

AGENDA



ALLIANCE FOR VIBRANCY

Board Members:

Kate Betts • Bradley Comment • Trey Conner • Michael Couch • Christian Gaines • Janet Korn • Chad LeRoux
David Marquardt • Brandy Moeller • Ciciley Moore • Dennis Moosbrugger • Nick Nortier • Shane Philipsen
Evette Pittman • Joanne Roehm • Scott Stenstrom • Eddie Tadlock • Aaron Turner

October 21, 2015

11:00a – 12:30p

29 Pearl Street, NW Suite #1

- | | | | |
|-----|---|-----------|----------------|
| 1. | Call to order (11:00) | | Moeller |
| 2. | Approval of Minutes: 9/16/15 (11:02) | Motion | Moeller |
| 3. | Meeting Purpose: (11:05) <ul style="list-style-type: none">• DGRI Winter Programming Initiatives• Working Group Priorities and Next Steps | Info Item | Moeller |
| 4. | DGRI Upcoming Programming (11:07) <ul style="list-style-type: none">• Event List• Holiday Décor• Window Wonderland• Caroling Events• Valent-ICE | Info Item | Buller |
| 5. | Working Group Updates on Priorities (11:30) <ul style="list-style-type: none">• Downtown Workforce• Diversity and Inclusion• Public Space Activation• Break into working groups – next steps | Info Item | Team Leads |
| 6. | Movies in the Park Voting (12:10) | Info Item | Van Driel |
| 7. | DGRI Staff Update (12:15) | Info Item | DGRI AFV Staff |
| 8. | AFV Members update (12:20) | Info Item | |
| 9. | Public Comment (12:27) | | |
| 10. | Next Meeting – November 18 (12:29) | | |
| 11. | Adjournment (12:30) | | |





1. Call to Order- Moeller called the meeting to order at 11:05am
2. Members Present: Kate Betts, Michael Couch, Christian Gaines, Janet Korn, Chad LeRoux, Brandy Moeller, Dennis Moosbrugger, Nick Nortier, Evette Pittman, Joanne Roehm, Scott Stenstrom, Eddie Tadlock, Aaron Tuner

Members Absent: Bradley Comment, Trey Conner, David Marquadt, Cicely Moore, Shane Philipsen

Others Present: Reb Roberts, Annamarie Buller, Kris Larson, Murphy Ackerman, LaTarro Traylor, Kimberly Van Driel
3. Approval of July Minutes-
Motion: Chad LeRoux, supported by Kate Betts, moved approval of the July 15, 2015, minutes as presented. Motion carried unanimously.
4. Meeting Purpose-
Moeller took a moment to give an overview of the meeting agenda. Moeller explained that there would be several presentation, and working group meetings if time allowed.
5. New Members Update-
Moeller encouraged members of the Alliance to invite any members of the community that might have an interest in the charge of DGRI, to attend and audit the meetings with the possibility of joining the Alliance. Moeller took a moment to introduce Reb Roberts to the group. Moeller explained that he is an artist that has been a studio located on Division and has been an active participant in the Heartside district for years. Moeller added that while Roberts will have to be

appointed at the next DGRI Board of Advisors meeting in an official capacity, in the meantime he will have a seat at the table and be contributing to the working groups.

6. GR Forward Diversity and Inclusion Update-

Larson gave a presentation on GR Forward, and took time to point out specifically where diversity and inclusion lives in the plan. Larson explained that this is in a response to concerns that diversity and inclusion does not live as a separate goal. Larson said that the decision to not create a separate goal, was in response to public meetings, in which the community expressed their desire to see diversity and inclusion be interwoven throughout the plan. Larson reminded the Alliance that the lobby is currently an open house space and would like to see everyone have an opportunity to look at the plan as well as give any feedback and comment. Larson went through each goal and highlighted the specific items that relate to diversity and inclusion. Larson stated that while he would like to incorporate everyone's ideas, he is unable to add them to the plan unless they are formally submitted to make revisions to the document. Larson informed the Alliance that in response to concerns surrounding the lack of diversity in the plan, DGRI and the consultant team were able to participate in a very fruitful conversation with key stakeholders and leaders hosted by the Grand Rapids Community Foundation. Larson once again encouraged members of the Alliance to take some time to look at the plan and submit any comments or feedback that they may have regarding the plan.

