Date: November 3, 2026

To: Wynwood BID Members

From: William Kelley, Executive Director

Re: Wynwood Special Event and Cultural Grant Program

The Wynwood Business Improvement District (BID) is pleased to announce the **Wynwood Special Event and Cultural Grant Program**, available exclusively to BID members. This initiative is designed to support and encourage businesses and commercial property owners to promote the district and attract visitors through cultural programming, event sponsorships, and district-wide activations.

BACKGROUND

The Wynwood BID was created in 2013 to support the growth and stabilization of retail and commercial activity in the district, including marketing, promotions, events, education, advocacy, and other services aimed at increasing neighborhood visibility and foot traffic. BID efforts also involve the coordination, funding, construction, and maintenance of neighborhood infrastructure improvements, funded through folio assessments and other designated sources of revenue.

The Special Event and Cultural Grant Program offers funding of up to **$5,000 per applicant** for qualifying events, activations, or cultural programs within the BID's fiscal year. (Note: events must occur **by September 30, 2027**, the end of the current fiscal year, in order to be eligible for funding.)

GRANT OBJECTIVES & PRIORITIES

- Promote Wynwood as a year-round tourism destination
- Promote local artists and celebrate cultural heritage to attract visitors from South Florida and beyond
- Engage local residents, office workers and visitors through events, cultural activities and district-wide activations
- Attract visitors to the district during weekday lunch hours/afternoons
- Attract visitors during summer and fall months (low season)
- For the current fiscal year, create a draw for visitors around Second Saturday Art Walks, Winter Street Park Sundays (Jan/Feb), and Miami's low visitation season (June – Sept)

TYPES OF PROJECTS FUNDED

- Cultural Events and Festivals
    - Arts/Performances
    - Conferences
    - Public City-Wide Celebrations
    - Food/Beverage
    - Fitness/Wellness
    - Nightlife/Entertainment
    - Family
- Placemaking Initiatives
    - Murals
    - Tours
    - Makers/Farmers Markets
    - Space Activations

NOT ELIGIBLE FOR FUNDING

- Fundraising walks/runs
- Individual applicants
- Applicants with an address outside of the Wynwood BID
- Construction or renovations
- Cash reserves, endowments or capital campaigns
- Academic work or book publishing
- Degree-based professional training
- Events that have already taken place

ADDITIONAL ELIGIBILITY CRITERIA

- Events must take place within the Wynwood BID boundaries
- Only one award per business (or related business) per fiscal year; application must be tied to a physical business address in the BID.
- New or existing programs are welcome to apply, and can include one or more activities
- Any budget size may apply; however, applicant must fund at least 50% of the total event budget
- Special event must be fully permitted by the City of Miami (if required) and the subject property should not have any outstanding BID dues.

- Applicant must provide event or other liability insurance naming Wynwood BID as an additionally insured party
- Grant reports must be complete within 90 days of the event to be considered for future funding

GRANT AWARD PROCESS:

1. Fund applications are reviewed four times a year; a complete application must be submitted to the Wynwood BID by 5:00PM on the first day of the BID's fiscal quarter (October 1st, January 1st, April 1st, June 1st); **PLAN EARLY – the Board will not consider applications for events that occur in the past, and will not be able to review/approve applications until 2-4 weeks after each quarterly deadline.**
2. Applications are reviewed first by the BID office for completion and then by the BID Board or a Board advisory committee for final approval; this review process takes approximately 30 days.
3. A Grant Agreement between the Wynwood BID and applicant must be executed before funds are approved (up to approximately 15 days). The Wynwood BID must be credited as a co-sponsor in marketing collateral and communication materials
4. Fund disbursement can take up to 30 days after Board approval based on the timing of the next scheduled BID Board meeting. NOTE: all dates are approximate.

EVALUATION CRITERIA

Project Description

– Is the project clearly defined, uniquely appealing to visitors and aligned with grant objectives and priorities?

Expected Attendance

– Does the project demonstrate strong potential to attract attendees from both Miami and beyond?

Community and Cultural Impact

– How does this project impact the local community and strengthen local cultural offerings?

Public Relations/Awareness

– Does the project offer unique PR opportunities or align with the local cultural scene?

Marketing Strategy

– Is there a detailed marketing plan that demonstrates target audience reach? Were marketing materials submitted with the application?

Budget

– Is there a detailed budget showing all income sources, expenses to the nearest dollar and clear use of BID grant funds? Applications that do not have a complete revenue and expense budget will be declined.

HOW TO APPLY:

Review and complete the application form online. The application form below is for informational purposes only. If you have any further questions, contact the Wynwood BID office at 786-615-8828 or email Andrea Suarez, Marketing and Events Manager, at as@wynwoodbid.com

William Kelley

Executive Director

WYNWOOD BUSINESS IMPROVEMENT DISTRICT
SPECIAL EVENT & CULTURAL GRANT APPLICATION 2026/2027:

Applicant Name: _____

Mailing Address: _____

Daytime Phone: _____ E-Mail: _____

Corporate Information:

Corporation Name: _____

Mailing Address: _____

_____

Date/State of Incorporation: _____

FEIN ID: _____

Project Location & Scope of Work:

Event Date: _____

Event Location Address: _____

Name of Event: _____

Description of Event: _____

_____

_____

_____

BUSINESS IMPROVEMENT DISTRICT
WYNWOOD

_____

Community and Cultural Impact: _____

_____

_____

_____

PR/Marketing Plan: _____

_____

_____

_____

_____

_____

_____

Total Event Budget (**also send budget with line items**): _____

Grant Amount Requested ($5,000 max.; cannot be >50% of total budget): _____

Estimated Attendance: _____

Does the event require a special event permit? _____ Yes _____ No

If so, is the permit attached? _____ Yes _____ No

Name of Property Owner: _____

Property Owner Email _____ Phone _____

Acknowledgements:

I, _____, as agent for _____ acknowledge that _____ is seeking project grant assistance through the Special Event Cultural Grant Program located at _____ and must comply with the guidelines and procedures specified herein. I acknowledge that, if granted assistance through this program, I will ensure that all information is deemed correct or funding may need to be returned to the BID.

_____ For: _____

Signature Event Organizer

_____ _____

Print Name Date