

AGENDA



ALLIANCE FOR VIBRANCY

Board Members:

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

September 16, 2015

11:00a – 12:30p

29 Pearl Street, NW Suite #1

- | | | |
|-----|--|----------------|
| 1. | Call to order (11:00) | Moeller |
| 2. | Approval of Minutes: 7/15/15 (11:02) Motion | Moeller |
| 3. | Meeting Purpose: (11:05) Info Item | Moeller |
| | • Update on GR Forward Diversity and Inclusion | |
| | • Approval of Event Grant Support | |
| | • Approval of Event Sponsorship Program | |
| | • Working Group Priorities | |
| 4. | New Members Update (11:10)..... Info Item | Moeller |
| | • New members 1 st of the year | |
| | • Reb Roberts | |
| 5. | GR Forward Diversity and Inclusion Update (11:15) Info Item | Larson |
| 6. | Event Grant Support (11:35) Motion | Van Driel |
| | • Great Skate WinterFest | |
| | • GRPL Taste of Soul Sunday | |
| 7. | Event Sponsorship Program (11:50) Motion | Van Driel |
| 8. | Working Group Updates on Priorities and Next Steps (12:05) Info Item | AFV Team Leads |
| | • Downtown Workforce | |
| | • Diversity and Inclusion | |
| | • Public Space Activation | |
| 9. | DGRI Staff Update (12:15) Info Item | DGRI AFV Staff |
| | • Van Driel | |
| | • Traylor | |
| | • Buller | |
| 10. | AFV Members update (12:20) | |
| 11. | Public Comment (12:22) | |
| 12. | Next Meeting – October 21 (12:23) | |
| 13. | Adjournment (12:30) | |





Alliance for Vibrancy

July 15, 2015

1. Call to Order- Moeller called the meeting to order at 11:08am
2. Members Present: Kate Betts, Christian Gaines, Chad LeRoux, David Marquardt, Brandy Moeller, Cicely Moore, Nick Nortier, Evette Pittman, Joanne Roehm, Scott Stenstrom, Aaron Turner

Members Absent: Ryan Brinkerhoff, Bradley Comment, Trey Conner, Michael Couch, Janet Korn, Dennis Moosbrugger, Shane Philipsen, Scott Stenstrom, Eddie Tadlock

Others Present: Mary Sierawski, LaTarro Traylor, Kimberly Van Driel, Denavvia Mojet, Annamarie Buller, Tim Kelly
3. Approval of June Minutes-
Motion: Evette Pittman supported by Kate Betts, moved approval of the June 17, 2015, minutes. Motion carried unanimously.
4. GR Forward Plan

Mr. Kelly gave an update on the GR Forward Plan. Mr. Nortier asked about the height and zoning restrictions. Mr. Gaines asked about the Master Plan prior to the GR Forward Plan and if we anticipate any pushback on GR Forward implementation. Mr. Kelly said

there will be many partners involved for the implementation to be successful.

5. Break into Working Groups-

Alliance members broke into their working groups for the remaining time in the meeting.

6. DGRI Update

Van Driel gave an update.

7. Next Meeting –August 19, 2015

8. Public Comment-

None

9. Adjournment-

Moeller adjourned the meeting at 12:25pm.

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

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: September 16, 2015

TO: Alliance for Vibrancy

FROM: Kimberly Van Driel
Special Events Manager

Agenda Item #6
September 16, 2015
AFV Meeting

SUBJECT: Recommendation to Approve Event Support for FY 2016 Events

For the 2016 FY Downtown Grand Rapids Inc. (DGRI) Event Grant Support Program, DGRI staff reviewed a total of two applications for event support from various event producers. In total, the two events requested \$11,000 of funding for events happening in 2016.

The applications were evaluated using the approved Special Event Grant Application Evaluation Criteria that was established through the Special Events Optimization Process.

Based on the grading metrics, the events were prioritized in order to consider supporting them financially. Staff is recommending the AFV to support those that have scored highly through the metrics.

Both applications focused on wintertime programming which has been a key focus area for supporting events based on the community's goals.

The full event applications for the two recommended events are attached for additional review as needed. Below is a short description of the recommended events, the event dates, and anticipated attendance.

Alliance for Vibrancy Fiscal Year 2016 Recommended Events

- Grand Rapids Public Library: Taste of Soul Sunday

Taste of Soul Sunday is a celebration of African American history, music, food, and culture. A programming committee selects and arranges a diverse array of musical performers, speakers, presentations, roundtables and activities fun and free for the whole family. The event producer anticipates a total of 1,500 attendees.

Recommend support to the DDA to fund the event 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.

- Grand Rapids Youth Foundation: Great Skate WinterFest

The Great Skate WinterFest is a 34 hour long winter event that offers free family-friendly activities including; ice-skating, snowboarding, fat bikes, dog sled teams, history, carriage rides and ice sculptures. The event organizer anticipates about 15,000 attendees for the duration of the two day event.