7. Event Grant Program-

Van Driel introduced the two applications up for review for event grant support. Van Driel explained that both the Great Skate WinterFest and Taste of Soul Sunday events scored high on the criteria that has been determined by the Special Events Advisory Committee. Van Driel added that both of these events are also great additions to the event calendar, as they are both schedule for winter. Van Driel gave the Alliance a moment to look over the applications and asked if there were any questions. Moosbrugger asked how many years these events have been around. Van Driel explained that the new community goals outlined in the application process have stated that it is no longer a concern how long the events have been around. The community is instead concerned with seeing quality events regardless of the number of years they have been occurring.

Motion: Aaron Turner, supported by Michael Couch, moved to recommend support to the DDA to fund the Taste of Soul Sunday in the amount up to \$10,000 for eligible expenses outlined within the application, contingent upon a collaborative review of marketing and programming event elements and The Great Skate WinterFest in the amount up to \$1,000 for eligible expenses outlined within the application. Motion carried unanimously.

8. Event Sponsorship Program:

Van Driel took a moment to give an overview of the new Event Sponsorship Program. Van Driel explained that the community goals have still remained, but there will now be a new process for

submitting and processing funding. Couch asked if there will be a deadline for when applications can be accepted. Van Driel answered that applications will be accepted as soon as event organizers have a completed application package. Larson added that this helps to create more flexibility for event producers in lieu of the two hard deadlines. Van Driel added that this new program will no longer work as a reimbursement program, but instead event producers will submit an invoice for sponsorship prior to an event as opposed to submitting receipts for reimbursement after an event has occurred. Van Driel ensured that intercept surveys will still be submitted during the event to hold the event producers accountable to the program they submitted for. Van Driel added that this new process will give event producers more incentive to create more thoughtful sponsorship packages in order to secure DGRI support and funding. Moeller added that this transition to a sponsorship program is advantageous for DGRI because it gives more flexibility to determine how to support events and gives event producers a better framework for producing a successful event. Traylor asked if DGRI would be able to support smaller events or events that don't feature the DGRI logo. Larson responded that this new process will help to direct event producers into the structure and tools that we are providing for them. Larson added that DGRI does seek recognition for support as DGRI is not a charitable organization. Larson did acknowledge that there are last minute opportunities that arise from time to time but that they would be taken on a case by case basis. Gaines reiterated that this new program positions DGRI positively and helps to work as a corporate sponsorship program as opposed to a foundation. Korn asked if there are any "check ins" with the events to ensure that they are doing what they promise. Van Driel explained that intercept surveys will be performed during the event, and if the events are not performing as promised, DGRI can choose not to support them in the future. Gaines added that in his experience with events, it is evident in the application process, whether an event producer can deliver what they are promising. Larson clarified that this will now be a "reconciliation" source of funding as opposed to the prior "reimbursement" and money will not be given prior to the event.

Motion: Christian Gaines, supported by Kate Betts, moved to approve the newly amended event sponsorship program and application. Motion carried unanimously.

9. Working Group Updates-

Moeller said that this item would be skipped due to time constraints.

10. DGRI Staff Update-

Van Driel shared that the Chalk Flood would be occurring in the upcoming weekend, and encouraged everyone to join. Van Driel said that this is an event that DGRI has sponsored several times. Van Driel shared that DGRI has also purchased a public piano. A local artist, Abram Sudan, has been working to paint it, and it will soon be located outside of the DGRI office and hopefully throughout Downtown next year.

Traylor encouraged any Alliance members with restaurant or vendor contacts to please contact her

or Grand Rapids Public Library to help with the Taste of Soul event. Traylor also shared that on October 26th, DGRI will be participating with the Board Connect event. Traylor encouraged Alliance members with any other outreach opportunities or events to inform her.

Buller shared that the Holiday Décor program was recently approved at the DDA Board meeting and will be expanding as well as reinstalling the décor from the previous year. Buller also explained that Window Wonderland is approaching its third year and this year will be opened up to Kendall alumni in addition to current students.

11. Meeting Evaluation Survey-

12. AFV Members Update-

Gaines encouraged members to not only participate in ArtPrize, but to download the new ArtPrize app to help them navigate the entries and vote on their favorites.

