

The Atlantic City
Community Development Program

Entertainment Event
Grant Guidelines

Offered By

The Casino Reinvestment Development Authority (CRDA)

Distributed By

CRDA Special Improvement Division

The Garage in Gordon's Alley

Atlantic City, NJ 08401

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www.acsid.com

www.njcrda.com

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Mission Statement

The Casino Reinvestment Development Authority shall provide capital investment funds for economic development and community projects that respond to the changing economic and social needs of Atlantic City and the State of New Jersey. It shall encourage business development and permanent job creation, promote opportunities for business expansion, and commit to facilitating a vibrant economic investment and employment environment for New Jersey.



History

The only agency of its kind nationwide – the CRDA has used casino investment obligations as a catalyst for meaningful, positive improvement in the lives of New Jersey residents statewide. In doing so, the CRDA has dramatically changed Atlantic City’s residential, commercial, cultural, and social landscape, while financially supporting quality-of-life improvements throughout New Jersey.

In 1976, New Jersey voters approved a constitutional amendment allowing the Legislature to authorize casino gambling, located in Atlantic City. The legislative intent was to use gambling as a unique tool for urban revitalization of Atlantic City, and to generate revenue to establish new or expanded programs to benefit senior citizens and disabled residents.

As part of the original Casino Control Act enacted in 1977, each casino licensee was required to reinvest 2% of its gross gaming revenue. However, by the beginning of 1984, no casino licensee had yet made any of its required reinvestments as there was no unbiased decision making entity in place. In 1984, the State Legislature established the Casino Reinvestment Development Authority which developed guidelines describing more precisely a casino licensee's investment obligations consistent with the intent of the original statute. The 1984 law gives each casino a choice: pay 2.5% of its gaming revenue to the State, or reinvest 1.25% of its gaming revenues through the CRDA in community and economic development projects in Atlantic City and around the State. Without exception, the casinos have chosen reinvestment.

General Provisions

The CRDA is offering a new grant program with \$200,000 designed to support the newly created Tourism District. Grants offered under this program will assist with costs pertaining to certain entertainment events that are to be scheduled within the Tourism District of Atlantic City.

Entertainment events that may be considered for funding must satisfy the following criteria:

- ◇ **Must be musical, theatrical or sport-oriented.**
- ◇ **Must be free of charge and open to the general public.**
- ◇ **Must take place in a publicly owned or publicly operated venue within the Tourism District of Atlantic City.**
- ◇ **Must be of a high quality standard.**
- ◇ **Must promote a positive community image.**
- ◇ **Must create positive economic impact within the Tourism District of Atlantic City..**

The Program parameters include:

1. The total funding amount of \$200,000 is available. Application materials will be available at the CRDA-SID offices and/or obtained from the CRDA SID website, www.acsid.com or at the CRDA website, www.njcrda.com.
2. A recipient of financial assistance under the Program may participate in one funding round per year and may reapply for additional financial assistance, if available, in the second year following the year of award.
3. Funding is provided on a reimbursement basis. Funding per application is limited to the lesser of 30% of the total cost of the event or \$25,000. CRDA's application fee of 2.75% will be deducted from the awarded grant funds.
5. Grant applications will be reviewed on a first come, first serve basis and will be processed on a rolling basis. Recommendations will be presented to the CRDA Board requesting an award amount and a request to execute funding agreements.
6. Grant applicants are responsible for delivering a complete application for review.
7. CRDA grants require sponsorship recognition, acknowledgement of obligations and completion of all forms for payment approval and future consideration.

IMPORTANT DATES:

Availability of Applications:	Friday, June 17, 2011
Application Due Date:	First come, first serve basis
Anticipated Award Date:	Friday, August 5, 2011

Definitions

Unless specifically defined otherwise, the following terms used in this grant shall have the meaning set forth herein-below.

Addendum or Addenda—shall mean an amending document issued by the CRDA modifying the Grant.

Address—shall mean the official address of the entity completing this application.

Affirmative Action—shall mean an active effort to improve the employment or educational opportunities of members of minority groups and women; *also*: a similar effort to promote the rights or progress of other disadvantaged persons.

Applicant—shall mean the full name of the entity completing this application.

Application Fee—shall mean the 2.75% fee owed to CRDA based on the Grant amount received. The fee will be deducted from the Grant proceeds.

Attorney for entity—shall mean the name, address and telephone number of the individual who is responsible for all legal activities of the applicant.

Board of Directors/Trustees—shall mean the names and contact information of applicant's organization.

Certification—shall mean the application and any legal documents that must be signed by a certifying representative of the entity. The applicants' certification must possess the legal authority to apply for the Grant; that a resolution, motion or similar action has been adopted and is an official act of the applicants governing body authorizing the filing of the application and directing and authorizing the person identified as the official representative of the applicant in connection with the application and to provide additional information as may be required.

City—shall mean the City of Atlantic City, New Jersey.

Contact(s) - shall mean any oral, written or electronic communication by applicant or any party acting on behalf of a applicant.

County—shall mean Atlantic County, New Jersey.

