



HISTORIC DOWNTOWN MANSFIELD COMMUNITY ACTIVATION GRANT

Approved September 13, 2021

Program Purpose

To 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.

Assistance from the City of Mansfield on any event, fundraiser, or community function is intended and expected to help create more walkability and to encourage unique visitors to the downtown area. Funded events are expected to provide unique opportunities for business promotion and experiences for visitors and residents to support the community as a whole.

This program provides grant assistance for organizations, individuals, and/or businesses to incentivize successful events within the Historic Downtown Mansfield area by (1) establishing mutually beneficial partnerships between the City and the community; (2) equitably controlling how the City provides event contributions to eligible organizations; (3) creating visibility for downtown through event publicity and promotion during event activities; and (4) supporting the Downtown Development Strategies adopted by the Mansfield City Council on July 27, 2020.

Grant awards are available to a wide variety of community activation events including sporting, tourism, arts and cultural, general, health and human services, and major community events. Only events/activities hosted within the Historic Downtown Mansfield area may participate in this program.

How will projects be chosen?

Applications can also be accepted on a rolling basis throughout the year within the identified timeframe that is appropriate to the date of the event.

City Staff will determine eligibility based on information provided in the application package, comments from other City departments, and in accordance with the Community Activation Grant Program expectations.

Each applicant may apply for grant funding for the same project no more than three (3) years total. A project is 1) a single event, performance, and/or activity; or 2) a series of events, performances, or activities that are related. All grant monies must go directly to the activities associated with the project. An applicant's event is not eligible for reimbursement if the applicant is receiving funding from the Hotel Occupancy Tax Fund.

Community Activation Grant Requirements

In the case of the Community Activation Grant, recipients must meet the following requirements:

- ❑ Agree to create visibility for the Historic Downtown Mansfield area through prominent acknowledgement of its support and assistance, using event publicity at the event itself (will utilize City-provided logos in all marketing materials). Promotional opportunities will be provided as detailed in the application and require approval from City Staff.
- ❑ Applications must be submitted at least **thirty (30) days prior** to the event, but **no more than one hundred and eighty (180) days prior**.
- ❑ Applicants are required to submit an event summary (proposed event activities, needs, and expected outcomes such as financial goals and estimated attendance), a budget from the prior year's event (if applicable), and a proposed event budget for the current event.
- ❑ Applicants are required to submit a sponsorship plan for review (proposed sponsorship packages and strategic fundraising strategy meant to offset costs associated with event production).
- ❑ Applicants are required to review their event application with City of Mansfield staff prior to the application being considered complete and ready for review and consideration by the City Council for approval. Staff from the Community Engagement Division will provide feedback regarding the event logistics (sponsorship packages, marketing plan, estimated expenditures and revenues, day-of logistics, security plan, etc) and applicants are expected to incorporate suggestions for improved efficiency and production.
- ❑ All recipients receiving grant awards are required to complete an Event Recap Report within 30 days of the event's end. Any organization which does not comply with this will be ineligible for future requests.
 - ❑ The Event Recap Report is a full written Financial Accounting and Evaluation Report. The Report will describe the project and will include copies of programs, brochures, flyers, original press releases, news clippings, photos of events, and related documents. The report will also include a final itemized budget of costs incurred and description of foot traffic/customers served. If after 30 days recipients fail to submit the Event Recap Report, any remaining funds will be automatically forfeited.
 - ❑ If extenuating circumstances occur, it is the responsibility of the organization to contact the City of Mansfield to request a 30-day grace extension.
- ❑ Recipients for community events/activities are required to offer in-kind event participation and other contributions of goods, services, or programs that will benefit Historic Downtown Mansfield and support its mission to provide for unique opportunities for businesses and experiences for visitors and residents.
 - ❑ Examples of such contributions may include: vendor booth/table space at the event, VIP seating, event tickets, etc.
- ❑ Must be open to the public.
- ❑ Provide an economic benefit to the Historic Downtown Mansfield area.
- ❑ May recur annually.
- ❑ For businesses/property owners in the Historic Downtown area, recipients are eligible to use grant funding to reimburse the purchase of site-specific, installed equipment which provides them the opportunity to provide live entertainment (ex: professional quality audio-entertainment systems).

- ❑ For art grants, artists may apply to receive project-based funding, and will be required to include City-provided logos on their website sponsor page, onsite (sponsor signage), and any collateral associated with the grant award.

Eligible Community Activation Grant Projects List

The following is a list of eligible expenditures for reimbursement, including but not limited to:

- Equipment rental (AV, stage, traffic control, etc)
- Expendable supplies/materials required for the production of the event (for example: paint supplies for an art exhibition)
- Marketing, Printing, Publications (which promote the event to the City and surrounding areas)
- Entertainment expenses (e.g. costs for performers, singers, bands, etc.) up to seventy-five (75%) percent of the total cost, with a reimbursement cap of up to twenty-five thousand (\$25,000) dollars
- Public Safety/Policing

The Community Activation Grant program supports community events, such as, *but not limited to:

<ul style="list-style-type: none"> • Music festivals • Concerts • Parades • Expos • Art shows or events 	<ul style="list-style-type: none"> • Food festivals and events • Holiday events • Community education events • Rodeos • Car Shows
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*An applicant may apply for grant funding for an event other than those listed above. The eligibility of the event for program funds will be determined administratively and/or by City Council.