LeRoux shared that the Wolfgang Puck restaurant, The Kitchen, is now open at The Amway, and encourage everyone to come visit.

13. Next Meeting – October 21st, 2014

14. Public Comment-
None

15. Adjournment-
Moeller adjourned the meeting at 12:24pm



Minutes – September 16th, 2015

Minutes taken by:
Murphy Ackerman
Administrative Assistant
Downtown Grand Rapids Inc.

General Festival Outcomes:

Approximately 45,000 attendees engaged in all levels of laughter, participating in 272 free and ticketed events across LaughFest 2015. LaughFest visitors came from 644 U.S. zip codes, plus 7 from Canada and 1 from the United Kingdom. From 2014 to 2015, the percent of people attending the festival who were not from the Grand Rapids area increased from 40% to 45% and there was an increase in the amount spent on both meals per attendee and the amount spent on “other” things (retail, etc.) The overall economic impact at LaughFest combined with indirect and induced spending for 2015 was \$2.5 million.

DGRI Funding Specific Outcomes:

LaughFest greatly appreciated the support of DGRI as a sustaining partner for diversity and inclusion for the 2015 festival. With this partnership and a multi-pronged approach, the festival hoped to accomplish the following objectives:

- Increase LaughFest exposure to the community at large – specifically diverse populations
- Ensure that the festival brings together an increasingly well rounded audience that is representative of our community
- Provide additional opportunity for more Grand Rapidsians regardless of age, race, or socioeconomic status, to participate in LaughFest events and activities
- Increase the diverse turnout of attendees to LaughFest events

Our implementation plan covered the following areas, with results noted:

1. Additional targeted marketing dollars for minority publications
 - Advertising spends were made with El Vocero, GR Times, Power/Joy Radio, Farandula, and The Touch.
2. Outreach, presentations, and promotions to relevant stakeholders and community groups
 - The festival made presentations and worked on collaborative promotional efforts with the Community Inclusion Group of the VAA, Hispanic Chamber of Commerce, LINC, and BLEND.
3. Feet on the street promotion in the downtown area and surrounding neighborhoods
 - Volunteer task forces canvased targeted downtown neighborhoods and businesses with new printed materials highlighting the diversity of festival offerings
4. Providing tickets and fast passes to free events to select organizations and groups
 - We coordinated group ticket buys, free tickets, and Fast Pass distribution to the following organizations: OutPro, Hispanic Chamber, AKA Sorority, Eastown Community Association, Campus Elementary, Bethany Christian Services, GRPS, Wellspring Lutheran Social Services, Gilda’s Club Sister to Sister Youth Program

Survey Outcomes:

Through our consumer impact data through GVSU we had hoped to increase the percentage of non-Caucasian attendees to the festival from 15% (in 2014) to 20%. While our 2015 survey data showed no overall change in the 15% number, we did have some change in percentages that were significant.

The total number of 2015 usable surveys divided by the number of those who identified themselves as white is 84.8%...just under 85%. An interesting shift is that while the Asian, African American and Native American demographic (using 2015 raw data) appears to still be hovering around the same percentage, the Hispanic demographic increased – possibly due to the intentional programming of shows like Cristela Alonzo and George Lopez.

Limitations & Next Steps:

A clear limitation of our Consumer Impact Study and primary way of collecting data is that it is optional to participate in. The survey is administered online to all ticket and Fast Pass holders who provided an email address at the time of purchase/pickup. Should someone not provide an e-mail address, or choose not to participate in the survey, of course their data and demographics are not included. It's possible, for example, that accessibility to technology could impact our festival results. For 2016 and beyond, we will be looking at how to better capture demographics and data "in the moment" at festival events, rather than post-event via electronic survey.

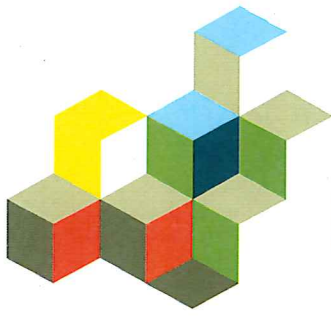
Conclusion:

While we were disappointed not to see a significant shift in the demographic data and percentage of diverse attendees through our Consumer Impact Survey, we do feel like the initiatives detailed above allowed us to better market to, and create more accessibility for attendance to, diverse populations. We recognize that the types of events we program – as much as the costs and venue – impact inclusivity and accessibility to the festival, and that demographic data will change each year as programming changes.