CRDA—shall mean the Casino Reinvestment Development Authority, an independent authority in but not of the State Department of Treasury existing under and by virtue of the laws of the State of New Jersey, including P.L. 1984, c. 218, as amended and supplemented from time to time.

CRDA SID Contact Person—shall mean Mr. Ralph Triboletti, Casino Reinvestment Development Authority—Special Improvement Division, PO Box 1798, Atlantic City, NJ 08404, 609-344-6990 (phone), 609-344-4254 (fax), rtiboletti@acsid.com or such designee, as provided in writing by the CRDA.

CRDA Website—shall mean the website used by the CRDA to provide information and otherwise electronically communicate Addenda to applicant, such website address to be: www.njcrda.com.

CRDA SID Website—shall mean the website used by the CRDA SID to provide information and otherwise electronically communicate Addenda to applicant, such website address to be: www.acsid.com.

Designation Letter—shall mean the letter delivered to the successful Grantee from the CRDA.

Definitions Continued

Employer Identification Number (EIN)- shall mean a number issued to the entity by the Internal Revenue Service. If the entity does not have such EIN, one must be obtained prior to submission of the application.

Evaluation Committee—shall mean the committee charged with assessing the applications submitted by applicant and recommending an award to one or more applicants.

Event/Entertainment Event- shall mean the musical, theatrical or sporting event the applicant intends to produce/promote or sponsor.

Event Costs— shall mean the total costs needed to fund the program.

Fiscal Contact—shall mean the name, title, address, e-mail and telephone number of the individual who is responsible for the financial activities of the applicant.

Government Parties—shall mean the CRDA, City, County, State and/or Federal Government.

Grant Title—shall mean the descriptive title of the grant that the applicant is applying for.

Grantee—shall mean the entity receiving the award.

Grantor—shall mean the CRDA.

Primary Applicant—shall mean the entity applying for the grant funding.

Program Funds—shall mean the available sources of funds to be used to complete the program, including the amount applicant has applied for under this Grant Program.

Public Sector—shall mean the City, County, State and/or Federal Government.

Site—shall mean the location of the entertainment event.

State—shall mean the State of New Jersey.

Applicant Eligibility

Eligibility requirements of the applicant to be considered for grant funds are as follows:

1. Applicant must have a proven program development and promotion track record of no less than two (2) full years providing similar events/programs.
2. Applicant acknowledges the grant funds offered under this program are offered exclusively for entertainment events produced/promoted and based within the Tourism District of Atlantic City. Applicants applying for funds for entertainment events outside this area of Atlantic City are not eligible for funding.
3. A recipient of financial assistance under the Program may participate in one funding round per year and may reapply for additional financial assistance, if available, in the second year following the year of award.

Event Eligibility

Entertainment Events may be considered eligible under this grant offering provided the event satisfies the following funding requirements:

- ◇ Must be free of charge and open to the general public.
- ◇ Must take place in a publicly owned or publicly operated venue within the Tourism District of Atlantic City.
- ◇ A single performance/event or a series of performances/events.
- ◇ Must be of a high quality standard.
- ◇ Must promote a positive community image.
- ◇ Will create positive economic impact within the Tourism District of Atlantic City.

Eligible / Ineligible Expenses

Eligible Expenses include but are not limited to the following:

- Production and Labor directly attributable to the event
- Governmental approvals
- Supplies
- Equipment/Facility Rentals
- Advertising, marketing/promotion and printing costs

Ineligible Expenses include but are not limited to the following:

- Programs outside of the Tourism District of Atlantic City, New Jersey.
- Programs completed before submission of the application
- Applicant's operating expenses including but not limited to: salaries, wages, benefits, utilities, postage, training, professional development
- Debt service for funds financed to produce the event
- Fees/Commissions to be paid
- Operator/Promoter or Sponsor profit
- Materials prepared for sale to the public

Award Procedures

1. Applicant will receive a confirmation letter from the CRDA indicating the grant award and amount. Applicant will be expected to acknowledge, accept and sign the award letter and return to the CRDA offices within 7 working days of date of award.
2. A grant agreement will be prepared by the CRDA and delivered to the applicant within 10 days of receipt of signed award letter from applicant. Grant execution must occur within 10 days of the delivery of the grant agreement.
3. If the event is unable to occur on the agreed upon date listed in the application, the Grantee may request in writing a time extension to the CRDA. The request must indicate the reason for the extension and must be submitted prior to the expiration of the allotted time period. If no timely request for an extension is received by the CRDA or a request for extension is denied, the funding award may be cancelled.

Reporting Guidelines

Within 30 days of the completion of your program, you will be required to submit a final report that includes the following:

1. Indicate the success of the event/performance.
2. Describe how the funds assisted the applicant with the implementation of the event.
3. Identify the benefits the Tourism District derived as a result of the funding.
4. Attach a financial report identifying the funds utilized in the project.
5. A completed close out report form which will be supplied to the Grantee with the grant agreement.

All reporting requirements must be sent to the attention of:

Ralph Triboletti
CRDA Special Improvement Division
P.O. Box 1798
The Garage in Gordon's Alley
Atlantic City, New Jersey 08401

