



# 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 Economic Development Corporation  
Attn: Rachel Bagley  
301 S. Main St.  
Mansfield, Texas 76063

Office: 817-728-3652

Email: [historicdowntown@mansfieldtexas.gov](mailto:historicdowntown@mansfieldtexas.gov)

Date of Application	December 14, 2023
Business/Organization Name	Open Range Properties LLC
Applicant's Name	Keziah Farrar
Address	2080 Cannon Dr Mansfield TX 76063
Phone Number	8173194032
Email	rocksheepventures@gmail.com
Website	www.rocksheepproperties.com
Tell us about your event (use a separate page if additional space is needed.)	
What specific event or activity is being promoted or marketed?	We would like to add a large mural to the blank wall at 208 E Broad St. so that our entire community can enjoy the beautiful artwork.

How will your event help promote community activation in Historic Downtown Mansfield?	It will not only drawn attention to downtown, but will also be seen from the lights at Broad and Main. We are hopeful that it will draw in visitors and pedestrians, to stop and take photos, while enjoying our downtown area.	
Total amount of funds requested to promote this event or activity	\$7500.00	
Date(s), Time, Location of Event	208 E Broad St. Mansfield TX  No specific date and time. Will be able to be enjoyed for many years.	
Total Number of Days of the Event	_____ day(s)  Consecutive? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Has the Organization/Applicant applied for funding 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 checked="" type="checkbox"/> Singular	<input type="checkbox"/> Recurring
Is one of the goals of this event to raise funds for charity/scholarship?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  If so, what percentage of funds raised will be donated or given away? _____	
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 checked="" 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 type="checkbox"/> Other: _____												
Projected Attendance	As many visitors that come to downtown Mansfield annually.												
Previous Year's Attendance (put N/A if not applicable)													
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> This mural will be large in scale and visible to visitors in downtown Mansfield. We will encourage visitors to stop by and take photos with the mural.												
Registration/Entrance fee per visitor (if any)	none												
Describe the security needs for the event (if any) and identify the plan to provide the necessary security.	<i>(use a separate page if additional space is needed)</i> none												
<b>FUNDING AND MARKETING</b> 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 <b>budget</b> . Please provide a budget list that includes any current expenditures as well as all projected event costs (rentals, entertainment, traffic control, safety, marketing, etc.). The budget should also include projected revenues.													
<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>mural cost for labor and materials</td><td>\$7500</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	mural cost for labor and materials	\$7500						
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Do you have the prior year's event budget attached to the application?

☐ Yes

☐ No

☐ Not Applicable

Do you have a sponsorship plan attached to the application?

☐ Yes

☐ No

☐ Not Applicable

Applicants may be expected to match a certain percentage of the event budget. In regards to **entertainment expenses** (e.g. costs for performers, singers, bands, etc.), an applicant may receive funding that equates to up to 75% of the total cost, with a reimbursement cap of up to \$25,000.

Total costs for event production	\$ 7500
Funding requested from Council	\$ 7500
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"/>
sign on building saying project was funded by	on building	all visitors	0	<input checked="" type="checkbox"/>
social media post	Facebook/Instagram	downtown visitors	0	<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

(use a separate page if additional space is needed)

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



What is your organization's direct contribution to the activity/event budget?

We own the property that the mural will be painted on.

What other sources of funding are being used for this activity/event?

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

We hope to attract visitors to the downtown area who will then shop at local business.

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

It will make the mural possible.

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

**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 and other proof of payment instruments.

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.

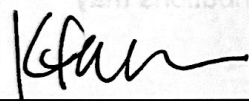
#### APPLICANT

Open Range Properties LLC

December 14, 2023

Organization Name

Date



Keziah Farrar

Signature of Authorized Representative

Printed Name of Authorized Representative

#### FOR STAFF USE ONLY

Has the grant application been reviewed by the Community Engagement Division?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Have supplemental and amended application materials been attached to the completed application?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Signature of Downtown Coordinator or their Designee

Printed Name





**random  
direction**  
MURALS + PAINTING + DESIGN

## MURAL BREAKDOWN AND CONTRACT

Mural price is a flat \$7,500. This price includes labor and supplies. \$2,500 will be paid before the project begins for security deposit and supplies. Ryan Davis (Random Direction) will work with client on imagery and mock ups before project begins. Final payment must be paid after the completion of the project for the amount of \$5,000 no later than 14 days after completion.

### Job breakdown

- \$15/sqft on 40ft x 15ft = \$9,000 (Discounted to \$4,000)
- 8 gallons of exterior paint \$40/per gallon (\$320)
- 100 cans of spray paint \$6.99/per can (\$699)
- Labor included

Smaller wall mural is included free of charge.

**Muralist signature**

\_\_\_\_\_

**Date** \_\_\_\_\_

**Client signature**

\_\_\_\_\_

**Date** \_\_\_\_\_