We have from the inception of the festival been purposeful about the diversity of programming during the 10 days of LaughFest as well as the accessibility to events for the entire community – and will continue to elaborate on this year's purposeful strategy and spend to elevate these initiatives further for 2016 and beyond. Again, we thank DGRI for supporting these efforts and contributing to the success of the festival in 2015.

2015 Diverse Programming Examples

Friday, March 6 - LINC Up First Fridays
Saturday, March 7 – Cristela Alonzo
Monday, March 9 – Wanda Sykes
Wednesday, March 11 – Lavell Crawford (planned)
Friday, March 13 – A Night of Skittles
Friday, March 13 – Jerrod Carmichael
Sunday, March 15 – George Lopez



DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation Criteria

Event Name: Hispanic Festival

Date of Request for Approval: June 16, 2014 (fiscal 2015)

Funds Requested from DGRI: \$10,000

Total Funds Anticipated for Event: \$71,450

Percentage of Request vs. Budget: 14%

Anticipated Attendance: 80,000 (2 day event)

Requested Dollars Per Anticipated Attendee: .12

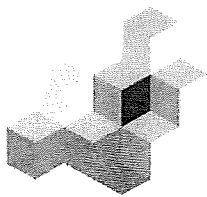
Eligibility Criteria	DGRI Staff	
The event will be open to the public and efforts will be made to attract a diverse audience:	Yes	No
The event is being held within DGRI boundaries:	Yes	No
The event is connected to a non-profit or a downtown entity:	Yes	No
The event producer is current on all debts to the City of Grand Rapids:	Yes	No
Total Score: (Must score 4/4 to qualify)	4/4	
Total Score Amount Possible:	4/4	

Eligibility Criteria	DGRI Staff	
The event will benefit a significant amount of downtown businesses:	Yes	No
The event has proven that it is inclusive, not selective, in allowing merchants to participate. If this is a merchant focused event, downtown merchants have been involved in planning the event:	Yes	No
The event is not political or religious in content:	Yes	No
Funds are clearly intended for verifiable program expensed such as park rental fees, performers, promotional materials, etc. (not administrative costs):	Yes	No
The event can demonstrate a strong commitment to maximize the use of downtown merchants (restaurants/bars, hotels retailers, and other downtown businesses):	Yes	No
The event will promote the Downtown Grand Rapids Inc. brand and will use the Downtown Grand Rapids Inc. logo on all of the event materials:	Yes	No
The event producer clearly identifies a funding gap for this event to be produced:	Yes	No
Total Score:	4/7	
Total Score Amount Possible:	7/7	

Grading Key

0	Disagree
1	Neither Agree Nor Disagree
2	Moderately Agree
3	Agree
4	Strongly Agree

Evaluation Criteria	DGRI Staff	Alliance for Vibrancy
Distinctly Grand Rapids: The event is unique to Grand Rapids. It celebrates the authentic qualities of the downtown, and sets it apart from other cities- thereby branding downtown Grand Rapids as the primary destination for arts and entertainment in West Michigan.	0 1 2 3 4	0 1 2 3 4
Benefits Downtown Businesses: The event collaborates with downtown businesses and creates retail activity and prosperity. Opportunities are created to encourage interaction between businesses and the event attendees. The event creates an environment where businesses can be successful.	0 1 2 3 4	0 1 2 3 4
Promotes the Downtown Marketing Program: The event has demonstrated a commitment to use the Downtown Grand Rapids Inc. website and logo on all its marketing materials.	0 1 2 3 4	0 1 2 3 4
The Event is New or Emerging: The event is new or it is being restructured to better promote Downtown Grand Rapids and its merchants.	0 1 2 3 4	0 1 2 3 4
Ease and Ability of Production: The entity organizing the event has the organizational and financial capacity to carry out the event, including clean up, organization, security, noise levels, promotion, etc.	0 1 2 3 4	0 1 2 3 4
Broad Popularity: The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Religious and political events are not eligible for these grant funds. The event is open to the public.	0 1 2 3 4	0 1 2 3 4
Diversity and Expansion of the Downtown Event Calendar: The event will bring diverse clientele to the downtown. It will assist in creating a diverse menu of quality downtown programming..	0 1 2 3 4	0 1 2 3 4
Fundraisers: Fundraisers are not the focus of this program. However, there may be elements of an event that is a fundraiser that is appropriate for funding, such as a merchant participation program or free events	0 1 2 3 4	0 1 2 3 4
Event Goals and Effectiveness: The event has clearly articulated its goals and how those support the goals of Downtown Grand Rapids Inc., and their effectiveness in reaching those goals.	0 1 2 3 4	0 1 2 3 4
Budget: The funding gap is clearly identified. The funding request is proportionate to the outcomes intended.	0 1 2 3 4	0 1 2 3 4
Second and Third Year Requests: The event has had success in its first/second year as decided by the committee, and has demonstrated success in identifying new sources of revenue.	0 1 2 3 4 N/A	0 1 2 3 4
Total Actual Points:	35	
Total Points Allowed:	44	44



