

I certify that the above information is accurate to the best of my knowledge.

Signature: _____ Date: _____

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

Attachment C

Estimated & Actual Expense Report

Name of Event:

Date of Event:

INCOME	<u>2022 Estimated</u>	<u>2022 Actual</u>
Grants		
Promotional Sales		
Ticket Sales		
Program Advertising		
Sponsorships (list below)		
Sponsor 1		
Sponsor 2		
Sponsor 3		
Sponsorships - Sub-total	\$ -	\$ -
Contributions (list below)		
Contribution 1		
Contribution 2		
Contribution 3		
Contributions - Sub-total	\$ -	\$ -
In-Kind Contributions in kind (list below)		
In-Kind Contribution 1		
In-Kind Contribution 2		
In-Kind Contribution 3		
In-Kind Contributions - Sub-total	\$ -	\$ -
Other (describe below)		
Other 1		
Other 2		
Other 3		
Other Sub-total	\$ -	\$ -
TOTAL INCOME	\$ -	\$ -

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

EXPENSES	2022 Estimated	2022 Actual
Marketing		
Print Media (list below)		
Print Media 1		
Print Media 2		
Print Media 3		
Print Media Sub-total	\$ -	\$ -
Brochures		
Direct Mail & Packages		
Posters		
Radio Ads (list below)		
Radio Ad 1		
Radio Ad 2		
Radio Ad 3		
Radio Ads - Sub-total	\$ -	\$ -
TV Ads (list below)		
TV Ad 1		
TV Ad 2		
TV Ad 3		
TV Ads - Sub-total	\$ -	\$ -
Web-based Advertising		
Design Services		
Printed Program		
Professional Media Consultant		
Professional Photographs		
Other		
Marketing - Sub-total	\$ -	\$ -
Set up & Clean up		
Equipment Rental		
Insurance		
Office Supplies		
Postage (other than advertising)		
Other Supplies		
Rent		
Salaries		
Security		
Miscellaneous		
TOTAL EXPENSES	\$ -	\$ -
NET PROFIT/LOSS	\$ -	\$ -

Attachment D

Town of Yarmouth Automatic Deposit Authorization Form (Rev 03/05/2014)

Organization Name: _____

Organization Street Address or PO Box: _____

Organization City: _____ State: _____ Zip: _____

Authorization Agreement

I hereby authorize **Town of Yarmouth** to initiate automatic deposits to our account at the financial institution named below. I also authorize the **Town of Yarmouth** to make withdrawals from this account in the event that a credit entry is made in error.

Further, I agree not to hold the **Town of Yarmouth** responsible for any delay or loss of funds due to incorrect or incomplete information supplied by me.

This agreement will remain in effect until the **Town of Yarmouth** receives a written notice of cancellation from my organization or my financial institution, or until we submit a new automatic deposit form to the Treasurer's Department.

➔ **Signature:** _____ **Date:** _____

Checking or Savings (Please Circle)	Bank Name:	Bank Transit/Routing Number:	Account Number:
Check One: Start Deposit <input checked="" type="checkbox"/>		Stop Deposit <input type="checkbox"/>	

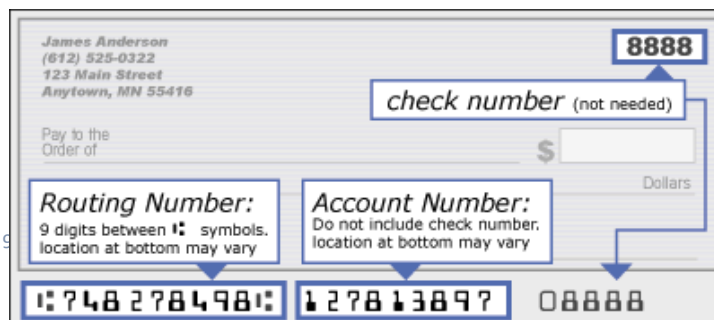
E-Mail Address for delivering payments statements: _____

Telephone Number in case we have questions: _____

To start or change a deduction:

At the option of the Town, the first payment processed for you after receipt of this form in the Treasurer's Office, may be a pre-authorization to the Federal Reserve System for verification of bank transit and account numbers, as supplied above. You will receive an actual check and no money will be transmitted to your account(s).

The second payment after receipt of this form will result in an electronic transmittal of funds to your account(s). NOTE: Please attach a voided check here.



**Town of Yarmouth
Request for Proposals
CALENDAR YEAR 2023
Tourism Fund Special Event/Programs**



Application Checklist

- Application Summary (Attachment C)
- Narrative with answers to all five questions
- Marketing Plan (Attachment D)*
- Complete Budget (Attachment E)*
- Final Report from last year's event (*if applicable*)
- Required Documentation
 - Tax Determination Letter
 - W9 Form
 - Form PC
 - Annual Corporate Report
 - Form 990

*Please make sure the expenses on your marketing plan correlate with the marketing expenses listed on your budget.