



## 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](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> <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 (put N/A if not applicable)													
Describe your attendance goals for this event and identify steps used to achieve these goals.													
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><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>I.e. Promotions (brochures, social media ad boosting, posters)</i>	<i>\$3,000</i>												
(use a separate page if additional space is needed) Do you have the prior year's event budget attached to the application? <input 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	\$
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. 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**

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

\_\_\_\_\_  
Date



\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Printed Name of Authorized Representative

## HISTORIC PRESERVATION MONTH, MAY 2023

Historic Preservation Month is a month-long celebration of Mansfield's unique heritage. For the past two years, the Historic Landmark Commission (Commission), the Historic Preservation Officer (HPO), and the Historical Services staff have hosted several events and presentations throughout the month to showcase the City's best historic resources. However, many of the events, such as walking tours, the MISD poster contest, and education sessions were designed for smaller audiences.

The Commission formed a Preservation Month Sub-Committee to review past events and to consider new, expanded events. The Sub-Committee proposes three new core events for Historic Preservation Month to broaden our residents' and visitors' interest in Historic Downtown Mansfield and provide opportunities to support our downtown businesses. In addition, month-long supporting events will continue. Details of the 2023 Historic Preservation Month Program are below.

**Core Events:** A Community Activation Grant is requested to fund the core events.

*Historic Downtown Mansfield Car Show – May 6, 2023, from 9:00am to 1:00pm*

This event celebrates Mansfield's automotive heritage from 1906 through the 1970s.

- Held in the City Parking Lot on Walnut Street (no street closures)
- Musical performance by singer/songwriter Kameryn
- Opportunity for downtown merchants to have vendor tables
- Walking distance to restaurants and businesses on Main Street
- Prizes for best cars

*Historic Mansfield Chalk the Walk Contest – May 13, 2023, from 9:00am to 2:00pm*

This family event promotes artistic expression on the sidewalks of Main Street on the theme of "Past and Future".

- Uses sidewalk on east side Main Street and cannot block business entrances or sidewalk access; if overflow space is needed, Pond Branch Trail could be used
- A local artist has been invited to create an exhibition work during the contest
- Art spaces 4'x4' with 2'x2' spaces for children
- Opportunities for downtown business sales
- Prizes for best artwork

*Mansfield History Hunters Scavenger Hunt – May 20, 2023, from 1:00pm to 4:00pm*

In this event, teams of up to four hunters will solve clues and complete challenges to discover the history of Mansfield and its founding and firsts.

- Held at various locations downtown
- Participants look for clues and solve puzzles at each location
- Musical entertainment at the Farr Best Theater as part of the hunt
- Prizes for teams based on scores, rather than time

**Supporting Events:** These events will be funded from other sources.

*Walking Tours of Historic Downtown Mansfield:* The HPO and volunteers will guide participants on free, themed walking tours each weekend in May.

*Mansfield Historical Museum and Heritage Center Events:* From the Vault and History How To sessions will be held in May.

*Man House Museum Events:* History Demonstrations will be held on Saturdays in May, and tours of the House will be available Tuesdays through Saturdays.

**Attachments:**

Posters for Car Show, Chalk Art Contest and Scavenger Hunt  
May Calendar of Events

HISTORIC PRESERVATION MONTH EVENT BUDGET

HISTORIC DOWNTOWN MANSFIELD CAR SHOW

ITEM	QUANTITY	Per Item	COST
Prizes	8	See list	\$ 850.00
Canopies - Rental Stop	3	\$ 400.00	\$ 1,200.00
Bottled water	6 (40 bottle pac	\$ 5.36	\$ 32.16
Entertainment	1	\$ 400.00	\$ 400.00
Historic Information Boards	6	\$120	\$ 720.00
Subtotal			\$ 3,202.16

AWARDS

Best in Show: \$250

People’s Choice Award: \$200

Merchants Choice: \$200

Mayors Choice: \$200

Musician: Kameryn, Live from 10am to 12pm

CHALK THE WALK CONTEST

ITEM	QUANTITY	Per Item	COST
Prizes	6	See list	\$ 600.00
Exhibition Artist	1	\$ 1,000.00	\$ 1,000.00
Water-based chalk	6	\$ 27.99	\$ 167.94
Bottled water	6 (40 bottle pac	\$ 5.36	\$ 32.16
Painters tape	2 (pack of 6)	\$ 15.79	\$ 31.58
Baby wipes	1 (4-pack)	\$ 12.98	\$ 12.98
Subtotal			\$ 1,831.68

AWARDS

Best in Show: \$200

People’s Choice Award: \$150

Best Group Piece: \$100

Best Individual Piece: \$100

Best Youth Piece: \$50

Best Children’s Piece: \$25

MANSFIELD HISTORY HUNTERS SCAVENGER HUNT

ITEM	QUANTITY	Per Item	COST
Prizes	3	See list	\$ 300.00
Bottled water	6 (40 bottle pac	\$ 5.36	\$ 32.16
Entertainment	1	\$ 750.00	\$ 750.00
Subtotal			\$ 1,082.16

