



Belleville Downtown Development Authority

COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES

Adopted December 2015; amended 2020

The DDA is seeking a partner relationship with event presenters to help promote Belleville's Downtown on the Lake plus Local Businesses.

I Organizations planning to present a public event(s) in Downtown Belleville may submit an application for funding. The Belleville DDA intends to support qualified downtown events with ***funding not to exceed \$2000 per organization in FY 2020-21.***

The DDA board will annually review the budget amount for Community Event Funding.

Applications must be received by the posted **deadline: Tuesday March 10, 2020.**

Funding recommendations are presented as part of DDA budgeting for the next fiscal year.

The DDA fiscal year is July 1 - June 30.

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

- **Include participation of local downtown businesses** (*examples of retail promotion ideas are attached*)
- **Market the event as well as promote Belleville's Downtown**
- The presenting organization must show sponsorships from others in the community / region towards the total cost of the event
- Take place within the DDA Downtown District
- Be open to the public
- Preference will be given to events which attract a diversity of participation

III Community Organizations receiving Belleville DDA funding **must comply with the following:**

- **DDA monies awarded must be used towards marketing the event, Belleville's Downtown, and Local Businesses.**
- 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 use the 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 receiving DDA event funding must submit a written final report on the events 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: <https://belleville.mi.us/dda/>
- Complete applications 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.

Successful Local Retail Promotions

-- excerpt from National Trust Main Street Center Promotion Handbook

Retail promotion can be more creative, innovative, and successful if you take the time to brainstorm ideas and plan targeted events with the merchants in mind.

Consider the following types of Local promotions:

- **Retail events** that favor unique downtown retail features such as convenience, service, variety, familiarity, or exclusiveness.
 - "Service is our Signature" poster series
 - "The Owner is Home" ad campaign
 - "Shop Downtown" radio jingle
- **Cooperative promotion** focuses on the comparative aspects of retailing in the district, clustering stores that are in the same category and can be promoted together.
 - Spring Fashion Show
 - "Taste of Main Street" restaurant guide
 - "Antique Days" co-op ads for stores
 - Mother's Day promotion of gift shops
- **Cross-retail promotion** groups businesses with complementary goods in one retail event or in coordinated displays.
 - joint window displays: clothing/ jewelry
 - "Home Improvement" promotion of furniture and hardware stores
- **Niche promotion** focuses attention, not on the product mix, but on a specific consumer group targeted through specially distributed flyers, coupons, posters, and/or media ads
 - "Appreciation Days" for senior citizens
 - Employee coupons for area workers
 - "Dad's Day Out" Saturday promotion
 - "After School" specials for students
- "Sales" events are typically discount oriented, offering end-of-season "clearance" merchandise at a reduced price. (Warning: too many discounted "sales" is not a good strategy; plus major market competitors have big budgets and are more skilled and successful at deep discounting than the small, independent merchants.)

BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY

2020 APPLICATION Community Events Funding Program

DUE TUESDAY, MARCH 10, 2020

Date received _____
Meeting review date _____
Recommendation: _____

ORGANIZATION REQUEST FOR DDA FUNDS FY 2020-21

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 <https://belleville.mi.us/dda/>

Submit 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:

IV DOWNTOWN BENEFIT

- A. How the proposed activity will benefit Belleville’s Downtown and Local Businesses:

- B. List Local Businesses involved, include How Businesses are participating in the event.

V PROMOTION and PUBLICITY

- A. How many participants expected _____
- B. Participant demographics (ages, special interests, where coming from...)

- C. List your methods to advertise and promote the event, Downtown and Local Businesses:

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

Budget Summary:

TOTAL COST of EVENT	\$	
TOTAL INCOME PROJECTED	\$	
DDA FUNDS REQUESTED***	\$	
LIST NAMES of ADDITIONAL INCOME SOURCES (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, Belleville's Downtown, and Local Businesses.

VII FUNDING RECOGNITION

How will the DDA’s participation be recognized?