Recommend support to fund the event in the amount up to \$1,000 for eligible expenses outlined within the application.

RECOMMENDATIONS (2):

1. Approve the recommendation of up to \$10,000 for The Taste of Soul Sunday event for eligible expenses outlined within the application, contingent upon a collaborative review of marketing and programming event elements.
2. Approve the recommendation of up to of \$1,000 for The Great Skate WinterFest for eligible expenses outlined within the application.



Special Event Grant Application Evaluation

The DGRI Events Support Program is designed as a means of encouraging the enjoyable use of Downtown GR by PEOPLE.

Name of Event: GRPL Taste of Soul Sunday

Anticipated Attendance: 1,500

Date for Board Consideration: September 16

DGRI FY: FY 16

Number of Years the Event Has Been Put On: 10 years

Number of Years of DGRI Requested Grant Funding: 1st

Total Event Budget: \$27,047.00

Funds Requested from DGRI: \$10,000.00

Percentage of Request vs. Budget: 37

Requested Dollars per Anticipated Attendee: \$6.67

Event Manager/Coordinator: Shirley Gagnon Allen


Community Partners: Hook a Sista Up, GROW, WMCAT, Partners for a Racism-Free Community, LINC, MI Black Heritage Society and more.

About the Event: The event is a celebration of African American history, music, food and culture.




ELIGIBILITY CRITERIA

The event is being held within DGRI boundaries.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is in good standing with the City of Grand Rapids and Downtown Grand Rapids Inc.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event has received all approvals from the City of Grand Rapids Office of Special Events (If held on public property).	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is free and open to the public.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is not political or religious.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Total Score (Must score 5/5 Yes to qualify):	5/5	0/5

EVENT GRANT LEVEL

Drives Vibrancy 	Upstart: 1 to 1,000 attendees	Up to: \$ _____	
	Major: 1,001 to 20,000 attendees	Up to: \$ ____X____	
	Signature: 20,001+ attendees	Up to: \$ _____	

EVALUATION CRITERIA

Key Goals	Event Attributes	Points Possible	Points Awarded
Attracts Broad Audiences 	Happens within the months of November-April.	25	25
	Has an active social media presence that advertises the event.	15	15
	Has an advertising plan that markets broadly across diverse communities.	15	15
	Diversifies and expands the Downtown events calendar.	15	15
	Advertises beyond the West Michigan region.	10	10
	Family-friendly and offers activities for children.	5	5
Optimizes the Use of the Downtown 	Incentivizes mobility choices.	15	15
	The event is not fully enclosed or gated. If a gated event, the event allows patrons to enter, exit, and re-enter at will.	10	10
	Footprint of event does not include street closures.	10	10
	Utilizes many venues by scattering activities throughout other businesses and/or organizations within the Downtown.	5	0
	Includes the use of the Grand River.	5	0
Grows and Spotlights the GR Community 	Programmatic approach to inclusive and diverse activities.	20	20
	Teams up with local community partners, organizations or non-profits.	10	10
	Unique and distinctly Grand Rapids.	10	5
	Encourages the support of Downtown businesses.	10	0
	Spotlights local talent or interests.	10	10
	Uses local vendors and/or locally sourced products.	10	10
Total Points:		200	175

Additional Notes: _____



Application Instructions

Part 1. Event Organization Information

Organization Name: Grand Rapids Public Library Foundation

Mailing Address: 111 Library St NE, Grand Rapids, MI 49506

Event Organizer Name: Shirley Gagnon Allen

Best Contact Number: 616-988-5399 E-mail Address: sallen@grpl.org

Event Name: Taste of Soul Sunday

About Event: See attached description

Anticipated Attendance: 1,500

Event Location: Grand Rapids Public Library - downtown main branch

Date of Event: February 21, 2016 Start Time: 1:00pm End Time: 4:30pm

- Is your event in good standing with the City of Grand Rapids and Downtown Grand Rapids Inc? Yes
- Has your event received all approvals from the City of Grand Rapids Office of Special Events (if held on public property) or from your private venue location? Yes
- Is the event (circle one) Free Ticketed Registered
- Is the Event Political or Religious or Affiliated to a Political or Religious Organization? No

Event Grant Level You are Applying For (circle one): Upstart Major Signature

Total Funds Anticipated for the Event: \$27,047.00

Funds Requested from DGRI: \$10,000.00

Has this organization obtained event insurance? Yes X No All events at GRPL are insured by the City of Grand Rapids

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.

Taste of Soul Sunday (TOSS)
Grand Rapids Public Library
February 21, 2016

This downtown event showcases Grand Rapids as a vibrant, culturally diverse and forward-looking city. A decade before last summer's events in Ferguson, MO, the Grand Rapids Mayor's Civil Rights Recognition Commission challenged the Grand Rapids Public Library to increase efforts to recognize minority leaders and promote racial and cultural diversity. The creation of the annual Taste of Soul Sunday was the library's response.]

