

# Favoriteville Festival Fund

**Support When You Need It, Celebration When You Don't.**

The Favoriteville Festival Fund is a new initiative designed to support festivals and events that enrich Fayetteville's cultural life and strengthen our local tourism economy—especially during seasons when visitor activity tends to slow. By offering post-event financial support to a small number of high-impact events each year, the program helps mitigate risk for organizers with bold ideas and a strong plan, encouraging innovation and inclusivity in our city's event landscape.

This program supports our **Mission** to *elevate the quality of life for the community of Fayetteville through tourism promotion, partnerships, and programs.*

Aligned with the “**Bring Out the Best**” Imperative of the Experience Fayetteville Master Plan, the Favoriteville Festival Fund affirms our role as champions of Fayetteville's most vibrant assets. By *encouraging and incentivizing signature events* that make Fayetteville shine, this initiative helps fulfill our commitment to enhance what makes our city a compelling, world-class destination.

Priority consideration will be given to events that:

- Occur during slower seasons (e.g., late June – early August, late January–early February) to maximize economic and cultural activation. No blackout dates (to be provided)
- Demonstrate economic impact and financial responsibility
- Celebrate the unique identity and creativity of Fayetteville

## How It Works

The Favoriteville Festival Fund is administered through an annual application process. Organizers submit proposals detailing event plans, budget, and community impact. Applications are reviewed using a transparent evaluation framework with the following key criteria:

- Event Viability
- Economic & Cultural Impact
- Financial Responsibility
- Organizer Track Record
- Access & Inclusion
- Seasonal Activation & Blackout Considerations

This is not a traditional grant or upfront funding program. Instead, the Fund provides margin protection – a form of post-event financial support designed to reduce the risk of hosting bold, high-impact festivals.

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During the application process, organizers will submit a projected event budget and establish a reasonable profit margin target. After the event, staff will review the actual income and expenses. If the event does not meet the agreed-upon profit margin, the Festival Fund may reimburse part of the shortfall – **up to 30% of eligible expenses or a maximum of \$30,000** – to help close the gap.

A selection committee consisting of two Commissioners and two staff members uses a standardized scoring rubric to evaluate submissions. Final recommendations are presented to the Fayetteville Advertising and Promotion Commission for approval. Selected events will be required to execute an MOU and complete post-event reporting procedures.

By lowering financial barriers and encouraging bold, community-focused ideas, the Favoriteville Festival Fund invites new traditions to take root and ensures that Fayetteville continues to grow as a place of connection, creativity, and celebration.

## How Safety Net Support Works



### ORGANIZER APPLIES

Submit event plan + budget  
Define projected revenue & desired profit margin



### EVENT HAPPENS!



### POST-EVENT REVIEW

Did the event meet the projected margin?



### IF NOT:

**SAFETY NET SUPPORT** kicks in  
Reimbursement covers up to 30 % of eligible expenses, up to \$30,000 max

- Helps close the gap
- Keeps the event financially whole



### POST-EVENT REPORT SUBMITTED

Builds long-term trust & accountability

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## Evaluation Framework

Category	Max Points	Scoring Criteria
Event Viability	20	Clear, well-planned concept, achievable logistics, fits Fayetteville's vibe
Economic & Cultural Impact	20	Anticipated attendance, community activation, community/cultural relevance, mutli-year commitments
Financial Responsibility	20	Detailed and realistic budget, credible revenue expectations, risk assessment included
Organizer Track Record	15	Prior experience with event(s), demonstrated ability to manage logistics and finances
Access & Inclusion Efforts	15	Concrete strategies to welcome underserved groups, accessibility plans, inclusive representation
Seasonal Activation / Blackout Dates	15	Event occurs during slow season (late Jan – early Feb; late June – early Aug), addresses local downtime. Event does not occur during specified blackout dates.
Financial Risk Justification	10	Justified, clear ask; request aligns with identified risks and needs
Sustainability	10	Clear plans to reduce environmental impact through waste reduction, recycling, or other eco-friendly practices.
Bonus (Innovation, Partnerships)	+5	Extra credit for strong community partnerships, unique event concepts, or efforts that fill a gap in Fayetteville's current event landscape.

