



Belleville Downtown Development Authority

COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES

Adopted December 2015

The Belleville DDA will only consider funding requests towards events that promote the Belleville Downtown District as a place to work, play or live.

I The Belleville DDA annually accepts applications requesting event funding received by the posted deadline, usually in early March. Recommendations for funding will be presented to the DDA as part of the budgeting process for the next fiscal year DDA budget. The DDA fiscal year is July 1 – June 30.

With an interest in seeing expanded business and community support and due to budget limitations, the Belleville DDA intends to support qualified downtown events with funding towards marketing and promoting Belleville downtown. The DDA board will annually review the budget amount for Community Event Funding.

II To qualify for Belleville DDA funding consideration events must be:

- Open to the public
- Take place within the DDA Downtown District
- Include the participation of local downtown businesses
- Promote the attributes of Downtown Belleville
- The presenting organization must show sponsorships from others in the community/region towards the total cost of the event
- Preference will be given to events which attract a diversity of participation

III Community Organizations which receive Belleville DDA funding must comply with the following:

- **DDA monies awarded must be used towards marketing the event and Belleville's Downtown including printing, design, advertising, promotions, and photography.**
- All necessary insurance and security must be provided by the event.
- Event organizers must work with City of Belleville City Council/ Administration /DPW/Police and Fire on road closures, use of public space and services, and other issues.
- Event must agree to use DDA logo on all materials and to link to the DDA website (if applicable).
- Event organizer must complete an Application Form and provide contact information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers.
- Organizations which receive DDA event funding must submit a written final report on the event and how DDA funds were used prior to consideration of a new application. Funded organizations are asked to appear and submit their report at a DDA meeting following the event.

IV Please use the Community Events Funding Program Application Form to submit funding requests.

- Forms can be downloaded from the DDA website to fill out on your own computer:
<https://belleville.mi.us/dda/>
- TWO copies of the application should be mailed or dropped off at the DDA office, City Hall, 6 Main Street, Belleville MI 48111 no later than the posted deadline. Late applications will not be reviewed.

NOTE: The Belleville Downtown Development Authority Board reserves the right to waive all or any part of this policy under special exigencies to be specified and determined by a two thirds 2/3 majority of the Board.