Ineligible Community Activation Projects

- ❑ Private functions that are not open to the public
- ❑ Lobbying, legislative efforts, political action committees, causes, campaigns or candidates or projects/programs promoting a political agenda
- ❑ Programs, projects, or events promoting a religious doctrine
- ❑ Organizations that discriminate based on race, ethnicity, color, sex, religion, age, national origin, ancestry, citizenship, sexual orientation, gender identity and/or expression, disability, marital status, genetic information, veteran status, or other legally protected factors
- ❑ Multi-year commitments
- ❑ Events that are completed or conducted before the date of the application
- ❑ Projects or organizations that have not satisfactorily fulfilled their obligations to the City
- ❑ Permit fees, media services (for private purposes), and liquor license fees do not qualify for grant reimbursement

Ineligible Community Activation Reimbursement Expenses

- Costs associated with labor and/or staffing
- Costs related to insurance (exception: event liability insurance is eligible)
- Costs to provide ATM (Automated Teller Machines) for event attendees
- Costs associated with providing food/drink to event participants/staff (ex: lunch for volunteers)
- Costs associated with hosting a VIP (private) component or activity of the event
- Costs to purchase prizes, trophies, and similar items
- Costs to design/purchase t-shirts for staff or sale
- Any costs associated with purchasing merchandise for sale at the event
- Costs to provide drinking water at the event, unless the City of Mansfield Water Truck is not available to support consumption and availability of drinking water to event attendees
- Costs to purchase expendable supplies that are required for the production of the event
- Costs to rent a stage *only* in the event that: a) the LOT Downtown stage (located at 110 S. Main St.) is available for first priority use, and/or b) the City of Mansfield portable twenty by twenty-four (20' x 24') foot stage is available for second priority use. If these stages are unavailable or not suitable for the event, a grant recipient may be reimbursed for some or all of stage rental costs, to be determined upon application review

Helpful questions to consider when applying for the Community Activation Grant:

1. Is the event located in Historic Downtown Mansfield?
2. Does the event meet or support the Downtown Development Strategies?
3. Will the event provide a unique experience and be a benefit to the visitors and residents of the City?
4. Is the event open to the public?
5. Will the event proceeds, if any, benefit the community as a whole?
6. If successful, will the event have a meaningful economic impact?
7. Is this the best possible use of the program's limited resources?
8. Has the applicant been awarded an incentive payment in the previous twelve (12) months?

GRANT FUNDS

The funding amount and matching requirement (if any) will be determined upon approval of the application by the Mansfield City Council if the grant request is over five-thousand (\$5,000) dollars. If the grant request is less than five-thousand (\$5,000) dollars, City staff will have the opportunity to approve or deny the grant application and determine award amount if the application is found to be aligned with the goals and priorities of the grant program. Awards will be reimbursed upon receipt of proof of expenditures. Awards are intended for the eligible costs/activities outlined in the Eligible Community Activation Grant Projects list.

Organizations are allowed to request the award in advance of the event when funds are to be used for marketing and promotional purposes. In this instance, an invoice, signed contract, and proof of payment

must be submitted to the City of Mansfield, who may process some or all of the reimbursement request for the grant recipient. In the event that circumstances arise which provide the grant recipient with reimbursement from other funding sources (such as additional grant awards, insurance reimbursement, etc.) the City of Mansfield will not provide reimbursement for a covered expense (i.e. a grant recipient will not be reimbursed for the same cost twice).

Financial updates related to this and other Historic Downtown Mansfield grant programs will be made available in the monthly and quarterly reports provided to City Council by City of Mansfield staff.



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	
Business/Organization Name	
Applicant's Name	
Address	
Phone Number	
Email	
Website	
Tell us about your event (use a separate page if additional space is needed.)	
What specific event or activity is being promoted or marketed?	

How will your event help promote community activation in Historic Downtown Mansfield?	
Total amount of funds requested to promote this event or activity	
Date(s), Time, Location of Event	
Total Number of Days of the Event	<p>_____ day(s)</p> <p>Consecutive? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
Has the Organization/Applicant applied for funding for this event before?	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
Is this a one time only event or a recurring event?	<p><input type="checkbox"/> Singular <input type="checkbox"/> Recurring</p>
Is one of the goals of this event to raise funds for charity/scholarship?	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If so, what percentage of funds raised will be donated or given away?</p> <p>_____</p>
Choose the category(ies) that applies to your event or activity:	<p><input type="checkbox"/> Music festivals</p> <p><input type="checkbox"/> Concerts</p> <p><input type="checkbox"/> Parades</p> <p><input type="checkbox"/> Expos</p> <p><input type="checkbox"/> Art shows or events</p> <p><input type="checkbox"/> Food festivals and events</p>

	<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													
Previous Year's Attendance <i>(put N/A if not applicable)</i>													
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>												
Registration/Entrance fee per visitor (if any)													
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>												
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.). 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><i>\$3,000</i></td></tr> <tr> <td></td><td></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>	<i>\$3,000</i>								
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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?

