



HISTORIC DOWNTOWN MANSFIELD COMMUNITY ACTIVATION GRANT

Approved May 24, 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.

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.
- ❑ 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">● 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
--	--

*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. Additionally, an applicant will not be eligible to receive funding for a project that is receiving Hotel Occupancy Tax Fund Incentives.

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?

GRANT FUNDS

Determination on the funding amount and matching requirement (if any) will be determined upon approval of the application by the Mansfield City Council. 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 for payment must be submitted to the City of Mansfield, who may make the payment to the payee/vendor on behalf of the organization.



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	July 29, 2022
Business/Organization Name	Historic Mansfield Performance Park/ Historic Mansfield Business Assoc.
Applicant's Name	Justin Gilmore, Daryle and Melisa Perez
Address	110 S. Main St., Mansfield, Texas 76063
Phone Number	817-915-6932 (Melisa)
Email	melisa.perez73@gmail.com
Website	www.thelotdowntown.com and www.FreedomFestMansfield.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?	<p>Celebrate unity with the community of Mansfield. Commemorate September 11th and honor the example of the bravery our first responders, police, fire and military face everyday. We want to honor those who serve our community and nation.</p> <p>We have confirmed artist, September Moon, Kate Watson and Josh Weathers to provide music. The fire and police honor guard will present colors.</p> <p>KidZone for the kiddos, Cornhole tournament, Vendors with products for sale, Food Trucks (we are limiting them so that we can encompass the restaurants from the Backyard and Downtown.</p>

<p>How will your event help promote community activation in Historic Downtown Mansfield?</p>	<p>The event will bring a crowd from our local and surrounding communities to the historic downtown area of Mansfield. This will give the local businesses, restaurants, The Lot venue exposure..... capturing the audience for future business in our historic downtown, as well as, other parts of our amazing city.</p>
<p>Total amount of funds requested to promote this event or activity</p>	<p>\$10,000 - \$15,000</p>
<p>Date(s), Time, Location of Event</p>	<p>Sunday, September 11, 2022 4:00 - 9:00 pm The LOT Downtown 110 S. Main St. Mansfield, Texas 76063</p>
<p>Total Number of Days of the Event</p>	<p>1 _____ day(s)</p> <p>Consecutive? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Has the Organization/Applicant applied for fund for this event before?</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>Is this a one time only event or a recurring event?</p>	<p><input type="checkbox"/> Singular <input checked="" type="checkbox"/> Recurring</p>
<p>Is one of the goals of this event to raise funds for charity/scholarship?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If so, what percentage of funds raised will be donated or given away? 10% to locally selected organizations _____</p>
<p>Choose the category(ies) that applies to your event or activity:</p>	<p><input checked="" type="checkbox"/> Music festivals <input type="checkbox"/> Concerts <input type="checkbox"/> Parades <input type="checkbox"/> Expos <input type="checkbox"/> Art shows or events <input checked="" 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 checked="" type="checkbox"/> Other: <u>Honoring our 1st responders</u>												
Projected Attendance	4,000 - 5,000 This is the first event and hopefully it will continue to grow. We will be marketing the event with billboard, social media outlets and printed marketing collateral.												
Previous Year's Attendance <i>(put N/A if not applicable)</i>	N/A												
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)	FREE												
FUNDING AND MARKETING The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to promote your event to residents and visitors.													
Describe your budget . Please provide a budget list that includes any current expenditures as well as all projected event costs (rentals, entertainment, traffic control, safety, marketing, etc.).													
<table border="1"> <thead> <tr> <th>Item/Description</th> <th>\$ Amount</th> </tr> </thead> <tbody> <tr> <td><i>I.e. Promotions (brochures, social media ad boosting, posters)</i></td> <td>\$3,000</td> </tr> <tr> <td style="text-align: center;">SEE ATTACHED EST. BUDGET</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	SEE ATTACHED EST. BUDGET							
Item/Description	\$ Amount												
<i>I.e. Promotions (brochures, social media ad boosting, posters)</i>	\$3,000												
SEE ATTACHED EST. BUDGET													
<i>(use a separate page if additional space is needed)</i> Do you have the prior year's event budget attached to the application? <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Not Applicable													
Applicants are expected to obtain at least 50% of the expected costs.													

Total costs for period of use	\$ 63,395
Funding requested from Council	\$ 63,395
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"/>
Billboard	Hwy 287	Families	5000	<input type="checkbox"/>
Social Media Outlets	Facebook/Instagram	Families	2500	<input type="checkbox"/>
Website	<small>The Lot and FreedomFestMansfield.com</small>	Families	2500	<input type="checkbox"/>
Printed Mat./Magazine Ad	Arlington Today/Living	Families	2500	<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:
12, 500 - 15,000 Marketing to Mansfield, Midlothian, Arlington, Grand Prairie, Rendon, Venus and Alvarado.

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

What other sources of funding are being used for this activity/event?
Sponsors, Vendors, T-Shirt Sells, and Beer sells.

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

We are soliciting sponsors, selling shirts at the event, making a % from the sell of beverages and from the Cornhole tourn.

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

The Community Activation Grant will give us the needed funding to get this event started and be successful for future events.

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
Booth Space	1	\$100
VIP Area with Food for Dignitaries	15	\$1000

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

Historic Mansfield Performance Park

Organization Name

7/29/2022

Date

Signature of Authorized Representative

Daryle Perez and Justin Gilmore

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.