



# ARTS, CULTURAL, RECREATIONAL AND FESTIVAL EVENTS GRANT APPLICATION

**General Information:** People want to live in and/or visit places that offer exciting things to do and interesting ways to express themselves. Many cities are including arts, recreational, cultural and heritage events and festivals to attract both residents and visitors.

Ishpeming DDA (Downtown Development Authority) Grant funds are distributed for the purpose of putting on events that will encourage residents and visitors to participate in the events that promote and showcase our local resources.

The City of Ishpeming wants to work with community groups to attract visitors to our City, recognizing that tourism is a major economic generator for our community.

**Application Deadline:** Applications should be submitted by December 1 to be considered for funds for the following year. Applicants will receive written notification of decision within 90 days of the application deadline date.

Applications received after the deadline will be considered if funds still exist in the budget. In exceptional or unforeseen circumstances, the DDA will determine if late requests warrant special consideration.

## **Eligibility Criteria:**

- The event must have a good potential for attracting both residents and visitors to participate in Ishpeming events that will promote Ishpeming as a tourist destination for purposes of recreation or arts and cultural. A cultural sport, heritage and / or celebration focus or component is also acceptable.
- The event should give consideration to showcasing local arts, recreation and cultural talent.
- The event should demonstrate a strong potential for a positive economic impact on Ishpeming.
- Preference will be given to activities or events that will be ongoing and have potential as a good long-term investment for the City (i.e. - a yearly cultural event or festival that has a potential for growth). Events and festivals that run more than one day and / or have realistic plans to attract greater numbers will also be given priority.
- This grant is designed specifically to assist events and festivals that utilize services and businesses within the City of Ishpeming promoting economic growth of our local economy.

## **Who Can Apply?**

1. Generally, organizations requesting funding will be established non-profit organizations with experience in organizing events and managing funds.
2. Applicants must be able to demonstrate a broad community and visitor participation or significant potential audience.
3. Applications will be considered on the following criteria:
  - Evidence of benefit to the community.
  - Demonstration of community support for arts, recreation, cultural and festival events as measured by volunteer participation, membership, and/or audience participation.
  - Evidence of competent management and fiscal responsibility (i.e. proven track record, business and marketing plan, sound financial controls and performance).
  - Secured commitment from other funding sources.
  - Potential financial impact (i.e. jobs created, spending, number of visitor days created and how this information might be tracked).
  - Public recognition of the municipal contribution.
  - Level of event profile and media exposure.
  - Funding for capital expenditures will not be considered.

## **How Funds are Distributed.**

- The amount requested cannot be more than 25% of the total event budget.
- Any unallocated funds in a given year will NOT be carried over to the next budget year, but will return to the DDA funds.
- To further enhance economic growth the DDA encourages event coordinators to use Ishpeming businesses where ever possible.
- Invoices are to be submitted to the DDA and monies paid directly to the local business on behalf of the organization.

# APPLICATION

Legal Name of Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Times and Dates of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Ages of Participants: \_\_\_\_\_

From where will participants come? \_\_\_\_\_  
(Last year's actual numbers if event was held previously: New events – estimate)

Fiscal year for grant: \_\_\_\_\_

Total grant requested for fiscal year: \_\_\_\_\_

Total budget for fiscal year: \_\_\_\_\_

Is this a new event? \_\_\_\_\_

How long has your organization existed in Ishpeming? \_\_\_\_\_ Years

Briefly outline the purpose or mission of your organization: \_\_\_\_\_

\_\_\_\_\_

## **Please also include the following information:**

For what purpose do you plan to use this City fund? \_\_\_\_\_

How will your event benefit Ishpeming economically? \_\_\_\_\_

How will your event be marketed? \_\_\_\_\_

How will you evaluate the success of the event? \_\_\_\_\_

Include a list of the event organizers identifying the roles and names of the people in those roles/functions.

\_\_\_\_\_

\_\_\_\_\_

*Upon request you may be required to supply a detailed budget of the proposed event, outlining all revenues including sources and expenditures. Include a financial statement for your organization for the previous calendar year. (Sample statement attached.)*

*Include a list of the event organizers identifying the roles and names of the people in those roles/functions.*

*Upon request you may also be required to supply a final report and financial statement must be submitted within 60 days of the conclusion of the event. Failure to do so may result in rejection of any new application (1 – 3 pages maximum).*

**SAMPLE BUDGET: Event / Festival REVENUE Budget**

Name of Event: \_\_\_\_\_ Sponsored by: \_\_\_\_\_

- Please provide your best estimate of the revenues and costs of the event for which a grant is requested. Additional headings to better describe your revenues and expenses for your particular activity are permitted. You may use either your own budget form or this one.
- Definitions: Earned revenues are usually generated directly by an event and often include income from booth, table, rentals, sales of advertising in a program, admission tickets or on-site cash donations from the public, and the net proceeds of concessions or sales.
- Fundraising revenues are usually generated from sponsorships, in-kind supplies and services, individual donations before or after the event.

Actual Year of event 20\_\_\_\_

(Previous Year if applicable) \_\_\_\_\_

Revenue Item \_\_\_\_\_

Projected 20\_\_\_\_

Earned Revenue \_\_\_\_\_

Admissions/Ticket Sales \_\_\_\_\_

Concession/Merchandise Sales (net) \_\_\_\_\_

On-site cash donations \_\_\_\_\_

Advertising income \_\_\_\_\_

Rentals \_\_\_\_\_

Other \_\_\_\_\_

Total Earned Revenue \_\_\_\_\_

Fundraising Revenue \_\_\_\_\_

Individual Donations \_\_\_\_\_

Cash Sponsorships \_\_\_\_\_

Fundraising Events \_\_\_\_\_

Other \_\_\_\_\_

Total Fundraising Revenue \_\_\_\_\_

Government Revenue \_\_\_\_\_

Municipal Grants \_\_\_\_\_

Provincial Grants \_\_\_\_\_

Federal Grants \_\_\_\_\_

Other \_\_\_\_\_

Total Government Revenue \_\_\_\_\_

SAMPLE BUDGET: Event / Festival EXPENSES

(Previous Year if applicable) \_\_\_\_\_

Expense Item \_\_\_\_\_

Projected 20\_\_\_\_\_

To be completed for application Administration and Communication Costs

Event Co-coordinator: \_\_\_\_\_ including estimated hrs. worked \_\_\_\_\_

Office Staff: \_\_\_\_\_ including estimated hrs. worked \_\_\_\_\_

Event Insurance Costs \_\_\_\_\_

Fundraising expenses (please specify) \_\_\_\_\_

Volunteer expenses (please specify) \_\_\_\_\_

Marketing and publicity (please specify) \_\_\_\_\_

Other (please give details) \_\_\_\_\_

Total Administration and Communications Cost \_\_\_\_\_

Production and Events Costs \_\_\_\_\_

Facility / Venue Rental \_\_\_\_\_

Equipment rental (tents, stage, lights, sound, etc) \_\_\_\_\_

Artists, performers, cultural program contributors: fees or honoraria \_\_\_\_\_

Technical Staff \_\_\_\_\_

Materials and Supplies \_\_\_\_\_

Permits \_\_\_\_\_

Municipal Services \_\_\_\_\_

Police Costs \_\_\_\_\_

On Site costs – signs, garbage cans, toilets, power, etc. \_\_\_\_\_

Performer and on-site volunteer services; travel, food, t-shirts etc. \_\_\_\_\_

Other (please give details) \_\_\_\_\_

Total Production and Events Costs \_\_\_\_\_

Total Expenses \_\_\_\_\_

Net (Revenue minus Expenses)\_\_\_\_\_