



II. Supporting Documents

All listed documents are required for your application to be considered.

- DPC Academy Certificate of Completion
- Event Budget (must include revenue, expenses, and profit and loss)
- Detailed Marketing Plan (must include all media types with budgets)
- Event Schedule
- Letter(s) of Community Support
- Lodging Partnership Agreement(s)
- List of Sponsors (include type & amount for each Sponsorship)
- IRS Form W9

III. Application Information

- a. Organization Name: _____
- b. Organization Contact: _____
- c. Contact Title: _____
- d. Contact Email: _____
- e. Contact Phone: _____
- f. Street Address: _____
- g. City: _____ State: _____ Zip Code: _____
- h. Organization Type:
 - Private
 - Non-Profit (501c3) or (501c6)
- i. Tax ID: _____



IV. Grant Request

Financial assistance is reimbursement based and it must be indicated in your budget which items would be grant financed.

a. Amount of Financial Aid Requested: _____

b. Type of Financial Assistance Requested (Be Specific):

Please include a breakdown of the reimbursable expenses you are requesting assistance for. Example: \$1,000.00 for social media advertising, \$500.00 event photography, etc.

c. Amount of In-Kind Assistance Requested: _____

d. Type of In-Kind Assistance Requested (Be Specific)

*Please include a breakdown of any in-kind assistance you are requesting. Example: \$1,000.00 for social media advertising placed by Destination Panama City, \$2,000.00 for Destination Panama City facility rental, etc.) *



V. Economic Impact

Please use your best estimates for attendance and participation. These numbers influence the event impact calculation, your event insurance, and certain logistics related to sanitation and restroom facility requirements. Participants are defined as persons helping to execute the event, (volunteers, performers, paid staff, parade entries, etc.). Spectators are defined as individuals attending the event that are not involved in the execution of the event.

a. Total Expected Participants

- i. Adult – Visitor: _____
- ii. Adult – Local: _____
- iii. Youth – Visitor: _____
- iv. Youth – Local: _____

b. Total Expected Spectators

- i. Adult – Visitor: _____
- ii. Adult – Local: _____
- iii. Youth – Visitor: _____
- iv. Youth – Local: _____

c. Additional Information

- i. Projected Length of Stay: _____
- ii. Projected Number of Rooms: _____
- iii. Projected Room Night Cost: _____



VI. Signatures & Acknowledgements

- a. Destination Panama City will contact the applicant organization with any questions and notify them of a final decision or board recommendation.
 - b. All events occurring within the city limits of Panama City must have a Panama City Special Events Permit. This document can be found at:
<https://panamacity.gov/693/apply-for-Special-Event>
 - c. Each organization awarded a grant must sign a Memorandum of Understanding that includes reporting requirements, reimbursement processes, brand guidelines standards for marketing purposes, and a volunteer hour agreement.
 - d. It should be understood that Tourist Development Taxes are statutorily purposed. In regards to events, the following excerpt from Florida Statute 125.0104 shall be applied in considering all grant applications: *“Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.”*
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- I certify that I have read and understand the Destination Panama City (PCCDC), Event Grant Assistance Program Policy and have been appointed by our organization as an Authorized Agent.
 - I understand that this copy of the Destination Panama City Event Assistance Grant Application is for my own organizational and record keeping purposes, and that for my application to be considered I must submit my application digitally at <https://destinationpanamacity.com/event-assistance-grant-application/>

Signature

Print

Date