Application Instructions

Part 1. Organizational Information

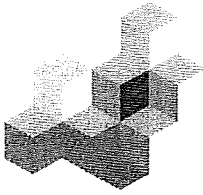
Event Name: Hispanic Festival
Funds Requested \$: 10,000
Organization Name: Hispanic Center of Western Michigan
Mailing address: 1204 Grandville Ave SW Grand Rapids MI 49503
Phone number: 616 742 0200 email address: CSANCHEZ@HISPANIC-CENTER.ORG
Head of Organization and Title: Carlos Sanchez, Interim Executive Dir.
Mailing address: 1204 Grandville Ave SW Grand Rapids MI 49503
Cell phone number: 616 481 1548 email address: csanchez@hispanic-center.org
Main Contact Person (during planning): Carlos Sanchez
Mailing address: 1204 Grandville Ave SW Grand Rapids, MI 49503
Cell phone number: 616 481-1548 email address: csanchez@hispanic-center.org
Main Contact Person (At event): Carlos Sanchez
Mailing address: 1204 Grandville Ave SW Grand Rapids MI 49503
Cell phone number: 616 481 1548 email address: csanchez@hispanic-center.org
Has the organization named above been legally incorporated in the state of Michigan and in good standing? Yes ☒ No ☐
If yes, what is the Federal Identification Number? 38-2265825
Does the event organizer/organization owe money or services to the City of Grand Rapids? No
Has this organization obtained event insurance? Yes ☒ No ☐

Insurance Requirements: Event coordinators and all related parties must provide Downtown Grand Rapids Inc. with evidence of insurance to include the following:

- Downtown Grand Rapids Inc. and the City of Grand Rapids shall be named as Additional Insured.
- Proof of insurance must be presented to the Downtown Grand Rapids Inc. at a minimum of 1 week prior to the event.

Part 2. Event Information:

Type of Event: Festival
Event Location: CALDER PLAZA
Date of Event: September 5-6 Start Time: 11:30a (Fri) End Time: 11:30p (Fri)
10a (Sat) 11:30p (Sat)



DOWNTOWN
GRAND RAPIDS INC.

Event Grant Application

Street Closures (if any): 9/6 (Sat) Ottawa Avenue between Michigan & Lyon

Has permission been obtained by the surrounding businesses and property owners? (see attached)

Were any businesses opposed to the closure? " "

Describe the Project/Event: " "

Describe the Goals of the Project/Event: " "

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: " "

Is the event political or religious in content? " "

Describe the Project/Events History and track record, if any: " "

Describe your Project/Events target audience, estimated attendance and promotion: " "

Describe your plans for the Project/Event for the next two years: " "

Is the event for a profit or non-profit? Will the organizers receive any compensation? " "

Describe your plans for the Project/Event for the next two years: " "

Describe the economic impact of the event to Downtown Grand Rapids. How will Downtown businesses be involved in the event? " "

Event criteria continues to next page.

DOWNTOWN GRAND RAPIDS INC.
Event Grant Application – 2014 Hispanic Festival

Has permission been obtained by the surrounding businesses and property owners?

Ottawa Avenue between Michigan and Lyon has traditionally been closed for the Hispanic Festival on Saturday. In 2014, communication will be sent to the facility managers of the primarily office buildings lining Ottawa Avenue between Michigan and Lyon to provide them with information concerning the intended street closure on Saturday, September 6 and address any questions they may have.

