



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	06/24/2021
Business/Organization Name	Coffey Global, LLC
Applicant's Name	Coffey Anderson
Address	3960 Pine Leaf Ln. Prosper TX 75078
Phone Number	818-817-1093
Email	info@coffeyanderson.com
Website	www.coffeyanderson.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?	Family Music & Art Festival Coffey Anderson's Patriotic Salute 20th Anniversary of 911 Remembering and Celebrating it's Heroes

How will your event help promote community activation in Historic Downtown Mansfield?	This event will highlight and promote the Historic Downtown Mansfield. This event draw our community as well as surrounding communities to our downtown area.
Total amount of funds requested to promote this event or activity	158,000
Date(s), Time, Location of Event	Sept. 10th & 11th 2021 Friday Sept 10th Springhill Suites, VIP Event 7pm-9pm Saturday Sept 11th Downtown Mansfield(main st) 11am-9pm
Total Number of Days of the Event	<div>2 _____ day(s)</div> <div>Consecutive? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</div>
Has the Organization/Applicant applied for fund for this event before?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is this a one time only event or a recurring event?	<input type="checkbox"/> Singular <input checked="" type="checkbox"/> Recurring
Is one of the goals of this event to raise funds for charity/scholarship?	<div><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</div> <div>If so, what percentage of funds raised will be donated or given away? 10% _____</div>
Choose the category(ies) that applies to your event or activity:	<input checked="" type="checkbox"/> Music festivals <input checked="" type="checkbox"/> Concerts <input type="checkbox"/> Parades <input checked="" type="checkbox"/> Expos <input checked="" type="checkbox"/> Art shows or events <input checked="" 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	10,000-15,000												
Previous Year's Attendance (put N/A if not applicable)	N/A												
Describe your attendance goals for this event and identify steps used to achieve these goals.	<i>Our goal is 15,000 in attendance.</i>												
Registration/Entrance fee per visitor (if any)	None												
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>See Attached Budget</i></td><td></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>See Attached Budget</i>									
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<i>See Attached Budget</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 checked="" 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"/>
Billboards				<input type="checkbox"/>
Mail Outs				<input type="checkbox"/>
Social Media				<input type="checkbox"/>
Website				<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:
15,000

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

What other sources of funding are being used for this activity/event?
Sponsorships, Vendors, Beer Sales, T-shirt sales

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:

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>	<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

Coffey Global LLC

06/28/2021

Organization Name

Date

Coffey Anderson

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.