



Application for 2024 Juneteenth Celebrations

These funds are made available through the Missouri Division of Tourism. All applicants must meet and follow the Guidelines & Criteria set forth. Applications will be reviewed and scored by a Selection Committee appointed by the City Council. Applications will be scored according to how well they meet the evaluation criteria and serve the mission of the grant.

GENERAL GUIDELINES & INSTRUCTIONS

1. Applications must be submitted by March 8, 2024.
2. Only one event per organization may be funded.
3. Event funding range is \$500 to \$5,000. No event shall be funded at 100% by grant funds.
4. All events must be held within the Columbia city limits, must comply with all ADA requirements and not be exclusive in regard to attendance. Events must be free and Open to the Public.
5. Each application will be evaluated and scored by the Juneteenth Grant Evaluation Committee appointed by the City Council. Funding levels will be determined by the total score of your application and based on the following scoring criteria: Marketing Plan, Sponsorship Plan, New Event or Existing Event, Educational Component, Cultural Component.
6. All events must comply with the city's [Special Event Permit](#) and/or [Special Parks Use Permit](#) process, if applicable.
7. No event may have as its primary purpose the promotion of a specific candidate, political party or platform.
8. The City of Columbia should be recognized as an event sponsor including but not limited to: logo display on event signage, banners, printed materials, on advertising and marketing pieces, etc. All events receiving grant funds will be marketed by the city with all other Juneteenth events occurring throughout the city.
9. Post Event Summary reports are due 60 days after your event ends. Failure to submit the report within 60 days or submitting incomplete reports may affect funding should grant fund be available in future years. (See Page 7 for the Post Event Summary Report form.)
10. If, for reasons beyond your control, you are not able to complete the project for which the original application was submitted, you may submit a request to the City of Columbia to replace the original project with another that is comparable in quality and scope. Failure to complete a project as submitted in the application may have an impact on future funding decisions and allocations. If you have spent a portion of the funds, you are still required to submit copies of invoices and checks with a final report. All unused monies must be returned to the City of Columbia along with an explanation letter.
11. Grant funds cannot be used for salaries or administrative expenses or other monetary compensation to event organization staff.

Applications may be emailed to: JuneteenthGrant@CoMo.gov or hand-delivered or mailed to the Columbia Convention and Visitors Bureau, 300 South Providence Road, Columbia, Missouri 65203

QUESTIONS? JuneteenthGrant@CoMo.gov

ELIGIBLE EXPENDITURES

City of Columbia Juneteenth Celebrations

1. Venue rental/Site fees
2. Special Event Permit fees
3. Event marketing & advertising
4. Live entertainment
5. Event staging & audio/visual equipment
6. Security
7. Volunteer & Clean up support
8. Food vendors and non-alcoholic beverages

NOTE: Funds cannot be used for salaries, administrative expenses or other monetary compensation to event organization staff.

All materials submitted with proposals will become a matter of public record, open to inspection by any citizen, under RSMo Chapter 610.

APPLICATION
FY2024 City of Columbia Juneteenth Celebrations

EVENT NAME:
EVENT DATES:
Rain Date: (In case the event has to be rescheduled.)
EVENT LOCATION:
EVENT ORGANIZER:
Contact Name, Email and Phone number:

Please provide answers to the following questions:

1.	Please describe your event in detail:
2.	Amount of grant funds you are requesting:
3.	How will the grant funds be used?
4.	What is the purpose and anticipated outcome of your event?
5.	Is this a new event?
6.	Is this an existing event or the expansion or new component of an existing event? If so, please describe:
7.	Would your event be held if you did not receive this funding?

8.	How do you plan to market and promote the event? (Flyers, signs, radio/TV/print ads, social media, etc.)
9.	Have you secured event sponsors? (Attach any sponsorship materials such as flyers or brochures.)
10.	Have you secured all required permits, licenses, etc.?
11.	Does your event have an educational component? If so, please describe:
12.	List any other important factors or issues about this event that you feel we should know about that have not been addressed in questions 1-11 above:
13.	Is your Organization for-profit, or non-profit? Tell us a little bit about your organization, i.e. size and scope:

FY 2024 BUDGET
City of Columbia – Juneteenth Celebration Grant
EVENT BUDGET - R E V E N U E S

ORGANIZATION NAME:

EVENT NAME:

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Donations, Fundraising (list cash & In-kind*)	\$	\$	\$
2. Government Support** (city, county, schools, etc.)			
A.			
B.			
3. Other Misc. (please be specific):			
TOTAL REVENUE	\$	\$	\$

*In-kind good or service anticipated	Source of donation	Estimated value
		\$
		\$
		\$

**Name of gov't. support program	Source of donation	Estimated value
		\$
		\$
		\$

FY 2024 BUDGET
City of Columbia – Juneteenth Celebration Grant
EVENT BUDGET - E X P E N D I T U R E S

ORGANIZATION NAME:

EVENT NAME:

EXPENDITURES (itemize items in excess of \$100.00)	City of Columbia Grant Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1.Venue Rental or Site Fee:				
2. City Special Event Permit Fee:				
3. Equipment/Staging/Audio:				
4. Entertainment				
Artistic:				
Technical:				
5. Promotion and Publicity				
Advertising/Marketing				
Local (in Boone County)				
Outside Boone County				
Printing				
Postage				
6. Security				
7. Food &/or Non-Alcoholic Beverages:				
8. Other (Be specific)				
TOTAL EXPENDITURES				
TOTAL REVENUES (from page ____)				

*In-kind should net to zero

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the City of Columbia Juneteenth Grant Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding grant expenditures as required.

Applicant Authorized Signature

Date

Print Name:

Title:

Email:

Name of Primary Contact & Email: (if different than above):

Legal name of Organization:

Name of Organization President/or Chair of Board:

Address:

Phone:

Email:

Web Site:

Federal ID Number (required):

This organization is: Independently chartered ☐

Private ☐

Non-Profit ☐

Other (please describe) ☐ :

POST EVENT SUMMARY REPORT

City of Columbia Juneteenth Celebrations

RETURN THIS COMPLETED FORM AND REQUIRED ATTACHMENTS TO THE CVB NO LATER THAN 60 DAYS FOLLOWING THE LAST DAY OF YOUR EVENT. Email completed form to: juneteenthgrant@como.gov

Name of Event: _____

Name of Organization: _____

Location of Event: _____

Amount of funding received: _____

How were the funds used? _____

You MUST attach copies of checks issued for payment of services or items, corresponding invoices and any required contracts.

If approved funds exceed the actual cost of the service or item, you must document the variance and return excess funds to the City. If, for any reason, you are unable to purchase an item or service as approved in your Request, you must notify the Columbia Convention & Visitors Bureau and complete a request to substitute another item or service.

Narrative:

1. Describe estimated attendance and method used to calculate.
2. Summarize advertising placed to promote the event (include all placed, trade and in-kind).
3. Describe your general assessment of the event; include strengths, weaknesses and address any concerns or recommendations for changes.
4. Do you have event content or videos that you can share with the city for social media purposes?

Authorizing Official (print name)

Title

Authorizing Official Signature

Date: _____

CITY USE ONLY

Date Received _____

Invoices verified: _____