Category	Max Points	Description	Helpful Hints / Considerations	Reviewer Score	Comments
Event Viability	20	Is the event clearly defined, feasible, and aligned with Fayetteville's cultural and logistical landscape?	<i>Look for detail, practicality, and alignment with local values or culture.</i>		
Economic & Cultural Impact	20	Does the event attract visitors and/or locals, generate cultural activity, and align with community values? Is there a measurable economic impact with attendance, multi year commitments, etc.?	<i>Does it drive overnight stays, benefit local businesses, or feature local artists?</i>		
Financial Responsibility	20	Are the budget and financial plan realistic? Do they show sound projections and risk assessment?	<i>Check for itemized budgets, credible revenue sources, and clear use of margin protection.</i>		
Organizer Track Record	15	Does the applicant or team have relevant experience managing events, finances, and logistics?	<i>Look for event history, references, or prior examples of successful execution.</i>		
Access & Inclusion Efforts	15	Does the event include intentional outreach and accommodations for underserved or marginalized populations?	<i>Note sliding scale pricing, accessible venues, language inclusivity, and ADA compliance.</i>		
Seasonal Activation	15	Does the event occur during traditionally slow tourism seasons (e.g., late Jun-early Aug or late Jan-early Feb)? Event must not occur during specified blackout dates.	<i>Is the timing helping to fill a gap in the calendar or energizing a typically quiet season?</i>		
Margin Protection Justification	10	Is the margin protection request reasonable and directly tied to specific financial risks or needs?	<i>Do they understand and communicate how the funding mitigates risk effectively?</i>		
Bonus (Innovation, Partnerships, Sustainability)	5	Extra credit for innovative formats, sustainability practices, and local collaborations or partnerships.	<i>Examples: green practices, co-hosting with local orgs, bilingual signage, fresh formats.</i>		
<b>Totals</b>	<b>120</b>			<b>0</b>	

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## Festival Fund Application

### APPLICANT INFORMATION

<b>Name:</b>
<b>Organization:</b>
<b>Address:</b>
<b>Phone:</b>
<b>Email:</b>
<b>Website (if applicable):</b>

### EVENT OVERVIEW

Event Name
Event Date(s)
Location (Venue & Address)
Estimated Attendance (Total & Breakdown by Local/Visitor)
Event Description: (Provide a 3–5 sentence summary of your event, its mission, target audience, and notable activities or headliners.)

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## FINANCIAL SUMMARY

Total Projected Budget: \$
Expected Revenue (itemize major sources): \$
Expected Expenses (itemize major categories): \$
Anticipated Net Profit/Loss: \$
Margin Protection Request: Amount Requested: \$
Describe how margin protection will be used and what specific outcomes it will guarantee. Would the event occur without this protection? Why or why not?

## RISK ASSESSMENT & CONTINGENCY PLANNING

(List 3–5 key risks to your event's success and what steps you are taking to mitigate them.)

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## ORGANIZER EXPERIENCE & PAST PERFORMANCE

(Highlight your event or team's relevant experience. Attach resumes or bios and any available financials from previous years/events.)

## ECONOMIC & COMMUNITY IMPACT

Estimated hotel room nights generated:

Estimated spend at local restaurants/retail:

Cultural or social benefits to Fayetteville:

## ACCESS & INCLUSION

(Describe how your event is intentionally welcoming to all audiences, especially underserved or underrepresented communities.)

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## SEASONALITY & TIMING

(Explain how your event adds energy to Fayetteville's quieter periods.)

## SUPPORTING DOCUMENTS

- ☒ Detailed Event Budget
- ☒ Marketing/PR Plan (2 page max)
- ☒ Historical Financials or Prior P&L (if applicable)

## DECLARATION

I declare that all information provided is true and complete.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_