☐ 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	\$
Funding requested from Council	\$
Confirmed funds from other sources	\$

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"/>
				<input type="checkbox"/>
				<input 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?															
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:															
What impact will funds from the Community Activation Grant Program have on the viability of this event:															
<p>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.</p> <p>Describe the in-kind event participation opportunity you will provide.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Item</th> <th style="width: 20%;">Quantity</th> <th style="width: 30%;">Cost Equivalent</th> </tr> </thead> <tbody> <tr> <td><i>I.e. 10x10 booth space at event</i></td> <td><i>1</i></td> <td><i>\$50</i></td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Item	Quantity	Cost Equivalent	<i>I.e. 10x10 booth space at event</i>	<i>1</i>	<i>\$50</i>									
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<p>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.</p>															

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

Organization Name

Date

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

Nicolette Ricciuti

Signature of Downtown Coordinator or their Designee

Printed Name

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 (including estimated expenditures, revenues, and sponsorship strategy)
- ☐ 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.

Projections Based on the Previous Hosting of the Event

Expenses	Amount	Notes
Marketing	\$1,000.00	Event posters and Facebook/Instagram Campaign
Portable Restrooms	\$380.00	
Lighting/Audio	\$4,000.00	
Operations	\$2,000.00	
Talent / Act	\$7,000.00	
	<u>\$14,380.00</u>	

Revenues		
Tickets (x800)	\$4,000.00	
Sponsorships		Amount would impact revenues
	<u>\$4,000.00</u>	

Request		
Downtown Grant	\$12,000.00	*75% of event reimbursement would be \$10,785

Net	-\$10,380.00
Net with DT Grant Requested*	\$1,620.00
Net with 75% Reimbursement**	\$405.00

Goal Net	\$5,000.00	Stated goal net at completion of event
Minimum Sponsorship Revenues*	\$3,380.00	Sponsorship or other revenues needed to reach Goal Net
Minimum Sponsorship Revenues**	\$4,595.00	Sponsorship or other revenues needed to reach Goal Net

Based on projections of previous season, the proposed budget is as follows:

Marketing	\$1,000
Portable Restrooms	\$380
Lighting/ Audio	\$4,000
Operations	\$2,000
Talent / Act	\$ 7,000

The outlined marketing plan for the proposed circus event in less than 30 days is suggested:

- **Media Relations** - Calendar Advisory and Online Event Calendars
- **Social Media Posts** - 10-12 posts planed on The LOT Downtown platforms (Facebook and Instagram) and a Facebook event post
- **Paid Social Media (Boosting)** - \$500 Facebook / Instagram post campaign
- **Eventbrite** - By posting free event on Eventbrite, the platform provides listing on its on channels (hyperlocal newsletter and search options)
- **Newsletter** - 3-4 newsletters through The LOT Downtown's list of 6000+ newsletter subscribers
- **Community Relations** - Partnering, tagging and asking for sharing, working with local Mansfield groups to share information via social, newsletter and promotion table at local events like Music Alley
- **Posters / Fliers** - a graphic developed to be used with partners, social and also printed in short quantities for easy distribution in key locations in Mansfield (approximately 25-50 printed)

Based on the cost of this event, a short list of sponsors in the community will be targeted with a sponsorship plan to include:

- naming rights to the event
- press mentions
- logo and social media posts
- newsletter inclusions
- verbal mentions at the event
- poster inclusion
- post-event thank you

Based on the amount of the sponsorship, the partner will have a table at the event to allow for ample exposure opportunity/facetime to the public. Additionally a recap of the events sponsorship will be provided.

The LOT Downtown – Under the Big top Event – May 20th, 2022.

The event *Under the Big Top* will feature a variety of performances to exemplify different acrobatic talents to go along with the theme of the event. This includes a 90 minute show that features a variety of different talents. The acts that will be at the event include

- Fire performers and fire breathing along with all fire safety to ensure that the event is fun and safe.
- Two Aerial performers. One performer will be doing fire tricks.
- Performing stilt walker that will be walking throughout the event entertaining guests.
- LED Performers that will perform on stage and roam throughout the crowd entertaining guests.
- Belly Dancers that will be performing with fire.
- Professional jugglers.
- An MC that will host and announce the acts for the show.

We think this will be a fun, family event to bring the community together and show off the unique space that is The Lot.

Marketing Images for Promotion and Poster Printing:

