



Town of Plymouth

Promotions Fund Grant Program - 2025

Events taking place between July 1, 2025 – June 30, 2026

Mailing Address

Town of Plymouth
Office of Economic Development
26 Court Street, 3rd Floor
Plymouth, MA 02360
ATTN: Laurie Maiolini-Ayotte

Contact Information

Laurie Maiolini-Ayotte
Office of Economic Development
Phone: 508-322-3325
Imaiolini-ayotte@plymouth-ma.gov

Visitor Services Board Review Panel

(All correspondence to be sent to above address)

Steven Lydon, Chair
Everett Malaguti, Vice
Chair Richard Quintal
Susan Krabbe
Chris Anzuoni
Jennifer Stanish
Dan Contrino

Note: Grant Application Deadlines

(As listed, or by following Monday if falling on a weekend)

Part I – Application

Special Events, First Time Events and Exhibits ~ January 31st

Part II – Final Accounting

Within 60 days following the event.

Final Accounting documentation must be received 2 weeks in advance of the monthly VSB meeting.
(VSB meeting occurs the 3rd Tuesday of every month)

Thank you for your efforts in creating and executing an event that will encourage visitors and residents alike to enjoy Plymouth throughout the year!

Grant Programs Overview

The Town of Plymouth Promotions Fund is wholly funded by the hotel's local room occupancy tax and dedicated to the Promotion efforts on behalf of Town, including in part, support of local events. The Town of Plymouth wishes to encourage events that are of interest to residents and visitors alike, while strengthening the town as an attractive center for tourism by extending a visitor's length of stay and increase consumer spending. Please consider the overnight stays your event may generate and **include local hotels on your event's mailing list.**

The Promotions Fund Grant awards are limited by the number of successful applicants who demonstrate the clear use of award funds for the benefit of supporting the event and not part of organization's fund-raising efforts. It is imperative that each applicant adheres to the deadlines, completes all required information at time of application and submits a complete final accounting of total event/exhibit costs with supporting documentation by the deadline before any funds may be released. **In fairness to all applicants, the Visitors Services Board reserves the right to deny and/or withdraw any funding should these basic procedures not be met.**

Criteria

Qualified Organizations

- ❖ Established Non-profit or government organizations - priority consideration.
- ❖ For profit, churches and/or other religious groups (whose event does not have the effect of advancing religion) *may be considered.*
- ❖ Applicant Organization must enter into a contractual agreement with the Town of Plymouth, and thusly become a vendor to the Town of Plymouth.

Guidelines

- ❖ Each applicant will be notified, in writing, regarding the status of their application and will be assigned a Visitor Services Board (VSB) Member as contact person for review of application.
- ❖ Event must take place in the Town of Plymouth.
- ❖ Event must be open to the public.
- ❖ Event should be free or offer a low-ticket cost.
- ❖ All requested information on the Application (Part I) and Final reporting (Part II) must be completed for grant consideration and final award payment respectively. Please use all forms supplied unless otherwise noted.
- ❖ If an event is cancelled once the funding has been awarded, the applying organization must complete and submit a Grant Funding Waiver.
- ❖ Large scale events may be eligible for multiple grant awards if said event consists of several smaller events (each meeting the necessary criteria). A separate application is required for each event.
- ❖ **BUDGET OUTLINE** - The Town Promotion Fund has limited event funds. Each candidate should be presenting a comprehensive application inclusive of budget detail by the deadline date. The successful coordination of any exhibit/event requires the cooperation of private initiatives with public resources. It is understood that not all costs and/or income sources are firm at the time of application; however, how you have fulfilled those estimates, based on your Final Cost Summary will ultimately be your award amount.
- ❖ **PROMOTION** - ALL print material should include the line: "Funding in part by the Town of Plymouth Promotions Fund".
 - ✓ Event information should be submitted to **See Plymouth** for inclusion on www.seeplymouth.com website calendar. Event information should be submitted to all **Plymouth Hotels**. It is the Applicant's responsibility to identify current hotels and contact information.