Were any businesses opposed to the closure? The Hispanic Festival committee was able to effectively communicate with affected businesses in the past and will do so again in 2014.

Describe the Project/Event: The 37th annual Hispanic Festival will feature an exciting mix of culture, music and food from different Latin American countries, as well as raise support for invaluable programming at the Hispanic Center of Western Michigan. New in 2014, the Hispanic Festival will offer a Friday educational component for Spanish immersion programs; a Saturday health and fitness component with a futsal clinic and 3 on 3 tournaments for young people ages 8-14; and a Mercado for emerging small business artisans.

Describe the Goals of the Project/Event: Showcasing the Hispanic culture to the audience; involving local students in Hispanic-related educational opportunities; encouraging local and regional futsal development; and promoting emerging small business artisans.

Describe how the Project/Event meets the Evaluation Criteria listed on page 3: The Hispanic Festival is unique to Grand Rapids, celebrating and promoting the Hispanic culture to the 80,000+ local and regional attendees. Taking place in the heart of Grand Rapids on Calder Plaza, this event is ideal for promoting the downtown marketing program elements through the event's marketing materials to both Festival attendees and those that utilize the services of the Hispanic Center of Western Michigan. The new elements of the Festival will provide a well-rounded, non-religious/political platform for involvement of a diverse and expansive group of participants on both Friday and Saturday in quality programming. Several appropriate downtown merchants and museums will be approached for direct involvement in the Hispanic Festival with a plan developed by the event to showcase additional downtown merchants to the Festival audience. Going into its 37th year, the Hispanic Festival has a proven track record of success of free entertainment and activities. In addition, the event raised funding necessary for the Hispanic Center of Western Michigan to continue programming taking advantage of annually by more than 11,000+ clients. Similar to all free events, the Hispanic Festival relies on sponsorship and grant support to continue to provide quality entertainment and cultural education opportunities to attendees in a two-day format.

Is the event political or religious in content? No.

Describe the Project/Events History and track record, if any: The Hispanic Festival will celebrate 37 consecutive years in downtown Grand Rapids this September. Traditionally drawing more than 80,000 over two days, the event downsized to one day in 2013 because of

transitions at the Hispanic Center of Western Michigan. In 2014, the Hispanic Festival committee has contracted with Grand Rapids Event Management to assist them in re-introducing the Festival as a two day event, widening the scope of the Festival to include both educational and health/fitness components, and garner sponsor dollars for sustainable support.

Describe your Project/Event target audience, estimated attendance and promotion: The Hispanic Festival will target both Hispanic and non-Hispanic participants, especially as Celebration on the Grand will no longer be taking place the same weekend in 2014. The opportunity to host an entertainment destination in downtown Grand Rapids for a large local and regional audience is immense, and the Hispanic Festival believes it will exceed past attendance records of 80,000+ over September 5 and 6. Promotion for the event will involve social media, public service announcements on local television and radio stations, posters, postcards and news releases encouraging editorial in both print and electronic media.

Describe your plans for the Project/Event for the next two years: The Hispanic Festival will continue to evolve going forward with the new additions outlined previously taking place in 2014. Upon evaluation after the September event, additional opportunities will be added to continue the momentum expected September 5 and 6, and could include a Quinceañera fashion show, scholarship-based Hispanic Festival Queen title program, young artist exhibition and auction, and expansion of the Mercado opportunity.

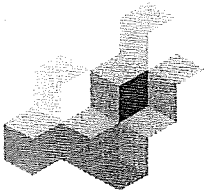
Is the event for a profit or non-profit? Will the organizers receive any compensation? The event is non-profit with fundraising built into the overall plan by the all-volunteer Hispanic Festival committee to support invaluable programming at the Hispanic Center of Western Michigan.

Describe the economic impact of the event in Downtown Grand Rapids. How will Downtown business be involved in the event? The Latino community has an ever expanding purchasing power and will be encouraged to patronize Downtown Grand Rapids prior to and after their Hispanic Festival experience. Several appropriate downtown merchants and museums will be approached for direct involvement in the Hispanic Festival with a plan developed by the event to showcase additional downtown merchants to the Festival audience .

