



January 24, 2019

Dear Belleville Area Organizations,

The Belleville Downtown Development Authority (DDA) has a history of providing funds to area organizations to assist with marketing Downtown events that benefit downtown business, bring the community together, and introduce visitors to unique Belleville experiences. Organizations planning to present a public event in Downtown Belleville may submit an application for funding to the DDA.

The Belleville DDA intends to support qualified downtown events with ***funding not to exceed \$1500 per event in FY 2019-20***. **DDA funding must be used towards marketing the event and promoting Belleville's Downtown District as a place to work, play and live. Presenters are encouraged to seek local business and community support for downtown events.**

Please address the attached Community Event Funding Program Guidelines in your application.

The 2019-20 application deadline is Wednesday March 20, 2019.

The Application Form can be downloaded from the DDA website to fill out on your own computer:
<https://belleville.mi.us/dda/>

If you have questions or need help completing the application, please contact DDA Administrator Carol Thompson, at 734-646-0504.

Thank you for your good work and your support of Downtown Belleville on the Lake.

Sincerely,

Rosemary Loria

Rosemary Loria
Chair
Belleville Downtown Development Authority



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.

BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY

2019 COMMUNITY EVENTS FUNDING PROGRAM APPLICATION FORM

DUE WEDNESDAY, MARCH 20, 2019

Date received _____
Meeting review date _____
Recommendation: _____

ORGANIZATION REQUEST FOR DDA FUNDS FY 2019-20

Please review the attached Community Event Funding Program Guidelines. Reply to each section completely; additional sheets may be attached. Application forms may be downloaded from the DDA website and completed on your own computer: <https://belleville.mi.us/dda/>

Submit **TWO Copies of the complete application** to the DDA office, City Hall, 6 Main Street, Belleville, MI 48111 by the posted deadline. Late Applications Will Not Be Reviewed for Funding. For assistance call Carol Thompson at 734-646-0504.

Submission Date _____

Name of Organization _____

Organization Address _____

Contact Name _____ Phone Number (s) _____

Name of person(s) in charge of event _____

I ORGANIZATION MISSION OR PURPOSE

II DDA FUNDING HISTORY

A. Is this the first time you've applied for DDA funding for this event? Yes or No _____

B. If Yes, how many times have you applied previously? _____

NOTE: Organizations which received DDA event funding previously, must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

III EVENT DESCRIPTION

Event Name _____

Event Date(s) _____ Location _____

Event Description/ Activities Planned:

How many participants expected _____

Participant demographics (ages, special interests, where coming from...)

IV DOWNTOWN BENEFIT

- A. How the proposed activity will benefit Belleville's Downtown and businesses:

- B. List local businesses involved, and how they are participating in the proposed event.

V EVENT PROMOTION

- A. How will the event be advertised and publicized?

- B. How will you reach your intended audience/participants?

- C. How will you promote downtown businesses as part of the event publicity?

VI BUDGET SUMMARY *Note: Please attach an Itemized Budget for the Event to Your Application.*

TOTAL COST of EVENT	\$	
TOTAL INCOME PROJECTED	\$	
DDA FUNDS REQUESTED***	\$	
LIST BY NAME OTHER SOURCES OF INCOME (If you need more space, include income detail in your attached budget)	AMOUNT	CONFIRMED? Yes or No
	\$	
	\$	
	\$	
	\$	

*** DDA funding must be used towards marketing the event and Belleville's Downtown, including printing, design, advertising, promotions, and photography.

VII FUNDING RECOGNITION How will the DDA's participation be recognized?