AWARDS

Family Grand Prize: \$100

Youth Group Prize: \$100

Group of Friends Prize: \$100

Shockey band plays at the Farr Best from 1pm to 4pm

Band is also part of the scavenger hunt

OTHER ITEMS

ITEM	QUANTITY	Per Item	COST
Flyers/Posters	225	\$ 1.00	\$ 225.00
31 Day signs - 18x24	31	\$ 15.00	\$ 465.00
Expenses for other Preservation Month events			\$ 960.00
Day of event expenses			\$ 350.00
Subtotal			\$ 2,000.00

Total Costs	\$ 8,116.00
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Grant Request for Core Events	\$ 6,116.00
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## MARKETING

Media/Product Type	Site/Location	Target Audience	\$ Amount
Centralized Preservation Month webpage to promote the months' events and provide a place for registrations	<a href="http://www.mansfieldtexas.gov/1964/Historic-Preservation-Month">www.mansfieldtexas.gov/1964/Historic-Preservation-Month</a>	Residents and visitors to Mansfield	\$ -
Event campaign on social media	City's Instagram and Facebook page	Residents and visitors to Mansfield	\$ -
Event campaign on social media	Mansfield Historical Museum Facebook page	Residents and visitors to Mansfield	\$ -
Event campaign on social media	Downtown merchants' Facebook pages	Residents and visitors to Mansfield	\$ -
100 Preservation Month Event Calendars	Downtown businesses	Residents and visitors to Mansfield	\$ 75.00
100 Preservation Month Event Calendars	Mansfield Historical Museum, Man House Museum, City Hall, Mansfield Library	Residents and visitors to Mansfield	\$ 75.00
25 Posters for core events	Downtown businesses, museums, City Hall	Residents and visitors to Mansfield	\$ 25.00
Digital Car Show Information Post	Email	Local car clubs	\$ -
Digital promotion on downtown website	<a href="http://www.historicdowntownmansfield.com">www.historicdowntownmansfield.com</a>	Residents and visitors to Mansfield	\$ -
In-person promotion at Arts Week Kid's Day	Mansfield Historical Museum	Residents and visitors to Mansfield	\$ -
In-person promotion at Music Alley, if possible	Music Alley	Residents and visitors to Mansfield	\$ -
<b>Total</b>			<b>\$ 175.00</b>



# MANSFIELD HISTORIC PRESERVATION MONTH

May 2023

May  
2023



## FROM THE VAULT Exhibit Mansfield Historical Museum

Open Tuesday through Saturday  
10AM-4PM  
102 N. Main Street

May  
2023



## Guided Walking Tours of Historic Mansfield

Free tours each weekend in May  
Scan the QR code for  
themes, dates, and times

May  
2023



## Man House Museum Demonstrations

Saturdays  
11AM to 3PM  
604 W. Broad Street

May  
2023

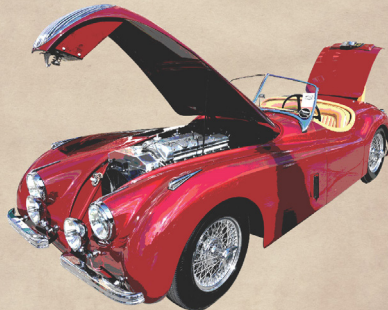


## History How To: Learn tools of the trade to become a family historian

Mansfield Historical Museum  
102 N. Main Street

May  
6

SATURDAY MAY 6 - 2023



## Historic Downtown Mansfield Car Show

9AM to 1PM  
City Parking Lot  
108 W. Broad Street

May  
2023



## Man House Museum Tours

Open Tuesday through Saturday  
10AM to 4PM  
604 W. Broad Street

May  
18



## Historic Recognition Day Ceremony

6:30PM to 8:30PM  
Man House Museum  
604 E. Broad Street

May  
13



## Historic Mansfield Chalk the Walk Contest

9AM to 2PM  
on Historic Main Street  
102 N. Main Street

May  
20



## Mansfield History Hunters Scavenger Hunt

1PM to 4PM  
Historic Main Street

For information on Historic Preservation Month,  
go to [www.mansfieldtexas.gov/1964/Historic-Preservation-Month](http://www.mansfieldtexas.gov/1964/Historic-Preservation-Month)  
or scan the QR code





