



FLORENCEROCKS an Arts and Entertainment COVID-19 Relief Grant

“FIVE FLORENCE ROCKS FACTS”

1. **It's a grant, not a loan.**

The choice to provide grants was easy. During the development of “Florence ROCKS” we felt that many of you may already be burdened with loans and simply could not afford another payment.

2. **An application is required to be submitted electronically.**

A simple application has been developed and posted to the City's website. The application and specific supporting documentation are required to be submitted via e-mail. The application period opens March 18, 2021 at 11:59 p.m. and closes April 7, 2021 at 5:00 p.m. Late or incomplete applications are automatically ineligible for funding.

3. **The program has funding limitations.**

We wish we could fund every application, but we recognize this is not practical. Applicants are asked to submit proof of eligible expenditures and payment for the allowable time period. Both are spelled out in the application.

4. **Businesses must meet eligibility criteria before applying.**

The mission of Florence ROCKS is to assist as many local industry professionals as possible. Eligibility criteria for the program were derived from funding rules required of the City as well as conditions designed to be as inclusive of our local professionals as possible.

5. **Grantees will be selected based upon Evaluation Criteria.**

Evaluators will utilize project scoring criteria to make a funding recommendation. Scoring will also help determine the priority of project applications in the likely event requests exceed funding availability. The highest scoring projects will be recommended for funding. Evaluators are professionals from the fields of entertainment and finance who have volunteered their services and have no affiliation with the City of Florence. All personal identifying information will be removed from the application. Evaluators will not discuss applications with other evaluators. The anonymity of the evaluators will be maintained to protect the integrity of the process.