



## 2012 Grant Application Form

The Downtown Improvement District's (DID) mission is to enhance downtown Fort Wayne for the social and economic benefit of our community. We plan and support special events to promote the downtown area; improve the environment with enhanced beautification, cleaning and security and; work with city leaders and collaborate with organizations to promote the vitality of business and cultural institutions in downtown Fort Wayne. We are constantly looking for ways to make Downtown Fort Wayne more enjoyable for residents, visitors, and downtown workers. DID grants are given for projects that further our mission.

### **Criteria for DID Sponsorship:**

- 1) Event must be within DID district, exceptions may be made for groups adjacent to the district.
- 2) New and emerging events downtown will be given first priority for DID funding.
- 3) Grants may be obtained for annual traditions or events that have broad popularity and attract a diverse audience if the funding is used to expand or improve the event or to reach new patrons. Recurring events must meet all other criteria.
- 4) Event must be open to the public.
- 5) Events that benefit the community or downtown businesses will be given higher priority.
- 6) The event organization must cooperate with city rules and regulations including permits, insurance requirements and law enforcement.
- 7) Event must be either family-oriented or clearly promoted as adult only.
- 8) Grant funds may be used for: permits, marketing, entertainment, equipment, logistics and other capital expenses for planning and executing the event.
- 9) Grant funds may not be used to purchase food, beverages or salaries.
- 10) Grant funds may not be used for political or religious events.

If approved, the sponsored organization can receive promotional support in our e-newsletter, social media and other resources in addition to our contribution. DID can also help coordinate with businesses, and offer advice for obtaining permits, security, site selection, and basic logistics.

### **Approval Process:**

Application must be submitted no less than 60 days prior to the event.

Application will be reviewed by DID Marketing Committee based on the criteria outlined. You will be notified promptly upon approval or denial.

A Final Grant Report is to be submitted within six weeks after completion of the project. Final Reports must include documentation of the project, accounting of the use of grant funds and evidence of proper crediting of DID.

**Disclaimer:** By accepting DID sponsorship for this event, your organization will agree to consider downtown vendors/supportive services when such businesses are available and competitive in their pricing. The Downtown Improvement District does NOT REQUIRE the use of local vendors/supportive services in every case. However, including these details may influence our level of support for your event. The DID is NOT responsible for selecting participating organizations, performers, businesses, or vendors-this is at the sole discretion of event organizers and promoters. DID may seek to recover grant funds or withhold final payment if funds are misused.



2012 Grant Application Form

Organization Name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Event/Program Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Event Hours & Location: \_\_\_\_\_

Number of years event has been held in community: \_\_\_\_\_

Event Contact \_\_\_\_\_

Address: \_\_\_\_\_

Phone/: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Please provide a brief description of the event/campaign, including primary objective, a brief history, and the current activities for which you are seeking support. Please be specific, only 2 – 3 paragraphs.

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If this is a recurring event, how will the funds be used to expand or improve the event or to reach new patrons?

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How does your project or event benefit downtown?

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Does your event encourage diversity?

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Amount you are seeking \$ \_\_\_\_\_

\* A budget for the event must be submitted with the application for requests above \$2500.

Projected attendance: \_\_\_\_\_ Target audience: \_\_\_\_\_

Projected Revenue: \_\_\_\_\_ Admission price: \$ \_\_\_\_\_

If this is a fundraiser, what do the proceeds benefit? (if applicable.)

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Which benefits are available to sponsors? (Where applicable please indicate dollar value of benefit.)

- \_\_\_\_\_ Inclusion in printed pieces (posters, billboards etc.)
- \_\_\_\_\_ Booth/Table at event
- \_\_\_\_\_ Signage at event
- \_\_\_\_\_ Event Program Ad
- \_\_\_\_\_ Complimentary tickets/parking passes
- \_\_\_\_\_ Broadcast/Billboard/Web Recognition

How will you measure the success of this event/program? \_\_\_\_\_

Please list other sponsors committed to this project, including media sponsors:

Provide percentages of the populations your organization serves. Race/ethnicity (if applicable). While this information will not have any weight in the acceptance or rejection of your proposal, it is still required for our internal tracking purposes. If you do not typically track this kind of information, then please provide your best estimate for each category. The percentages for each category should add up to 100%.

\_\_\_\_\_ % African American    \_\_\_\_\_ % Asian American/Pacific Islander    \_\_\_\_\_ % Caucasian  
 \_\_\_\_\_ % Hispanic/Latino    \_\_\_\_\_ % Native American    % Other \_\_\_\_\_  
 \_\_\_\_\_ Total % (should equal 100%)

\_\_\_\_\_ % Female    \_\_\_\_\_ % Males    \_\_\_\_\_ Total % (should equal 100%)

I certify that all preceding organization information (including the Legal Name, Address, and certifications) is accurate and complete as of today's date. I acknowledge that any information that is found to be inaccurate or incomplete could possibly delay or disqualify any funding that this organization might receive.

Name/Title of person who prepared this document:

Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_ Title

Please return to The Downtown Improvement District. Fax (260) 467-1606 or by email to [Tena@downtownfortwayne.com](mailto:Tena@downtownfortwayne.com), or mail to our postal address.