Will there be any vendors brought in? Will the event sell food or alcohol? Yes, Latino vendors, integral to the Hispanic culture and community will be brought into the Festival footprint to showcase and sell to the audience. Every effort will be made to include appropriate area merchants and museums. Merchants will sell food and the Hispanic Center of Western Michigan will hold a liquor license to sell beer for fundraising purposes.

List any downtown partners/sponsors and their contribution to the event/project (In-kind or monetary): Fifth Third Bank (Hispanic Festival committee volunteer member, monetary support), Mercantile Bank (monetary support, providing volunteers), Warner, Norcross & Judd (monetary support), Grand Rapids Public Museum (volunteer support-pending), Grand Rapids Children's Museum (volunteer support-pending), Cinco De Mayo (food vendor-to be approached once vendor agreement finalized), Olive Press (food vendor-to be approached once vendor agreement finalized).

List any other events that happen at the same time, and if they complement or distract from this event: Race for the Cure has moved their event from starting/finishing in Grandville to the Gerald R. Ford Presidential Museum in downtown Grand Rapids. With Race for the Cure finishing on Saturday at approximately 11:30a with no post-event party planned, the Hispanic Festival committee is working with the Race for the Cure committee to determine an appropriate offer for Race for the Cure participants for the event's virtual goodie bags along with a promotional plan to encourage flow from one event to the next.



Will there be any vendors brought in? Will the event sell food or alcohol? (see attached)

List any downtown partners/sponsors and their contribution to the event/project (In-kind or monetary): _____

List any other events that happen at the same time, and if they compliment or distract from this event: _____

Part 3. Event Information:

A. Proposed Expenditures. Please list all expense items.

See attached

Description of Budget Items	DDA Grant Funds	Other Funds	Total
Total Budget	\$	\$	\$

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above): _____

Quality Entertainment programming for stage

B. Estimated Income. Please list all sources from which income is expected.

See attached

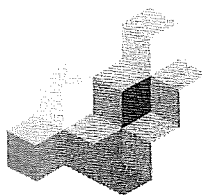
Funder	Amount	Secured?
Subtotal Cash Income		
Requested Event Grant Request		
Total	\$	\$

2014 HISPANIC FESTIVAL
Two Day Event
Friday, Sept. 5 - Saturday, Sept. 6

PROJECTED EXPENSES	DDA GRANT FUNDS	OTHER FUNDS
advertising/marketing	\$1,000	\$1,000
beer	\$7,000	\$7,000
city of Grand Rapids	\$10,000	\$10,000
cleaning company	\$2,000	\$2,000
day labor	\$2,000	\$2,000
electric	\$1,000	\$1,000
entertainment	\$18,000	\$10,000 \$8,000
fencing	\$3,000	\$3,000
insurance	\$3,000	\$3,000
liquor license bond	\$50	\$50
photographer/videographer	\$1,000	\$1,000
printing	\$2,500	\$2,500
rental (storage facility)	\$1,400	\$1,400
restrooms	\$3,000	\$3,000
security (private)	\$4,000	\$4,000
signage	\$1,000	\$1,000
state tax	\$1,200	\$1,200
tents, tables, chairs, etc.	\$5,000	\$5,000
trash removal	\$800	\$800
VIP reception	\$3,500	\$3,500
website	\$1,000	\$1,000
TOTAL EXPENSES	\$71,450	\$10,000 \$61,450

Tentative Funding Plan

FUNDER	Amount	Secured
Mercantile Bank	\$5,000	Yes
Fifth Third Bank	\$2,500	Yes
Warner, Norcross & Judd	\$2,500	Yes
West Side Beer	\$3,000	Tentative
Kent Beverage	\$2,500	Tentative
Meijer	\$5,000	Tentative
Blue Care Network	\$2,500	Tentative
McDonald's	\$3,000	Tentative
Amway	\$1,500	Yes
Spectrum	\$2,500	Tentative
Home Depot	\$2,500	Tentative
Wolverine World Wide	\$2,500	Tentative
Fajita Republic	\$2,500	Tentative
ITC	\$3,000	Tentative
Beverage Sales	\$13,000	Based on previous festivals
Food Vendor Fees	\$8,000	Based on previous festivals
SUBTOTAL CASH INCVOME	\$61,500	
REQUESTED GRANT REQUEST	\$10,000	
TOTAL	\$71,500	



DOWNTOWN
GRAND RAPIDS INC.