Funding

Exhibit/First Time Events - An exhibit/event that has not been previously funded by the Town of Plymouth

Promotions Fund Grant Program and meets all other criteria

- ✓ Maximum award \$2,500.00
- ✓ Award not to exceed 25% of total eligible budget
- ✓ A 3:1 match of private dollars is required. (Example: \$100.00 request / \$300.00 should be raised)

Special Events - An event that has been previously funded by the Town of Plymouth Promotions Fund Grant Program

and meets all other criteria

- ✓ Award not to exceed 25% of total eligible budget

Part II Forms		
Grant Funding: \$1,000 & Under	Grant Funding: \$1,001 to \$10,000	Grant Funding: \$10,001 & Over
	<ul style="list-style-type: none">• 1:1 match of private dollars is requested (Example: \$100.00 requested, \$100.00 should be raised)	<ul style="list-style-type: none">• 4:1 match of private dollars is requested (Example: \$1,000.00 request, \$4,000.00 should be raised)
Please provide Invoice & Description of the event	Please use the following Forms: <i>Grant Final Invoice, Final Event Summary, Final Event Promotional Marketing, Final Event Income & Cost Summary, Final Event Town Fees, Funding from Other Sources</i>	

NOTE: In-kind services, administrative and overhead costs are not eligible costs within budget but should be included in the proposed and final budget submissions. Please be mindful the Town of Plymouth Promotions Fund is to support the success of the event primarily through promotional efforts.

Sample of eligible expenses	
Advertising (Print, Radio, TV)	Flyers
Beautification	Public Safety
Brochures	Rentals (reasonable limit)
Fees	Donated prizes to the event
Event Certificate of Liability Insurance	

Sample of ineligible expenses	
Salaries	Purchase of new equipment
Overtime (non-detailed)	Food
Insurance	Accounting
Prizes	Supplies

Forms

■ PART I

- ✓ Applicant Identification Sheet
- ✓ Grant Event Plan
- ✓ Grant Proposed Budget
- ✓ Grant Award Waiver
- ✓ Separate Event Forms/filings to be completed through the Office of Economic Development

■ PART II (\$1,000 & under)

- ✓ Please provide an invoice and description of event

■ PART II (Forms to be used for event \$1,001 and over)

- ✓ Final Funding Invoice
- ✓ Final Event Summary (*Including Ad Copy, Articles, Samples of Brochures, Program Booklets, etc.*)
- ✓ Final Event Promotional Marketing (*Including Print, Radio, TV, Brochures, Flyers, etc.*)
- ✓ Final Event Income & Cost Summary (*include all supporting documentation*)
- ✓ Final Event Town Fees
- ✓ Funding from Other Sources

Deadlines

- ❖ Application (Part I) must be received by established deadline dates.
- ❖ Final Event information (Part II) must be received no later than 60 days following event
- ❖ *No funds will be awarded without completion of final accounting and supporting documentation as outlined*

PART I
Town of Plymouth Promotions Fund
Grant Applicant Identification Sheet

All applications should be typewritten. The Application can be typed into with the use of a PDF Reader.

Event Name: _____

Amount Requesting: _____

Applying Organization: _____

Address: _____ Phone: _____

Email: _____ Website: _____

Contact Name: _____

Phone: _____ Email: _____

Non-Profit ID#: _____

Type of Event: Exhibit 1st Time Event Special Event Deadline: January 31st

Event Location: _____

Event Date(s): _____

*Include entire schedule
(days / dates / time)*

State Goal of Event:

Crowd Estimate: _____

CHECK LIST- PART I: ALL items MUST be included with ***Grant Application*** for funding consideration.

Applicant Identification Sheet Grant Event Plan Grant Proposed Budget

Organization Representative will be available to attend Visitor Services Board meeting as requested.

Town of Plymouth Special Event Permit – MUST be completed for funding consideration.

Questions?

Contact: Office of Economic Development

Phone: 508-322-3325

Email: Imaiolini-ayotte@plymouth-ma.us

I acknowledge the requirements for a successful grant application and understand, should we be awarded fund, final payment will be dependent on our organization's submission of Final Budget & Summary information along with supporting documentation.

Organization's Representative

Date

PART I
Town of Plymouth Promotions Fund
Grant Event Plan

Please describe the event by including all the information as requested.

Describe the Event and the type of activities which will be included, please be as comprehensive as possible.

List in-kind sponsors and dollar value of goods or services provided.

List the groups, organizations, and business involved as sponsors and/or participants, and the extent of their involvement.

***Describe your plan for securing private funding and please include those sponsors you have secured as of the date of this application. (Please include type of sponsorship, funding programs you are planning, i.e., ticket sales, program booklet sponsorship, corporate/private donations, etc.)**

PART I (continued)
Town of Plymouth Promotions Fund
Grant Event Plan

Please describe the event by including all the information as requested.

State how the event/activity will be impacted if Town Promotion Grant funds are not awarded.

Your estimate of public attendance; please differentiate between visitors and residents. Please provide a brief explanation as to how you determined this number, and if you think the event will impact overnight stays.

MARKETING and PROMOTION - Provide a promotion/marketing plan for the event, including media list, advertisements (display) and placement, public service announcements, radio spots, calendar of events, brochures, etc.; include schedule for this plan in relation to your event.

Provide any additional information that may prove useful in evaluating this application.

PART I

Please use if needed:

PART I

Town of Plymouth Promotions Fund

Grant Proposed Budget

Event Name: _____

\$\$ Funding Request: _____

List all the anticipated funding sources which will support your Grant request. Included donations, sponsorships, ticket sales, etc. In-Kind services, administrative and overhead costs are not eligible costs within this budget presentation. However, they should be listed to complete the full cost of event.

Income and Funding Sources: (Excluding Town of Plymouth Promotion Fund Request)

Total Income & Funding: _____

NOTE: Should your event/exhibit require town services from DPW and/or Public Safety departments, other Town of Plymouth departments or Commonwealth of Massachusetts filings/fees; you must include such costs in your grant application. Estimates for such services may be received directly from the participating departments. This is the responsibility of the grant applicant.

ELIGIBLE EXPENSES (List Fees & Permits first, 2nd Eligible Expenses, 3rd Ineligible Expenses)

Please include attachment for additional items as necessary.

Total Eligible Expenses:

PART I

Town of Plymouth Promotions Fund

Grant Proposed Budget Ineligible Expenses

INELIGIBLE EXPENSES – (Salaries, Overtime (non-detailed), Insurance, Prizes, Purchase of New Equipment, Food, Accounting, Supplies)

PART I
Town of Plymouth Promotions Fund
Grant Award Waiver
(To be used only to decline awarded funds)

1st Time Event / Exhibit Special Event Award Amount: _____

Event Name: _____

Organization: _____

Contact Person: _____

Phone/Email: _____

REASON for declining funds:

I, _____, representing the above organization acknowledge the award of \$ _____ for the above described event/exhibit. It has been determined that the funds are no longer required and waive any claim to said funds from the 2024 Town of Plymouth Promotions Fund Grant round.

Signature

Title

Date

PART II
Town of Plymouth Promotions Fund
Grant Final Invoice

PART II forms should be submitted within 60 days from end of exhibit/event.

To receive timely payment, include all matching fund detail with supporting documentation as outlined in your original Town of Plymouth Promotions Fund Grant application.

Event/Exhibit: _____

Organization: _____

Contact Person: _____

Phone/Email: _____

Requested Award Amount: \$ _____

TOTAL INCOME \$ _____ *(NOT including Award Amount)*

TOTAL EXPENSES \$ _____

Net *(Deficit / Surplus)* \$ _____

We have attached the completed forms, inclusive of supporting documentation:

- Final Funding Invoice
- Final Event Summary *(Including Ad Copy, Articles, Samples of Brochures, Program Booklets, etc.)*
- Final Event Promotional Marketing *(Including Print, Radio, TV, Brochures, Flyers, etc.)*
- Final Event Income & Cost Summary *(Include all supporting documentation)*
- Final Event Town Fees
- Final Event Funding Fees From Other Sources

Authorized signature

Date

PART II
Town of Plymouth Promotions Fund
Final Event Summary
(Including Ad Copy, Articles, Samples of Brochures, Program Booklets, etc.)

Event: _____

Grant Award: _____

Sponsoring Organization: _____

Date of Event: _____

Estimated Attendance: _____

Brief description of the Event's success (*use additional 8 1/2 X 11 as needed*)

PART II
Town of Plymouth Promotions Fund
Final Event Promotional Marketing
(Examples: Print, Radio, TV, Brochures, Flyers, etc.)

PART II
Town of Plymouth Promotions Fund
Final Event Income & Cost Summary
(Include all supporting documentation)

PART II
Town of Plymouth Promotions Fund
Final Event Town Fees

Permit Type	Department	Fee Amount	Notes
Commercial Tent Permit	Inspectional Services		
Generator - Connections	Inspectional Services		
Zoning Sign Permit Applications	Inspectional Services		
Overhead Banner Request	Economic Development		
Special Event Certificate of Liability Insurance	Economic Development		
Special Event Permit Fee for Walk, Run & Bicycle	Economic Development		
Use of Town Hall Common	Economic Development		
EMS Plan	Fire		
Propane Permit	Fire		
Generator Permit – Fuel storage	Fire		
Special Detail for Fire Watch	Fire		
Police Details	Police		
Food Permit	Public Health		
Park Plymouth managed parking spaces	Park Plymouth		
Use of Playing Fields	Recreation		
Use of Pilgrim Memorial State Park	State		
Use of Myles Standish State Forest	State		
Amplified Music	Town Manager		
Liquor License	Town Manager		

PART II
Town of Plymouth Promotions Fund
Funding From Other Sources

Please describe funding from other sources:

