

HISTORIC DOWNTOWN MANSFIELD COMMUNITY ACTIVATION GRANT APPLICATION

The Historic Downtown Mansfield Community Activation Grant Program is designed to help subsidize the fees associated with producing special events, live entertainment production through AV/sound equipment upgrades, programs that promote local artists, and other community activation efforts within the Historic Downtown Mansfield area. The applications are submitted to the Historic Downtown Coordinator, and upon qualification of eligibility requirements applications will go to City Council for approval. Please contact staff if you have any questions about eligibility or documentation.

Submit Applications to:

Mansfield City Hall
Attn: Nicolette Allen
1200 East Broad St.
Mansfield, Texas 76063

Office: 817-276-4264
Email: historicdowntown@mansfieldtexas.gov

Date of Application	10/3/22
Business/Organization Name	Mansfield Veterans Memorial Foundation
Applicant's Name	Terry M. Moore
Address	3 Morningside Court
Phone Number	817-832-0123
Email	terrymichaelmoore@att.net
Website	mansfieldveteransmemorial.org
Tell us about your event (use a separate page if additional space is needed.)	
What specific event or activity is being promoted or marketed?	1) Presentation of the Patriotic Productions Remember Our Fallen display, similar to the effort in 2021. 2) The presentation of the new addition of the "Texas Remember Our Fallen Display". 3) The presentation of the new "Lot Field of Honor" and well as the 4) Broad St Field of Honor displays. The events will be conducted at The Lot and the Broad St Field. Our plan is to invite local Mansfield residents, veterans, as well as interested individuals throughout the North Texas community. Beyond the actual display, we plan to have specific events scheduled for each day that will be oriented to multiple interested groups and individuals. We are partnering with the City and their plans for the Veteran's Week events to promote each other's planned events. Thank you.

How will your event help promote community activation in Historic Downtown Mansfield?	The ROF display, Texas ROF display, and "The Lot Field of Honor" is being presented in conjunction with the City of Mansfield's Veterans Week activities. It will allow the participants that watch the parade to remain in downtown to visit the display(s) and frequent downtown businesses.
Total amount of funds requested to promote this event or activity	\$20,584.34
Date(s), Time, Location of Event	Display- November 3 - 6. Field of Honor display(s) - October 28 - November 13
Total Number of Days of the Event	<p>_____ day(s) ROF Display - 4 days Field of Honor Display - 17 days</p> <p>Consecutive? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
Has the Organization/Applicant applied for fund for this event before?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Is this a one time only event or a recurring event?	<input type="checkbox"/> Singular <input checked="" type="checkbox"/> Recurring X- YES
Is one of the goals of this event to raise funds for charity/scholarship?	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If so, what percentage of funds raised will be donated or given away? <small>Would the Memorial qualify as charity? If so, yes. All proceeds generated will be dedicated to the construction of the Memorial.</small></p>
Choose the category(ies) that applies to your event or activity:	<input type="checkbox"/> Music festivals <input type="checkbox"/> Concerts <input type="checkbox"/> Parades <input type="checkbox"/> Expos <input type="checkbox"/> Art shows or events <input type="checkbox"/> Food festivals and events

	<input type="checkbox"/> Holiday events <input type="checkbox"/> Community education events <input type="checkbox"/> Rodeos <input type="checkbox"/> Car Shows <input checked="" type="checkbox"/> Other: <u>Part of the City's Veteran's Week celebration. It is a display of fallen Veterans.</u>												
Projected Attendance	2000												
Previous Year's Attendance <i>(put N/A if not applicable)</i>	500												
Describe your attendance goals for this event and identify steps used to achieve these goals.	<i>(use a separate page if additional space is needed)</i> Increased advertisement via Facebook, Instagram, and Twitter. Use local organizations and outlets to help promote.												
Registration/Entrance fee per visitor (if any)	none												
FUNDING AND MARKETING													
The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to promote your event to residents and visitors.													
Describe your budget . Please provide a budget list that includes any current expenditures as well as all projected event costs (rentals, entertainment, traffic control, safety, marketing, etc.).													
<table border="1"> <thead> <tr> <th>Item/Description</th> <th>\$ Amount</th> </tr> </thead> <tbody> <tr> <td><i>I.e. Promotions (brochures, social media ad boosting, posters)</i></td> <td>\$3,000</td> </tr> <tr> <td>Overall request amount (see attachment for detailed request)</td> <td>\$20,584.34</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>		Item/Description	\$ Amount	<i>I.e. Promotions (brochures, social media ad boosting, posters)</i>	\$3,000	Overall request amount (see attachment for detailed request)	\$20,584.34						
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<i>(use a separate page if additional space is needed)</i>													
Do you have the prior year's event budget attached to the application?													
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable													
Applicants are expected to obtain at least 50% of the expected costs.													

Total costs for period of use	\$
Funding requested from Council	\$ 20,584.34
Confirmed funds from other sources	\$ 0

Describe your **marketing plan**. Please provide a detailed list of the media used, amount spent, type of product used (brochure, website, print ads, etc). Be prepared to identify the promotional opportunities which will create publicity for the Historic Downtown Mansfield area.

Media/Product Type	Site/Location	Target Audience	\$ Amount	Will the Downtown Program be included in this promo?
<i>I.e. 3,000 brochures</i>	<i>Bicycle shops in DFW</i>	<i>Cycling pros</i>	<i>\$2,000</i>	<input type="checkbox"/>
2000 Brochures/Posters/Cards	local businesses	local community	\$1000	<input type="checkbox"/>
Social media ads	targeting the Mansfield and surrounding community	targeting the Mansfield and surrounding community	\$500	<input type="checkbox"/>
PG&J Community Podcast			\$0	<input type="checkbox"/>
Steve Cosio Podcast			\$0	<input type="checkbox"/>

(use a separate page if additional space is needed)

see attached page

Total advertising/promotion budget for the specific activity/event for which you are applying:
\$1500.00

What is your organization's direct contribution to the activity/event budget?
not indicated on this application, we expect to spend approximately \$3000 of current funds for this event(s)

What other sources of funding are being used for this activity/event?
We have engaged in small fundraisers in which we manage the alcohol sales at community events. We will attempt to recruit some local sponsors. Unfortunately our Foundation is small and limited in our abilities in this area.

Describe your **financial goals** for this event and identify steps used to achieve these goals:

We are not using this event to raise funds. We are attempting to promote the Foundation and upcoming efforts to raise funds to build the Memorial. Primary efforts at this time are to support the City and the Veterans Week efforts.

What impact will funds from the Community Activation Grant Program have on the viability of this event:

We could not conduct this event without the requested financial support. We simply do not have the funds to do so.

Recipients for community events/activities are required to offer in-kind event participation and other contributions of goods, services, or programs that will benefit the Historic Downtown Program and support its mission to provide for unique opportunities for business promotion and experiences for visitors and residents to support the community as a whole. Examples of such contributions may include: free vendor booth/table space at the event, VIP seating, event tickets, etc.

Describe the **in-kind event participation opportunity** you will provide.

Item	Quantity	Cost Equivalent
<i>i.e. 10x10 booth space at event</i>	1	\$50
The ROF display is being held during the City's Veterans Week activities.		
There are multiple organizations participating and utilizing various facilities and vendors.		
The MVMF is focusing on the ROF display(s), The Lot Field of Honor display, and the Broad St. Field Of Honor display.		

SPECIAL NOTE: Grants from the Historic Downtown Mansfield Community Activation Grant Program must be used only for applicable reimbursements related to community activities. Expenditure of funds for unauthorized reimbursements will impact funding decisions and an applicant's future funding eligibility.

Applicants agree that they are responsible for ensuring that they comply with all licenses, health and safety considerations, planning regulations, insurance, rents, rates, and other operational requirements. If the applicant will be hosting vendors or selling merchandise on-site, they agree to utilize a Sales Tax I.D. Certificate within the City of Mansfield Zip Code 76063 sales boundary.

Applicants agree to indemnify and hold harmless the City of Mansfield/Historic Downtown Mansfield staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Mansfield pursuant to this contract.

If approved, an offer will be made to the applicant in writing. Funding will be subject to a formal agreement to be signed by both parties. This will include the requirement for robust account-keeping

and monitoring of the impact on the business. Applicants should retain evidence of costs/expenses incurred in the form of receipts.

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications. If you have any questions regarding any aspect of the Historic Downtown Mansfield Community Activation Grant Program, call 817-276-4264.

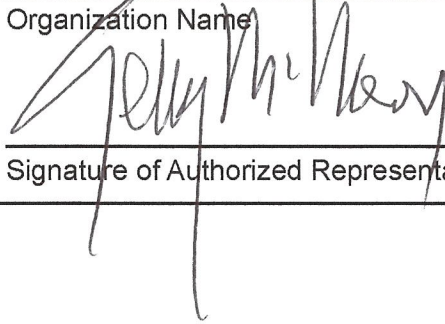
APPLICANT

Mansfield Veterans Memorial Foundation

10/3/22

Organization Name

Date



Terry M. Moore

Signature of Authorized Representative

Printed Name of Authorized Representative

Application Attachments

In addition to this completed and signed application, include the following attachments when you submit your grant request:

- Itemized budget for proposed project
- Letter from the property owner providing approval for the proposed project
- Any other information deemed necessary by City of Mansfield staff in order to fully understand the project

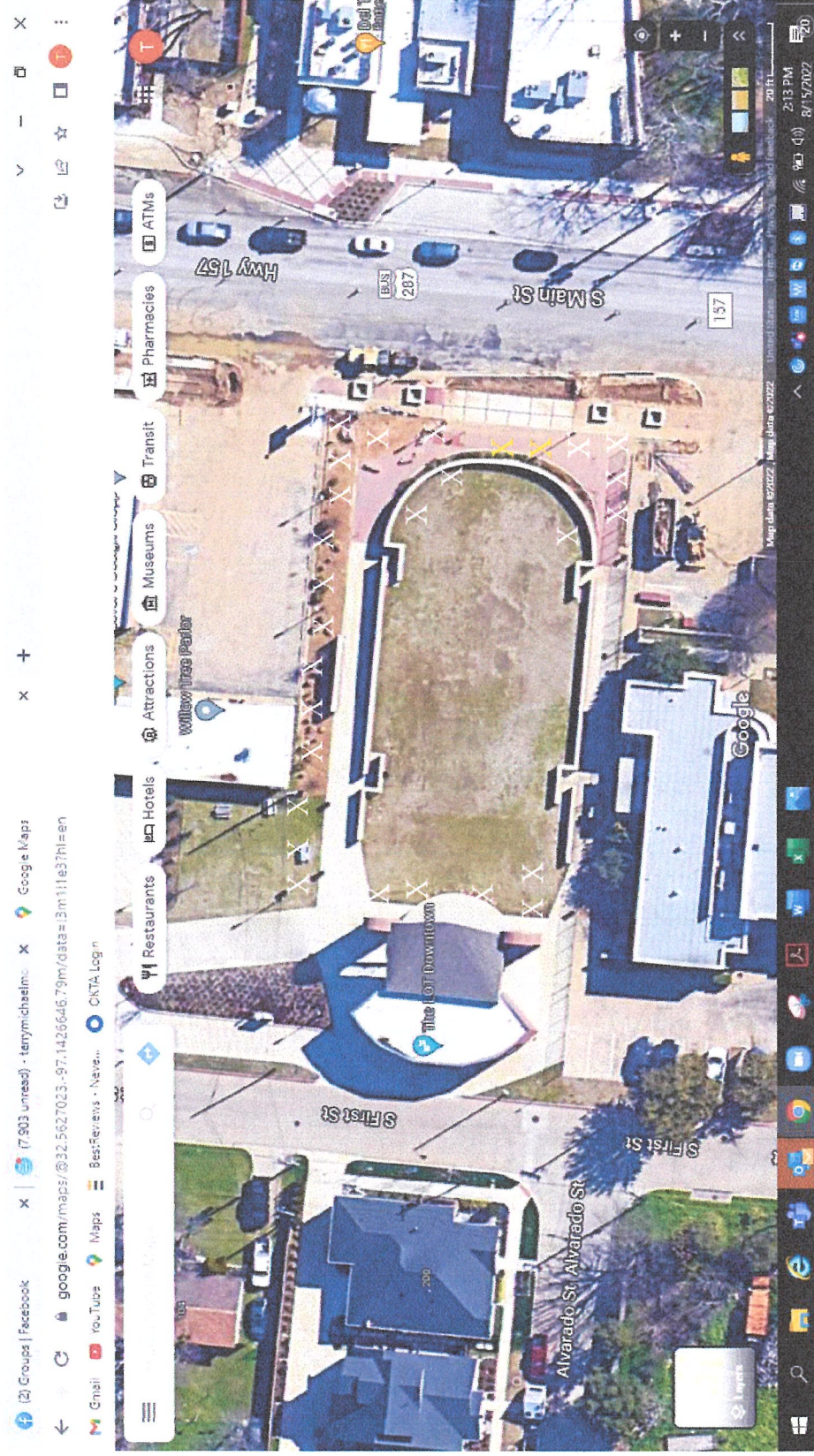
Please note, any modifications or alterations to the proposed project(s) must be submitted in writing to the City of Mansfield, and is subject to approval by the Mansfield City Council.

Helpful Guidance

Regarding the **marketing plan**, if your project is selected, Historic Downtown Mansfield may require to be listed as an EVENT SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line "This project was made possible, in part, by a grant from Historic Downtown Mansfield" in press releases and other literature.
2. All use of official logos shall be submitted in writing to Historic Downtown Mansfield.
3. Promotional pieces submitted to media outlets should be submitted simultaneously to Historic Downtown Mansfield. Historic Downtown Mansfield may be reached at 817-276-4264.
4. Each promotional piece must have a telephone number that can be called for more information.
5. Provide a website address for those seeking information.
6. Follow other/additional requirements as put forth in the award notification letter.

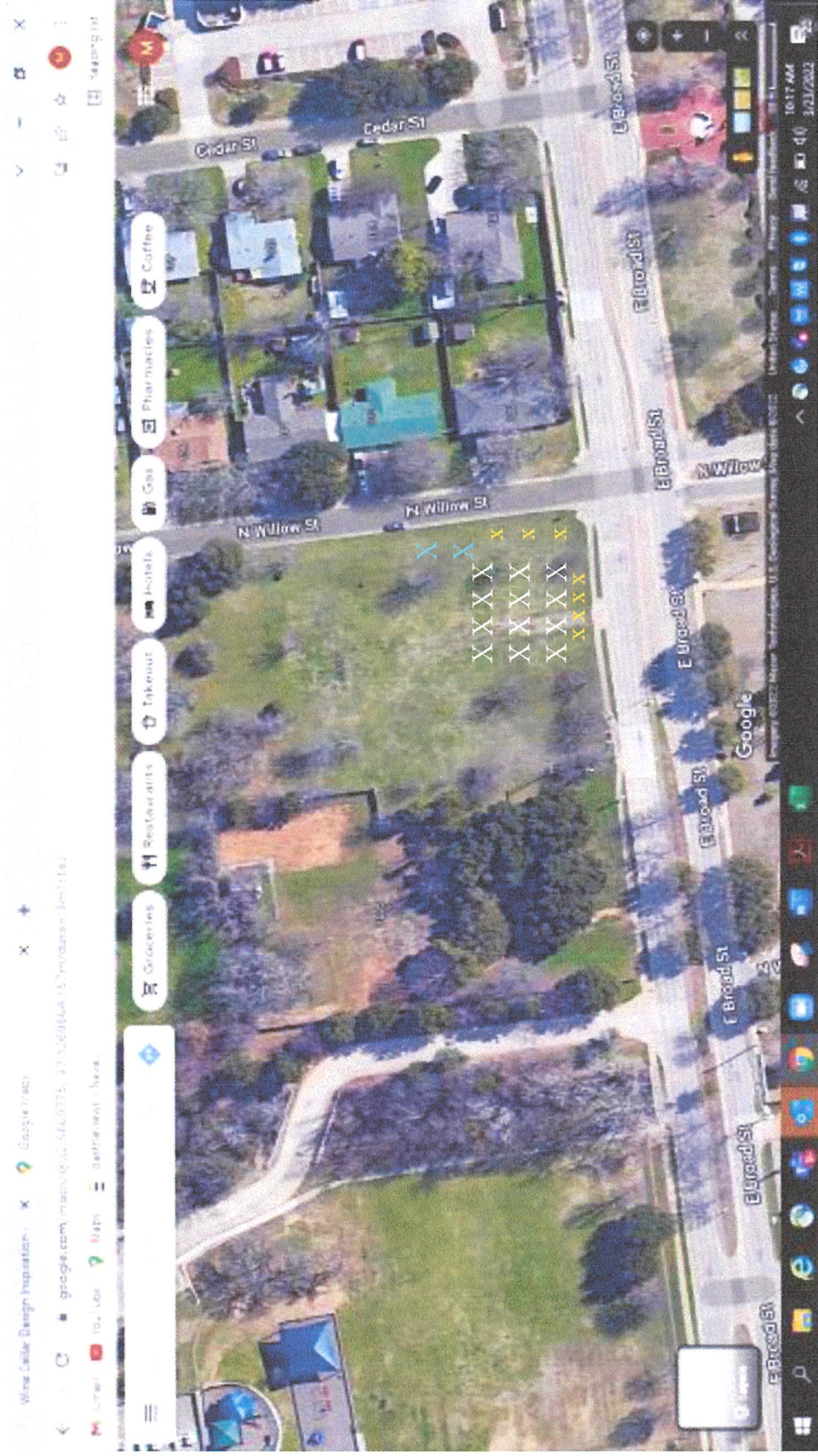
Downtown Field of Honor Display 2022



It would be our intent to add 50 American Flags to surround The Lot facility before and during the parade.

The white X's represent the general area for the placement of the flags. The yellow X's would be the location of a banner labeling the intent of the flags....:Field of Honor for those that have served our Community." It would also direct them to the Field of Honor Display located at Broad and Willow.

MVMF Field of Honor Display Map 2022



Explanation of the map above-

White X's represent the flag display area. It will consist of 100 flags arranged in a 10 flag x 10 flag grid. There will be 5" between flags.

The yellow x's at the bottom and right side of the display represents 2 banners promoting the event. We request the ability to display a 4' x 6' banner on t-posts.

2022 MVMF VETERAN'S WEEK COMMUNITY GRANT FUNDS PROPOSED BUDGET-

Payee/Vendor	Description of Expense	\$ Amount
Facebook (Meta)	Advertisements	\$500
Local Printers	Media/Brochures / Posters / Cards	\$1000*
Patriotic Productions- ROF Display	Rental Fee for display	\$8000
Patriotic Productions- Texas ROF Display	Fee to exhibit display	\$1000
Hotel	for Patriotic Productions Personnel (1 room x 6 nights)	\$1000
Lighting-	for towers to illuminate ROF display	\$1000*
The Lott?	AV Services for ROF could be much lower since the city owns The Lot	\$2400*
Programming-	estimated costs incurred to conduct the specific event based programs that will attract visitors	\$1000*
Trophy Cost-	for the JROTC, ROTC, and Service Branch drill competitions for spectator viewing	\$500*
Field of Honor Display	Display of US Flags around The Lott And at Broad and North Willow Lot	\$4184.34*
		\$20,584.34

We will work to obtain discounts for as much of the above as possible. All funds that we raise go directly to the construction of the Veterans Memorial and the cost of conducting additional fundraisers for the construction of the Memorial. This is a direct benefit to the City of Mansfield and its Veterans.

The Texas ROF Display and Field of Honor are new. The Texas ROF is a display that Patriotic Productions has that is specific to Veterans that have passed since 911 from the state of Texas. It enhances the ROF display with a more local representation. The Field of Honor display will be modeled after the program in Arlington. It will serve multiple roles. One, it will honor all local community Veterans by its mere appearance and will be promoted as such. Second, it will be an extremely visual display that will benefit the community by remembering what it represents and reminds residents of the importance of a particular holiday. Third, it will increase the visibility of the MVMF and assist us as we implement Veteran based programming and engage in fundraising activities that will be earmarked for the construction of the Memorial. All of Mansfield will benefit by the Field of Honor Program.

Information highlighted in yellow are new additions to what we want to provide in this year's request. Our goal is to add additional features to our effort to enhance our offering and bring more participants and potentially an increased number of guests to the Mansfield Community. In addition, we are enhancing the appeal of our display by adding a Military Drill event performed by area JROTC and ROTC units. We will also be adding a new display called Texas- Remember Our Fallen. It is similar to the National Remember Our Fallen display in the scope and intent. It focuses on Texas Veterans that have passed in the War on Terrorism since 9/11. Our goal is to provide opportunities for the public to participate in Veteran / Military based programs so the parade participants and others to enjoy after the parade or anytime Veterans Week.

Amounts denoted by an * are local expenditures within the Mansfield Community

TENTATIVE ROF EVENT BUDGET-

ROF Rental Fee-

\$7500- paid to Patriotic Productions

Hotel (2 rooms x 6 nights @ \$150 night)

\$1800- requirement for the personnel of Patriotic Productions to book the event

Advertising-

\$2500

Lighting-

\$500- for evening events to illuminate the Remembering Our Fallen Displays (33 towers)

Programming-

\$2000- costs incurred to conduct the specific event based programs that will bring in tourists

Trophy Cost-

\$500- for the JROTC, ROTC, and Service Branch specific competitions for spectator viewing programming

\$14,500

Actual amount requested for reimbursement was \$9900.00

Describe your attendance goals for this event and identify steps used to achieve these goals.

Last year's ROF event was a first-time effort. We estimated attendance at 500. We have benefitted by the experience we gained in participating in the 2021 Veterans Week activities.

We anticipate planning and conducting this event, at The Lot, now and in the future in partnership with the City of Mansfield. We view this as a partnership in serving the needs of Veterans in our community. In 2022 we participated in Bethlehem Baptists tremendously successful Veterans Benefits Program. The leadership of that program has and is instrumental in the MVMF's effort to conduct a similar but expanded program on Saturday, October 22 at the MISD's Great Room within the Administration building. Efforts such as this will allow us to build recognition of the Foundation as well as the city in our efforts to serve Veterans. By doing this we are positioning ourselves bet to launch a fundraising campaign for the construction of the Veterans Memorial.

Our goal for the 2022 MVMF Veterans Week event at The Lot is attendance of 2000, possibly more.

We are requesting additional funds for promoting the event through expanded media outlets.

We are working with the Parade Planning Committee to add the ROF Display to the list of activities that they promote for the event.

The Parade Announcer will be requested to promote visiting the ROF during the parade.

We are adding a JROTC and ROTC competition at The Lot immediately after the parade. This is an effort to capitalize on those that attend the parade to visit the display and remain in downtown Mansfield and frequent local businesses.

We are adding promotional posters as part of our advertising and plan on placing them around Mansfield.

We are partnering with local Churches to advertise to their Veterans groups for the various activities we are planning, including the Parade, ROF, Texas ROF, and Field of Honor(s).

We are planning to add the Field of Honor program during the Veterans Week activities. It is our goal to set up a flag display that surrounds The Lot enhancing the appeal of the Parade, The Lot, and the ROF/TROF displays.

In addition, we plan to introduce the Field of Honor directly across the City and County Government buildings on the vacant field owned by the city. While this is not within the Downtown overlay, we feel it is a program that will quickly gain traction within the city and become an anticipated community wide event. We plan to exhibit the Field of Honor display during Veterans Day, Memorial Day, Fourth of July, and Patriots Day. The flags displayed downtown, during the Veterans Week activities will help Mansfield residents become familiar with our display at Willow and Broad. The FofH display will become an event in which Mansfield residents can recognize their Active Military, Veterans, and First Responders by adopting a flag. This will become a fundraiser for the MVMF which will assist our organization raise the funds to build a Mansfield Veterans Memorial.

2022 MVMF Veterans Week Marketing Plans-

Plans have already begun.

Interviews with multiple media outlets, electronic paper, podcasts, local magazines have been scheduled.

Printed materials are in development for distributions. These will also be developed in electronic files for email distribution.

We have developed contact lists of KOL's within our Community Churches, Civic Organizations, and Community influencers for distribution and further forwarding for promotion.

We will engage in a social media campaign of this material.

The MVMF has developed a "friends list" of almost 500 individuals have "liked" our media page and we plan to communicate to all of them to "like" and "share" this information to their list of friends.

We are developing posters to be placed around the community.

We are scheduling a "drill competition" to perform immediately after the parade and are working with parade organizers to both promote and announce this activity during the parade. This program is specific to keeping parade goers within the downtown Mansfield area after the parade.

We are working with a local military vehicle group to participate at the ROF(s) displays at The Lot by displaying their vehicles before during and after the parade.

We are open to your additional recommendations.