Event Grant Application

Part 4. Certification and Signature

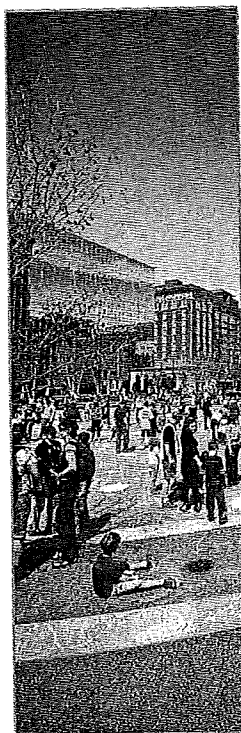
By submitting an application, the applicant certifies that all the information included in this application is correct, and that they will be bound by all the terms and conditions included in this agreement in Attachment A, including but not limited to the indemnification provisions.

The applicant also understands and acknowledges that this application is potentially subject to Michigan's public records law, and that this application and any documents presented to Downtown Grand Rapids Inc. regarding this application for grant funding purposes may be supplied upon request to any parties that request copies.

Officer's Name and Title: CARLOS SANCHEZ, INTERIM EXECUTIVE DIRECTOR

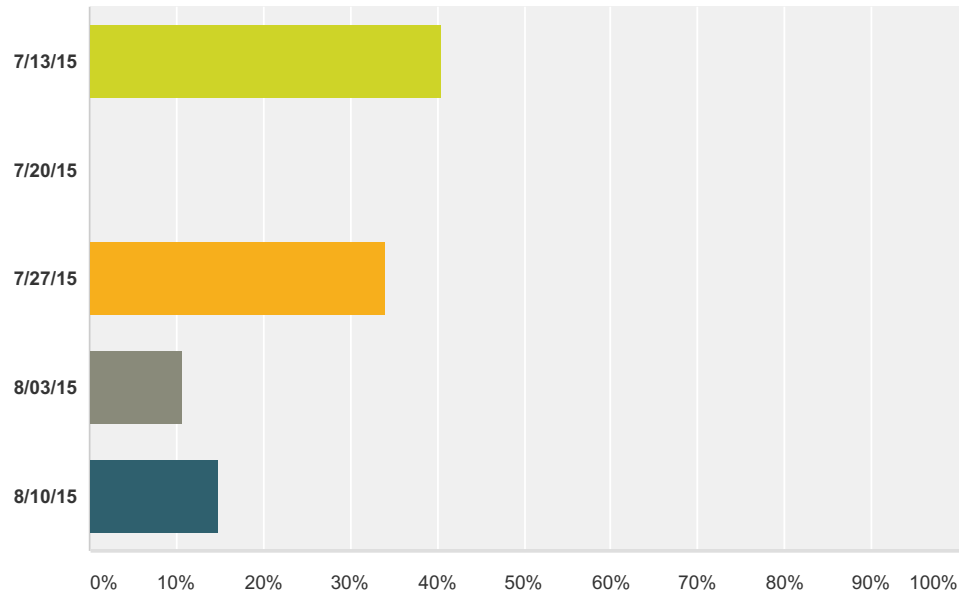
Signature: [Signature] Date: 6/12/14

Please submit application to: kvandriel@downtowngr.org. For questions or more information, contact Kimberly Van Driel at 616-719-4610 or at kvandriel@downtowngr.org.



Q1 Date of attended event:

Answered: 47 Skipped: 0



Answer Choices	Responses	
7/13/15	40.43%	19
7/20/15	0.00%	0
7/27/15	34.04%	16
8/03/15	10.64%	5
8/10/15	14.89%	7
Total		47



Alliance for Vibrancy
Meeting Evaluation
Date: _____

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The purpose of the meeting was clear.	5	4	3	2	1
2. The purpose was accomplished.	5	4	3	2	1
3. The meeting was worthwhile.	5	4	3	2	1
4. I felt comfortable expressing my ideas.	5	4	3	2	1
5. There was good team collaboration.	5	4	3	2	1
6. I enjoyed the meeting	5	4	3	2	1
7. All action items from the previous meeting were addressed	5	4	3	2	1
8. Comments, future topics, etc.:					