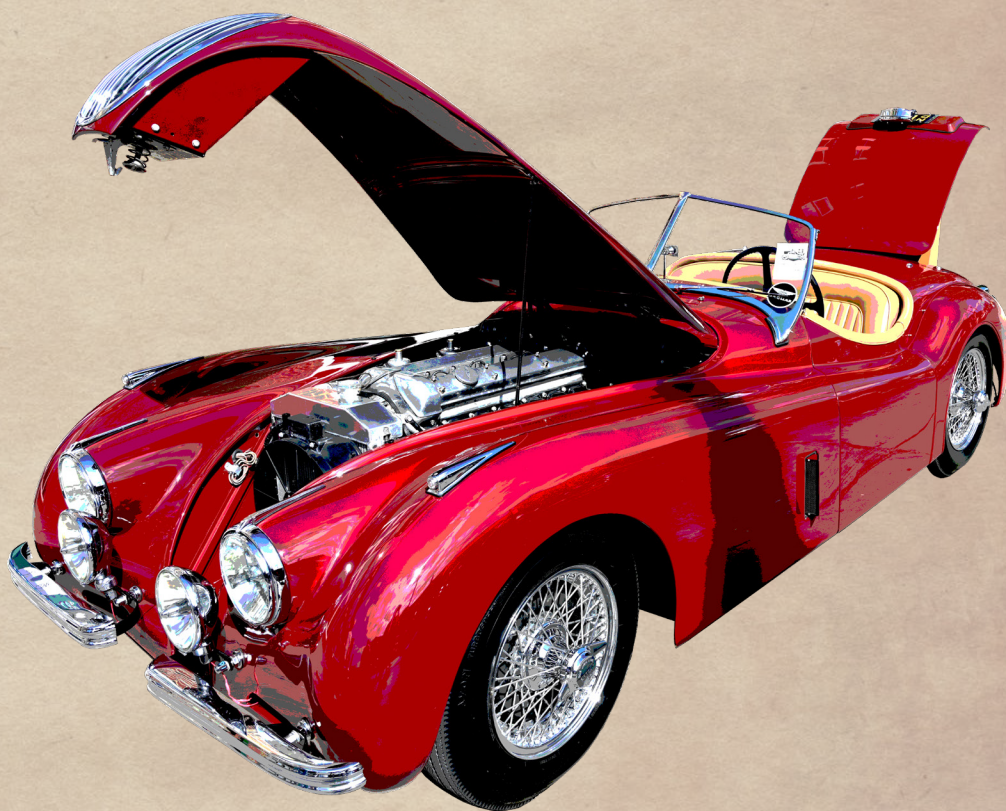
# *HISTORIC DOWNTOWN MANSFIELD* **CAR SHOW**

SATURDAY - MAY 6 - 2023

PERFORMANCE  
BY  
SINGER/  
SONGWRITER

**KAMERYN**

10AM - 12PM



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REGISTRATION  
**9AM - 11AM**

**11AM-12:30PM**  
JUDGING

AWARDS  
**1pm**

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LOCATED IN THE CITY PARKING LOT AT 108 W. BROAD STREET  
MANSFIELD, TX 76063

AWARDS: BEST OF SHOW, PEOPLES' CHOICE, MERCHANTS' CHOICE,  
MAYOR'S CHOICE



# HISTORIC MANSFIELD Chalk the Walk Contest

IN HISTORIC DOWNTOWN MANSFIELD ON NORTH MAIN STREET

SATURDAY, MAY 13, 2023

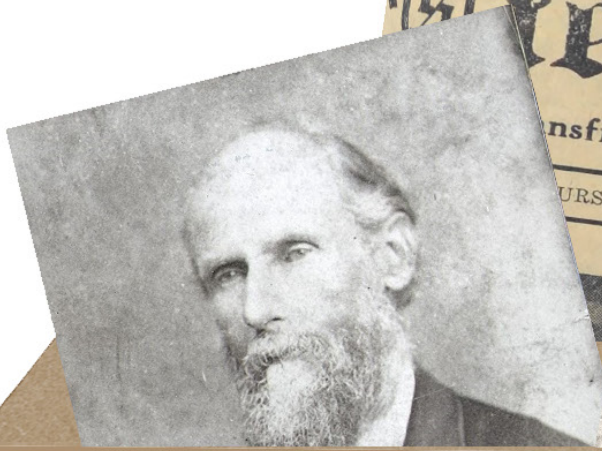
9AM - 2PM

FOR THE RULES AND REGISTRATION, SCAN THE QR CODE:

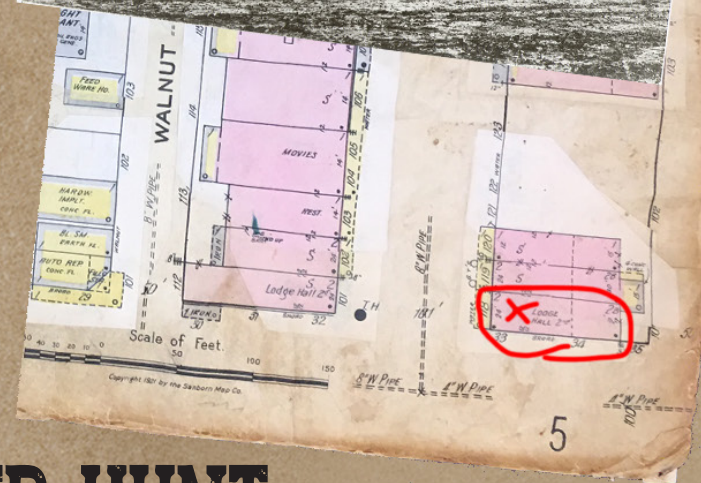




# Weekly Edition Mansfield News



## MANSFIELD HISTORY HUNTERS



## SCAVENGER HUNT

Come explore Mansfield's history with your family and friends in this interactive hunt.

Saturday, May 20, 2023

1PM to 4PM

For more information or to register, scan the QR code:

