



# HISTORIC DOWNTOWN MANSFIELD COMMUNITY ACTIVATION GRANT

DRAFT 05.14.2021

## 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 no more than three (3) projects. 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.

## 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 **forty-five (45) 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.
- ❑ 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 (for example: paint supplies for an art exhibition)
- Marketing, Printing, Publications (which promote the event to the City and surrounding areas)
- Public Safety/Policing

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

<ul style="list-style-type: none"><li>• Music festivals</li><li>• Concerts</li><li>• Parades</li><li>• Expos</li><li>• Art shows or events</li></ul>	<ul style="list-style-type: none"><li>• Food festivals and events</li><li>• Holiday events</li><li>• Community education events</li><li>• Rodeos</li><li>• Car Shows</li></ul>
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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 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

## 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?

## FUNDING

### Community Activation Grant

The following funding for the Community Activation Grant program is based on a maximum of **\$50,000** annual cash budget, and the program will continue accepting applications until all funding has been exhausted.

Awards will be limited to **fifty (50%) percent** of the investment in the project, and 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.

If an applicant does not have the funding necessary for a match, such an applicant may request a waiver from the matching requirement. Said waiver will be approved upon the recommendation of the Mansfield City Council.

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 for payment must be submitted to the City of Mansfield, who may make the payment to the payee/vendor on behalf of the organization.

**Total Annual Cash Incentive Commitment: \$50,000**



# HISTORIC DOWNTOWN MANSFIELD COMMUNITY ACTIVATION GRANT APPLICATION

DRAFT 05.14.2021

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](mailto: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 fund 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>

	<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													
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)													
<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.).													
<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></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>	\$3,000								
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<i>I.e. Promotions (brochures, social media ad boosting, posters)</i>	\$3,000												
<i>(use a separate page if additional space is needed)</i> Do you have the prior year's event budget attached to the application? <div> <input type="checkbox"/> Yes           <input type="checkbox"/> No           <input type="checkbox"/> Not Applicable         </div>													

Applicants are expected to obtain at least 50% of the expected costs.

Total costs for period of use	\$
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:

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>	<i>1</i>	<i>\$50</i>

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.

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**

\_\_\_\_\_  
Organization Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
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.



# HISTORIC DOWNTOWN MANSFIELD POP-UP SHOP/BUSINESS INCUBATOR PROGRAM

DRAFT 05.14.2021

## Program Purpose

The Historic Downtown Mansfield Pop-Up Shop/Business Incubator Program is established to bring together entrepreneurs, artists, makers, and small businesses with local property owners to fill vacant spaces and activate Historic Downtown Mansfield. Historic Downtown Mansfield is home to unique small businesses, a thriving art community, and creative entrepreneurs and the City believes that expanding active retail spaces will benefit residents, existing businesses, and visitors alike. The purpose of this program is to cultivate an encouraging environment for entrepreneurs in Historic Downtown.

## What are pop-ups?

The Historic Downtown Mansfield area supports pop-ups and small businesses that complement the area and provide a forum for special events that contribute to the local economy.

Pop-up businesses can be:

- A temporary retail space which utilizes a vacant commercial space for a shorter, non-standard lease period
- A "Pop-In" - displays of items for sale utilizing another downtown business storefront or window space
- An event style pop-up where the press and public can attend and generate a ton of buzz around their brand
- An immersive experience in which a physical space gives customers the opportunity to see, feel, and experience the business' brand - often includes interactive displays or other unexpected physical elements

Pop-ups temporarily occupy a physical space like a downtown building, may be located inside another business or empty storefront, in an art or gallery space, or may be in a non-traditional space like a sidewalk, trailer, or outdoor kiosk.

## One might open a pop-up business for many reasons.

- Usable business space is limited, so creative forms are required.
- Existing buildings may require extensive rehab or remodeling, so testing a product or an idea before investing is desired.
- A business may be transitioning from online to a brick and mortar, and a temporary retail space is a way to simulate the retail experience and gain valuable insights into operations and demand.
- Business intelligence on the potential market may be scarce, so running a temporary test market will determine product or business feasibility and longevity.

## How will projects be chosen?

Applications can also be accepted on a rolling basis throughout the year and city staff will determine eligibility based on information provided in the application package and in accordance with the Pop-Up Shop/Business Incubator Program expectations.

Priority will be given to businesses with industries that diversify the existing area. Additionally, to businesses with 3 or fewer employees, including owner(s). Additional priority will be given to applications from local residents and locally based businesses.

## Pop-Up Shop/Business Incubator Program Grant

In the case of the Pop-Up Shop/Business Incubator Program 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.
- ❑ Applicants submitting for a proposed pop-up of thirty (<30) or fewer days should submit their applications at least a thirty (30) days prior to their proposed start date. Applicants submitting for a proposed pop-up of greater than thirty (>30) days should submit their applications at least sixty (60) days prior to their proposed start date.
- ❑ Applicants are required to submit a Business Plan and a proposed budget for the pop-up shop. A complete list of documentation requirements is listed with the application.
- ❑ All recipients receiving grant awards are required to complete a Pop-Up Shop Recap Report within 30 days of the closure of the pop-up shop. Any business which does not comply with this will be ineligible for future requests **(would we allow pop-up shops to request funding more than once?)**.
  - ❑ The Pop-Up Shop Recap Report is a written Financial Accounting and Evaluation Report. The Report will describe the project and will include copies of marketing materials and related items. Reports are required to share monthly sales figures and should analyze the foot traffic, sales, revenues generated, photographs of use, and level of social media engagement. The report will also include details of how the applicant intends to move forward with the retail enterprise, or, if not taking the enterprise forward, why now. If after 30 days recipients fail to submit the Pop-Up Shop 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.
- ❑ Provide an economic benefit to the Historic Downtown Mansfield area.
- ❑ Pop-Up Shop must be open to/accessible by the public.

## Eligible Pop-Up Shop Projects/Expenditures

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

- Signage & Window Displays
- Site furnishings (like lighting, storage, furniture, partitions, decor, and/or product racks & displays)
- Site improvements (like basic interior repairs)
- Checkout/POS systems
- Rental assistance

The Pop-Up Shop/Business Incubator Program supports business ventures, such as, \*but not limited to:

HARDLINES RETAIL	SOFTLINES RETAIL
<ul style="list-style-type: none"> <li>• Kitchen &amp; Cooking Supplies</li> <li>• Home Decor &amp; Furniture</li> <li>• Bath &amp; Beauty Supplies</li> <li>• Jewelry</li> <li>• Artisan Grocery Retail Items</li> <li>• Stationary, Books &amp; Media</li> <li>• Plants &amp; Floral</li> <li>• Artwork / Creative</li> <li>• Gift Items / Miscellaneous</li> </ul>	<ul style="list-style-type: none"> <li>• Women's Apparel &amp; Accessories</li> <li>• Men's Apparel &amp; Accessories</li> <li>• Athleisure Wear</li> <li>• Footwear &amp; Shoes</li> <li>• Accessories / Specialty Fashion</li> </ul>
	EXPERIENCES
	<ul style="list-style-type: none"> <li>• Boutique fitness</li> <li>• Interactive product development</li> <li>• Launch Party</li> <li>• Restaurant/Bar/Cafe</li> <li>• Educational workshops</li> </ul>
<b>RETAIL WE'RE NOT LOOKING FOR: (?)</b> <ul style="list-style-type: none"> <li>• Tobacco, and Vape Supplies; Guns &amp; Firearms; Pawn Shops, Ebay Stores, and Thrift Shops; Adult Stores; or, Non-retail Office, Event Space, or Business Service Users.</li> </ul>	

\*An applicant may apply for grant funding for a pop-up business venture other than those listed above. The eligibility of the business for program funds will be determined by City Council.

### Ineligible Pop-Up Projects/Expenditures

- ☐ Permit fees and liquor license fees
- ☐ Media services (for private purposes)
- ☐ Insurance costs
- ☐ Employee wages
- ☐ Purchase of stock for the shop
- ☐ Private businesses that do not serve the general public
- ☐ Businesses related to lobbying, legislative efforts, political action committees, causes, campaigns or candidates or projects/programs promoting a political agenda
- ☐ Businesses centered around promoting a religious doctrine

- ☐ A business which discriminates 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
- ☐ Pop-Up Shops that have already been opened and/or completed before the date of the application
- ☐ Businesses or organizations that have not satisfactorily fulfilled their obligations to the City

## FUNDING

### Pop-Up Shop/Business Incubator Program

The following funding for the Pop-Up Shop/Business Incubator Program is based on a maximum of **\$50,000** annual cash budget, and the program will continue accepting applications until all funding has been exhausted.

Awards will be limited to **fifty (50%) percent** of the investment in the project, and will be reimbursed upon receipt of proof of expenditures. Awards are intended for the eligible costs/activities outlined in the Eligible Pop-Up Shop Projects/Expenditures list.

If an applicant does not have the funding necessary for a match, such an applicant may request a waiver from the matching requirement. Said waiver will be approved upon the recommendation of the Mansfield City Council.

Organizations are allowed to request the award in advance of opening the Pop-Up Shop when funds are to be used for site-specific displays and/or marketing and promotional purposes. In this instance, an invoice for payment must be submitted to the City of Mansfield, who may make the payment to the payee/vendor on behalf of the organization.

**Total Annual Cash Incentive Commitment: \$50,000**



# HISTORIC DOWNTOWN MANSFIELD POP-UP SHOP/BUSINESS INCUBATOR PROGRAM GRANT APPLICATION

DRAFT 05.14.2021

The Historic Downtown Mansfield Pop-Up Shop/Business Incubator Program is designed to help close the gap between local independent retailers and vacant storefronts 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](mailto:historicdowntown@mansfieldtexas.gov)

Date of Application	
Business/Organization Name	
Applicant's Name	
Address	
Phone Number	
Email	
Website	
Address of premises to be used	
Name of the Landlord (or managing agent)	



Address	
Phone Number	
Email Address	
Has the landlord expressed support for the temporary use? Tell us more here if needed.	
Who else is directly involved in the project?	
Have you operated a temporary/pop up shop before?	If yes, when/where?
Tell us about your business (use a separate page if additional space is needed.)	
What type of products will your business sell?	
How will your business help promote economic development and growth in Historic Downtown Mansfield?	
Total amount of funds requested to conduct your pop-up shop?	
Date(s), Proposed Operating Hours, Location of Pop-Up Shop	

Total Number of Days your Pop-Up Shop will be open	_____ day(s) Consecutive? <input type="checkbox"/> Yes <input type="checkbox"/> No
Has the Business/Applicant applied for fund for this event before?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is one of the goals of this event to raise funds for charity/scholarship?	<input type="checkbox"/> Yes <input type="checkbox"/> No If so, what percentage of funds raised will be donated or given away? _____
Choose the category(ies) that applies to your Pop-Up Shop:	<input type="checkbox"/> Kitchen & Cooking Supplies <input type="checkbox"/> Home Decor & Furniture <input type="checkbox"/> Bath & Beauty Supplies <input type="checkbox"/> Jewelry <input type="checkbox"/> Artisan Grocery Retail Items <input type="checkbox"/> Stationary, Books & Media <input type="checkbox"/> Plants & Floral <input type="checkbox"/> Artwork / Creative <input type="checkbox"/> Gift Items / Miscellaneous <input type="checkbox"/> Women's Apparel & Accessories <input type="checkbox"/> Men's Apparel & Accessories <input type="checkbox"/> Athleisure Wear <input type="checkbox"/> Footwear & Shoes <input type="checkbox"/> Accessories / Specialty Fashion <input type="checkbox"/> Boutique fitness <input type="checkbox"/> Interactive product development <input type="checkbox"/> Launch Party <input type="checkbox"/> Restaurant/Bar/Cafe <input type="checkbox"/> Educational workshops <input type="checkbox"/> Other: _____
<b>FUNDING AND MARKETING</b> The business 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 pop-up shop to residents and visitors .	

Describe your **budget**. Please provide a budget list that includes any projected costs necessary to conduct your pop-up shop (signage & window displays, site furnishings, furniture, partitions, product racks & displays, checkout/POS systems, promotions, rent, rates, etc.).

Item/Description	\$ Amount
<i>I.e. 30 day rent + utilities</i>	\$3,000
	\$
	\$
	\$
	\$

*(use a separate page if additional space is needed)*

Applicants are expected to obtain at least 50% of the expected costs.

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

Describe your **marketing plan**. As pop-ups are a fleeting experience, business owners don't get the benefit of long-term clientele building. Its success hinges on the marketing leading up to the launch as well as the momentum earned on opening day. 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. Social Media Ad Boosts</i>	<i>Instagram &amp; Facebook</i>	<i>Families within a 20-mile radius</i>	\$500	<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

				<input type="checkbox"/>
(use a separate page if additional space is needed)				
<p>List your social media handles/website:</p> <p>Website: _____</p> <p>Instagram: _____ Facebook: _____</p> <p>Pinterest: _____ Twitter: _____</p> <p>Youtube: _____ LinkedIn: _____</p> <p>Snapchat: _____ TikTok: _____</p>				
<p>Total advertising/promotion budget for your pop-up shop:</p>				
<p>What impact will funds from the Pop-Up Shop/Business Incubator Program have on the viability of this event:</p>				
<p>SPECIAL NOTE: Participants in the Pop-Up Shop/Business Incubator Program will be required to submit a Pop-Up Shop Recap Report, which is a written Financial Accounting and Evaluation Report. The Report will include copies of marketing materials, monthly sales figures, an analysis of foot traffic, sales, revenues generated, and level of social media engagement. Participants in the program should predetermine their framework for tracking key performance indicators, and at the conclusion of the pop-up should be able to answer: what worked, what didn't, their ROI, whether it's worth opening a permanent shop, and what they might have done differently. *If after 30 days recipients fail to submit the Pop-Up Shop Recap Report, any remaining funds will be automatically forfeited.</p>				
<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.</p>				
<p>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</p>				

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 Pop-Up Shop/Business Incubator Program, call 817-276-4264.

**APPLICANT**

\_\_\_\_\_  
Organization Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
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 program request:

- ☐ Letter of Interest
- ☐ Description of Business Plan
- ☐ Audited Financial Statement OR two years of tax returns
- ☐ Letter/lease agreement from the property owner providing approval for the proposed project
  - ☐ A site visit/meeting with the applicant may be required
- ☐ Photos of your existing operation
- ☐ Description of planned fixtures, display materials, paint colors and graphics
- ☐ Existing branding and marketing materials
- ☐ Description of past business and retail experience
- ☐ Adherence to City insurance requirements
- ☐ Any other information deemed necessary by City of Mansfield staff in order to fully understand the project

Optional: Competitive applications may also include supporting documents such as:

- ☐ Window display plan and other aesthetic materials
- ☐ Description of any special events or programs planned for the duration of the pop-up

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 a SPONSOR of your pop-up shop. 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. Participants may take advantage of marketing opportunities such as: reaching out to local publications for coverage, pitching influencers and bloggers, creating events and advertisements on Facebook, email campaigns to customer database, leverage direct mailers, generate buzz and FOMO through various promotional strategies, and more.
7. Follow other/additional requirements as put forth in the award notification letter.

Your business plan is the foundation of your business. A good business plan guides a business owner through each stage of starting and managing their business. Components of a high-level, startup **business plan** are listed below:

1. Key Partnerships: Note other businesses or services you'll work with to run your business. Consider suppliers, manufacturers, subcontractors and similar strategic partners.
2. Key Activities: List of the ways your business will gain a competitive advantage. For example: selling direct to consumers, or using technology to tap into a sharing economy.
3. Key Resources: List of resources that will be leveraged to create value for your customers. For example: staff, capital, intellectual property, etc.
4. Value Proposition: A clear and compelling statement about the unique value your company brings to the market.
5. Customer Relationships: Description of how customers will interact with your business. The purpose of your pop-up shop is all about connecting with customers. Be prepared to provide a level of service that has your customers spreading the word, coming back, and remembering your brand once you've gone.
6. Customer Segments: A clear sense of who your business will serve.
7. Channels: The most important ways you talk to your customers, including any existing marketing plan or branding materials. You will want to give yourself enough lead time before the opening to generate interest and create an experience that will get people talking.
8. Cost Infrastructure: Define your cost strategy, and the most significant costs associated with pursuing it.
9. Revenue Streams: Explanation of how your company will make money. For example: direct sales, membership fees, etc.