Using a grassroots approach to connect the library directly with people in the community, the library's African American Heritage Committee created an open-house-style family event featuring various historians, performers, authors, and artists, highlighting and sharing Grand Rapids' rich history of African American culture. The event has been phenomenally successful; two years ago Eric DeLong, then the Deputy City Manager, called Taste of Soul Sunday "the premiere City of Grand Rapids event celebrating African American history."

On average 1,600 people attend the downtown event each year, 69% of whom live in the City of Grand Rapids. Taste of Soul is very effective in enhancing cultural awareness—half of the attendees are African American with the balance made up of White, Asian/Pacific Islander, Hispanic, Native American and others who wished to learn more about African American history and culture. The attendees are also well distributed age-wise from children to seniors.

Taste of Soul Sunday traditionally includes a wide range of programming including music and dance performances, book and art displays, book discussions, lectures, and activities for children and teens.

Downtown Grand Rapids Inc.

Part 2. Event Planning Information

Major Event Grant Request for Taste of Soul Sunday 2016

February 21, 2016

1. Explain the events mission with details of the events activities.

The event is a celebration of African American history, music, food, and culture welcoming people downtown to play, eat, listen, learn and discuss. A programming committee selects and arranges a diverse array of musical performers, speakers, presentations, roundtables and activities for the whole family. The well-attended, annual event attracts people of all ethnicities and ages.

2. What active social media outlets are being used for advertise your event?

Social media plays an important part of our comprehensive communications plan for Taste of Soul Sunday. We use posts on Facebook, Twitter and Instagram to promote the event. Additionally, on Facebook we have an event listing, boosted posts and a paid ad. Please see the attached communications plan for more details.

3. In detail, please provide your advertising/marketing plan that will market broadly across diverse communities.

The library will use an integrated marketing plan to reach out to the African American community. We will run print ads in The Grand Rapids Times and The Grand Rapids Press, radio ads on WYGR and television ads on WOOD TV and select Comcast stations. We will also run ads on Facebook (targeted to African Americans in a 25 mile radius).

Other marketing activities include the following:

- Collateral material: poster, brochure, event schedule (day of); print run 10,000
- Display signage: lobby poster, event signage (day of)
- Website: page, header, blog posts
- Social media: Twitter & Facebook header image, Facebook event, Facebook ad
- Direct mailing to churches, coffee houses, cultural institutions, schools
- GR Kids ad February
- Email blast: general Jan, Feb; special week before the event
- Revue ad February
- On-the-Town ad February
- Mlive ad 3 weeks in February
- Building banners

Please see the attached communications plan for more details.

4. Explain how your event diversifies and expands the Downtown events calendar. List all Downtown events that are happening on the date(s) of your event.

There are no listed events on the GR Kids and Experience Grand Rapids calendars as of 8/26/2015 for 2/21/2016. However, a google search shows that the Grand Rapids Boat Show, Cathedral of St. Andrew's Annual Scout Recognition Mass 2016, US Swimming District Championships at the YMCA, and "Dangerous Liaisons" at the Grand Rapids Ballet are all happening on the same day as Taste of Soul Sunday in the downtown area. The audience and cultural experience for Taste of Soul Sunday is very different from the events listed above. By funding this grant the activities available in downtown will be more diversified. This event is geographically diverse in that it happens in a different portion of downtown. Parking for the different events should not conflict with each other. Taste of Soul Sunday is about celebrating the richness found in African American culture and should not conflict directly with the other events that are occurrences of athletics, dance, sports, hobbies, and youth service.

5. Will you be advertising beyond the West Michigan region? If so, where will you be advertising? Please list all/any publications, websites, etc.

While the library primarily serves residents of the City of Grand Rapids, our Taste of Soul Sunday event regularly pulls visitors from across the state and beyond. We work closely with Experience Grand Rapids to promote the event widely. It has also been featured in publications like AAA Michigan Living Magazine which declared it "One of the premiere African American events in the state." We post the event to travel websites like Promote Michigan, Pure Michigan and the West Michigan Tourist Association.

6. Is the event family-friendly? If so, list what family-friendly activities or programming that will occur.

Yes. The entire event is geared toward families--from craft activities and storytelling for children to poetry and lectures for adults to food and music for all.

7. Explain how your event incentivizes mobility options.

During Taste of Soul Sunday, the library offers free parking in GRPL's and Grand Rapids Community College parking lots. GRPL is accessible by many public transportation options including the Silver Line™ and The Rapid. We have a program called Ride to Read that provides free bus passes on The Rapid to families to come to the Main Library and return home for free.

8. Is the event footprint gated? If so, is it fully enclosed or does it allow patrons to enter and exit at will without penalty?

Taste of Soul Sunday is free and open to the public (as are all Grand Rapids Public Library events.) Attendees are allowed to enter and exit at will.

9. Does the event close any streets or street lanes? If so, please list all streets that will be affected.

No streets are closed for this event.

10. Does the footprint of your event utilize other venues than just one? If so, list other venues where the event will be held.

The event takes place entirely within the Grand Rapids Public Main Library---many spaces within the library will host concurrent programming.

11. Does your event utilize the Grand River? If so, how?

No.

12. Explain how your event plans on having a programmatic approach to inclusive and diverse activities.

Music. Dance. Lectures. Poetry. Food. Exhibits. Crafts. Storytelling. Taste of Soul Sunday offers something for everyone, regardless of their interests or their age. While not every act has been booked, we already know that Taste of Soul Sunday 2016 will feature local jazz trumpeter Sweet Willie Singleton as well as R&B singer Nola Ade from Chicago and In the Tradition, an African-centered jazz group from Detroit on the auditorium's main stage. Scholars will appreciate Daniel Groce's talk on the history of barbershops in Grand Rapids in addition to other lectures in the library's more intimate meeting rooms. Children and teens will delight in hands-on activities in our youth areas which will tap both their creativity and their maker abilities. History lovers will revel in challenging themselves with the "Who Am I?" display of prominent African Americans on the library's main floor. Delicious food samples will be provided by confirmed local vendors Tadow! BBQ and Daddy Pete's, and the tastes of the Malamiah Juice Bar.

The Taste of Soul Sunday schedule is packed, yet planners take care to ensure that throughout the afternoon all ages and interests have something that will engage them. Historically, it draws families and individuals, babes-in-arms to nonagenarians, and the most racially mixed participants of any downtown GR event. The only public institution that is completely free and open to all, the Grand Rapids Public Library creates a welcoming atmosphere where indeed all can and do explore the richness found in African American culture.

13. List all local community partners, organizations, and/or non-profits that the event is partnering with.

Community partners are an important part of Taste of Soul Sunday. They bring their expertise and knowledge to the programs and are also extremely helpful in promoting the event to their own contacts in the community.

Past partners have included Grand Valley State University, LINC Community Revitalization, Michigan State University, Greater Grand Rapids Women's History Council, Ferris State University, Fair Housing Center of West Michigan, Story Spinners of Grand Rapids, Southwest Michigan Black Heritage Society, and Zeta Phi Beta Sorority.

This year the library hopes to partner with the following organizations for the Taste of Soul event: Hook a Sista Up, GROW (Grand Rapids Opportunities for Women), WMCAT (West Michigan Center for Arts and Technology), and Partners for a Racism-Free Community. We expect the list to continue to grow as the event nears.

14. Explain how the event is unique and distinctly Grand Rapids.

Unlike other African American heritage events which occur across the country, Taste of Soul Sunday in downtown Grand Rapids makes a point of including in its programming both topics specific to Grand Rapids and performers, presenters, and vendors, from Grand Rapids. For example, last year's event featured two well-attended presentations on a neighborhood in Grand Rapids called Auburn Hills (not the Detroit suburb) that was developed in the 1960s Civil Rights era. This was a new residential development undertaken by blacks, for blacks, in a predominately white neighborhood. The presentation covered the struggles to win approval for this development, the ultimate success of the development, as well as reflections on what it was like to grow up in the neighborhood. It is unique that event-goers are able to connect national movements (Civil Rights) to actual, historical stories that played out in their own town of Grand Rapids. There is a family feel to the event as people from different social groups who have interacted in other times and places see, experience, and appreciate events in which they are mutually interested.

15. Does your event encourage the support of Downtown businesses? If so, how?

The library hosts area African American-owned restaurants to provide free samples of food and promote their business. An example is Malamiah Juice Bar, whom we have invited to be a part of the 2016 event. Not only are they a thriving local business, the owners also used the Small Business Resource Center at the Main Library to create their business plan and do market research to start their business. The Small Business Resource Center provides timely and reliable business information that patrons can use to start, manage, and grow their business.

We also invite area cultural organizations to have a table at Taste of Soul. Last year, the Grand Rapids Public Museum, the Grand Rapids Symphony, and St. Cecilia Music Center promoted

their exhibits and concerts. Anecdotally, St. Celicia Music Center reported that after having a table at the event, African American attendance at their concerts reached an all time high.

16. What (if any) local talent or interests will be be spotlighting during your event?

Each year the Taste of Soul program features local speakers, performers and musicians. This year local musician Sweet Willie will perform along with Fable the Poet. Local speaker Daniel Groce will talk about the history of black barber shops in Grand Rapids.

Local arts and cultural organizations will also be at the program to promote their own events and exhibits in the City of Grand Rapids.

17. Will there be vendors at your event? If so, what confirmed vendors are you using? What local vendors and/or locally sourced products will be used at the event?

At Taste of Soul Sunday, there is no cost to attendees. The musicians, authors, artists have the ability to sell their products and promote their businesses. Local businesses that are confirmed for the 2016 event are: Malamiah Juice Bar, Daddy Pete's BBQ and Tadow BBQ.

DRAFT
Taste of Soul Sunday
Communications Plan 2016

Audience

- African American Community
- Families
- Previous attendees
- People interested in history

Outcomes

- Over 1,600 people attend the event
- Educate the community about the depth and breadth of African American contributions to our community
- Position the library as a community gathering place
- Maintain the reputation as a destination event for celebrating African American heritage and culture

Marketing

- Print material: poster, brochure, event schedule
- Display signage: lobby poster, event signage
- Website: page, header, blog posts
- Social media: Twitter & Facebook header image, Facebook event, Facebook ad
- Direct mailing to churches, coffee houses, cultural institutions, schools
- GR Kids ad February
- Email blast: general Jan, Feb; special week before the event
- Grand Rapids Times ad (mid Jan – Mid March)
- Revue ad February
- OTT ad February
- Mlive ad 3 weeks in February
- WYGR radio ads February
- WOOD TV/Comcast ad February
- Building banners

Public Relations

- Press Release
- Calendar listings
- PSA
- Web events

Social Media Schedule

Week of:	Topic	B	F	T	I	Staff Assigned
January 18	<i>Pending</i>					
January 25						
February 1						
February 8						
February 15						
February 22						

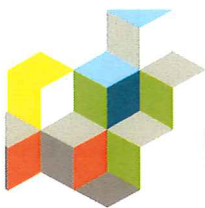
Advertising budget

Media Outlet	Run dates	Budget
Facebook	February	\$500
GR Kids	February	Annual contract
Grand Rapids Times	1/25, 2/1, 2/8, 2/15 (¼ page)	\$2,500
Revue	February	\$371
On-the-Town	February	\$706
Mlive	2/1 – 2/21	\$3,000
WYGR	2/1 -2/21	\$320
WOOD TV	2/1-2/21	\$2,000
Comcast	2/1-2/21	\$750
Printed Materials		\$2,500

Work Flow

Task	Assigned to	Due Date
Design poster	Hannah	Design 12/18 Back from Printer 1/5
Design brochure	Kristen (content), Hannah (design)	Content 12/4 Design 12/18 Back from Printer 1/5
Design event handout	Hannah	Design 2/12 Printing done (in house) 2/19
Design lobby poster	Hannah	Design 12/18 Back from Printer 1/5
Design event signage	Hannah	Design 2/2 Back from Printer 2/16
Web pages	Hannah (design), Melissa (implement)	Design 12/18 Implement 1/5
Website graphics (web page, banner, easy info)	Hannah	1/5
Social Media graphics	Hannah	1/5
Graphics for email blast	Hannah	12/18
Graphics for gray boards	Hannah	1/5
Mailing	Melissa	1/22
Ad - GR Kids.com	Kristen (content), Hannah (design)	Content 1/15 Design 1/14

Task	Assigned to	Due Date
Ad - Facebook	Kristen	2/1
Email blast	Melissa	1/1 (mention); 2/1 (mention); 2/16 (full)
Building banners	Hannah	Design 12/18 Back from Printer 1/5 Install 1/18
Develop social media schedule	Kristen	12/18
Website event listings	Melissa	1/5
Press release	Kristen	1/5 (long), 2/1 (short)
Grand Rapids Times ad	Hannah (design), Kristen (place)	Design 1/18 Place 1/5
Revue ad	Hannah (design)	Design 1/18
On-the-Town ad	Hannah (design)	Design 1/18
Mlive ad	Hannah (design), Kristen (place)	Design 1/18 Place 1/5
WYGR ads	Kristen	1/6
TV ads	Kristen	1/6
Social media postings	All	On-going



Part 3. Budget Information:

A. Proposed Expenditures. Please list all expense items in the following layout. Other layouts will not be excepted and you will be asked to resubmit.

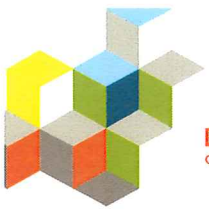
Description of Budget Items	DGRI Grant Funds	Other Funds	Total
Performers/speakers	\$5,000.00	\$1,500.00	\$6,500.00
Food vendors	1,500.00	1,100.00	2,600.00
Supplies (crafts, plates, napkins, cups, etc.)	500.00	400.00	900.00
Venue		\$1,400.00	1,400.00
Staff payroll		3,000.00	3,000.00
Promotion and printing	3,000.00	9,647.00	12,647.00
Total Budget	\$ 10,000.00	\$ 17,047.00	\$27,047.00

Describe specifically how the DDA Grant Funds will be used. (Address each budget item cited above): The grant will be used to pay for musicians, performers, speakers, food, supplies and promotion and printing so that this can continue to be an event that is free to the public.

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

Funder	Amount	Secured?
GR Public Library	\$17,047.00*	\$17,047.00
Subtotal Cash Income	\$17,047.00	\$17,047.00
Requested Event Grant Request	10,000.00	10,000.00
Total	\$ 27,047.00	\$ 27,047.00

*\$1,400 of this donation is in-kind use of venue. The remainder is actual incremental payroll, promotional and printing expenses expected to be paid by GRPL for the event.



Part 4. Special Event Grant Submission Signature Sheet

By submitting this 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. 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.

Event Organizer's Name and Title: Shirley Gagnon Allen, Manager

Signature: *Shirley Gagnon Allen*

Date: 08.31.15

Please submit application by mail or email.

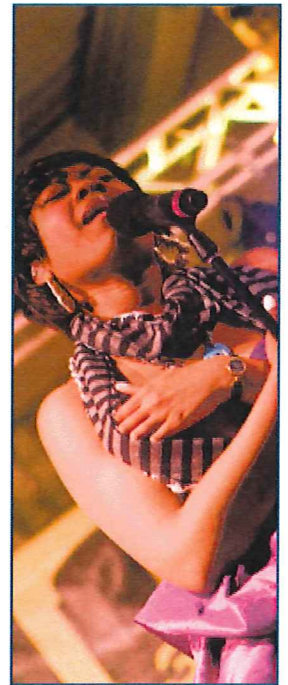
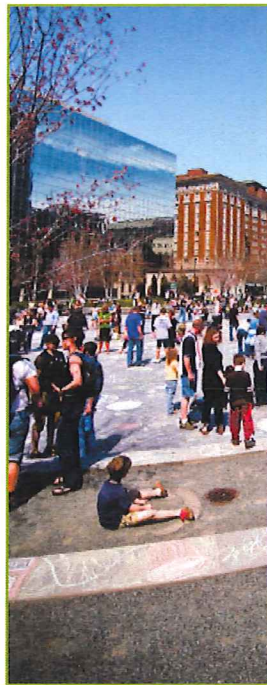
info@downtowngr.org

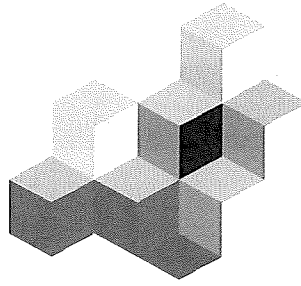
Downtown Grand Rapids Inc.

29 Pearl St. NW, Suite 1

Grand Rapids, MI 49503

For questions or more information, contact DGRI's Event Manager at 616.719.4610





DOWNTOWN
GRAND RAPIDS INC.

Special Event Grant Application Evaluation

The DGRI Events Support Program is designed as a means of encouraging the enjoyable use of Downtown GR by PEOPLE.

Name of Event: _____ Great Skate WinterFest _____

Anticipated Attendance: _____ 15,000 (2 day event) _____

Date for Board Consideration: _____ September 16 _____

DGRI FY: _____ FY 16 _____

Number of Years the Event Has Been Put On: _____ This is the 14th annual _____

Number of Years of DGRI Requested Grant Funding: _____ 2nd _____

Total Event Budget: _____ \$20,000 _____

Funds Requested from DGRI: _____ \$1,000 (UpStart) _____

Percentage of Request vs. Budget: _____ .05 _____

Requested Dollars per Anticipated Attendee: _____ .07 _____

Event Manager/Coordinator: _____ Lynn Rabaut _____


Community Partners: _____ GRAM, John Ball Zoo, GRPM, Grand Rapids Griffins, GRCM, Safe Kids _____

About the Event: _____ Family friendly, winter based activates at RPC including ice skating, mini rail jam, ice sculptures, carriage rides, sled dogs, snowboarding demonstrations, sled hockey, arts and crafts, animal education, local history and fat tire bike demonstrations. _____




ELIGIBILITY CRITERIA

The event is being held within DGRI boundaries.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is in good standing with the City of Grand Rapids and Downtown Grand Rapids Inc.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event has received all approvals from the City of Grand Rapids Office of Special Events (If held on public property).	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is free and open to the public.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The event is not political or religious.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Total Score (Must score 5/5 Yes to qualify):	5/5	0/5

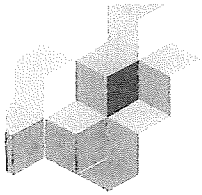
EVENT GRANT LEVEL

Drives Vibrancy 	Upstart: 1 to 1,000 attendees	Up to: \$ _____X_____	
	Major: 1,001 to 20,000 attendees	Up to: \$ _____	
	Signature: 20,001+ attendees	Up to: \$ _____	

EVALUATION CRITERIA

Key Goals	Event Attributes	Points Possible	Points Awarded
Attracts Broad Audiences 	Happens within the months of November-April.	25	25
	Has an active social media presence that advertises the event.	15	15
	Has an advertising plan that markets broadly across diverse communities.	15	0
	Diversifies and expands the Downtown events calendar.	15	15
	Advertises beyond the West Michigan region.	10	0
	Family-friendly and offers activities for children.	5	5
Optimizes the Use of the Downtown 	Incentivizes mobility choices.	15	5
	The event is not fully enclosed or gated. If a gated event, the event allows patrons to enter, exit, and re-enter at will.	10	10
	Footprint of event does not include street closures.	10	5
	Utilizes many venues by scattering activities throughout other businesses and/or organizations within the Downtown.	5	0
	Includes the use of the Grand River.	5	0
Grows and Spotlights the GR Community 	Programmatic approach to inclusive and diverse activities.	20	20
	Teams up with local community partners, organizations or non-profits.	10	10
	Unique and distinctly Grand Rapids.	10	5
	Encourages the support of Downtown businesses.	10	0
	Spotlights local talent or interests.	10	10
	Uses local vendors and/or locally sourced products.	10	0
Total Points:		200	125

Additional Notes: _____



Application Instructions

Part 1. Event Organization Information

Organization Name: WEST MICHIGAN HOCKEY YOUTH FOUNDATION DBA: G.R. GRIFFINS YOUTH FOUNDATION

Mailing Address: 130 W. FULTON

Event Organizer Name: LYNN RABAUT

Best Contact Number: 616-970-5437 E-mail Address: director@griffinskids.org

Event Name: GRAT SKATE WINTER FEST

About Event: THIS IS A 34 HOUR LONG ANNUAL EVENT. WE OFFER A HOST OF FAMILY FRIENDLY, WINTER BASED, FUN ACTIVITIES AT ROSA PARKS CIRCLE.

Anticipated Attendance: 15,000

Event Location: ROSA PARK CIRCLE PARK

Date of Event: 1-23 + 1-24 2016 Start Time: NOON ON 1-23 End Time: 10pm on 1-24

- Is your event in good standing with the City of Grand Rapids and Downtown Grand Rapids Inc? Yes
- Has your event received all approvals from the City of Grand Rapids Office of Special Events (if held on public property) or from your private venue location? THE DATE HAS BEEN RESERVED WITH SPECIAL EVENTS. WE WILL GET ALL APPROVALS AS WE GET CLOSER TO THE EVENT
- Is the event (circle one) Free Ticketed Registered
- Is the Event Political or Religious or Affiliated to a Political or Religious Organization? NO

Event Grant Level You are Applying For (circle one): Upstart Major

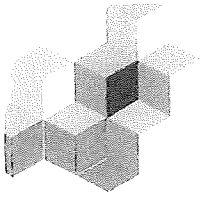
Total Funds Anticipated for the Event: \$20,000 APPROX NET

Funds Requested from DGRI: APPROX \$990 - \$1,000

Has this organization obtained event insurance? Yes X No WE WILL AS WE GET CLOSER TO THE EVENT

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.

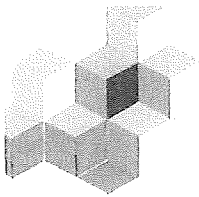


Part 2. Event Planning Information

In a separate document, please answer all of the following questions and attach it to the rest of your Event Grant Program Application when submitting to Downtown Grand Rapids Inc. (DGRI).

SEE ATTACHED

- Explain the events mission with details of the events activities.
- What active social media outlets are being used to advertise your event?
- In detail, please provide your advertising/marketing plan that will market broadly across diverse communities.
- Explain how your event diversifies and expands the Downtown events calendar. List all Downtown events that are happening on the date(s) of your event.
- Will you be advertising beyond the West Michigan region? If so, where will you be advertising? Please list all/any publications, websites, etc.
- Is the event family-friendly? If so, list what family-friendly activities and/or programming that will occur.
- Explain how your event incentivizes mobility options.
- Is the event footprint gated? If so, is it fully enclosed or does it allow patrons to enter and exit at will without penalty?
- Does your event close any streets or street lanes? If so, please list all streets that will be affected.
- Does the footprint of your event utilize other venues than just one? If so, list other venues where the event will be held.
- Does your event utilize or include the use of the Grand River? If so, how?
- Explain how your event plans on having a programmatic approach to inclusive and diverse activities.
- List all local community partners, organizations, and/or non-profits that the event is partnering with.
- Explain how the event is unique and distinctly Grand Rapids.
- Does your event encourage the support of Downtown businesses? If so, how?
- What (if any) local talent or interests will you be spotlighting during your event?
- Will there be vendors at your event? If so, what confirmed vendors are you using? What local vendors and/or locally sourced products will be used at the event?



Part 3. Budget Information:

A. Proposed Expenditures. Please list all expense items in the following layout. Other layouts will not be excepted and you will be asked to resubmit. Please attach your expenses layout to your application if the below space does not give you enough room needed to list all expenses.

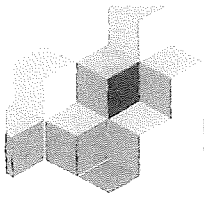
SEE ATTACHED

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

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

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

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



DOWNTOWN
GRAND RAPIDS INC.

Event Grant Application

Part 4. Special Event Grant Submission Signature Sheet

By submitting this 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 the application. 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 in a manner consistent with the Freedom of Information Act.

Event Organizer's Name and Title: LYNN RABAUT EXECUTIVE DIRECTOR

Signature: *Lynn Rabaut* Date: 7-23-15

Please submit application by mail, e-mail or in person.

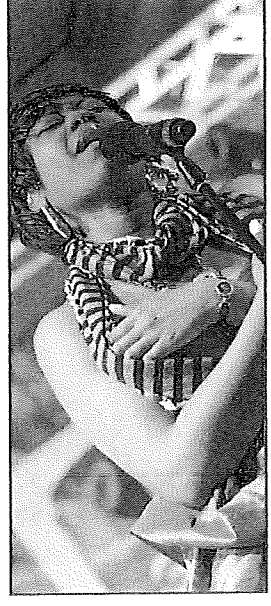
info@downtowngr.org

Downtown Grand Rapids Inc.

29 Pearl St. NW, Suite 1

Grand Rapids, MI 49503

For questions or more information, contact DGRI's Event Manager at 616.719.4610



**GRAND RAPIDS GRIFFINS YOUTH FOUNDATION GRANT APPLICATION REQUEST
GREAT SKATE WINTERFEST 2016**

The 14th annual Great Skate and the 7th annual Winterfest will be held on January 23 and 24, 2016 at Rosa Parks Circle. This event begins at noon on the 23rd and continues through the night until Sunday at 10 p.m. The Youth Foundation works with city staff, the GRAM, John Ball Zoo, the GR Public Museum and many other local organizations to bring a number of activities for families to Rosa Parks Circle so they can enjoy the outdoors and the wonderful outdoor ice rink. Visitors are entertained by Ice Sculptors and beautiful sled dogs and carriage rides are also available.

Beginning at 10 p.m. on Saturday, the Grand Rapids Griffins will have a Griffins player or staff person skate each hour for the following 24 hours. Thousands of people come out to skate with their favorite Griffins players.

While this event provides a source of revenue for our Foundation, our event also provides entertainment for people of all ages, races and gender. Our organization does not charge any fees to participate in our offerings. We also provide a ready-made crowd for local businesses. The Dog Pit stays open on Sunday when we hold this event. We believe it is the only Sunday they stay open because business is so good.

Our organization is responsible for set up, clean up, security and tear down of this event. Rosa Parks Circle allows us a venue that is open and easily accessible to everyone regardless of physical ability. We have always followed all city laws and secured all required permits. The fact that we are in our 14th year for this event shows that we are committed to providing entertainment to our community.

There are very few winter events downtown and we are pleased to be able to add this attraction to our community calendar. We partner with the Griffins, GRAM, John Ball Zoo, the City of Grand Rapids, the Public and Children's Museum and Safe Kids. We will continue to invite other partners to join our event.

Our event will be a success if we can add to the number of attendees, hold a safe event (no injuries) and increase the number of community partners and activities we host at this event.

We would appreciate help covering the costs incurred by the required city permits and fees for holding an event in one of their parks. We understand that we will need to submit receipts for costs incurred if this grant is requested. We would also appreciate help getting the word out about this event through your connection to local businesses.

Thank you for your consideration.

Lynn Rabaut
Executive Director
616-970-5437

GREAT SKATE/WINTERFEST 2016 EVENT GRANT APPLICATION
EVENT PLANNING INFORMATION

- **EVENT MISSION AND DETAILS:** While this event provides a source of revenue for our Foundation, our event also provides entertainment for people of all ages, races and gender. This event begins at noon on the 23rd and continues through the night until Sunday at 10 p.m. The Youth Foundation works with city staff, the GRAM, John Ball Zoo, the GR Public Museum and many other local organizations to bring a number of activities for families to Rosa Parks Circle so they can enjoy the outdoors and the wonderful outdoor ice rink. Visitors are entertained by ice skaters, sled hockey demonstrations, fat tire bike demonstrations, ice sculptors, artists, beautiful sled dogs, snow-boarding demonstrations, arts and crafts, animal education from John Ball Zoo, local history education from the GR Public Museum, bike safety tips from Safe Kids and carriage rides are also available.
- **SOCIAL MEDIA/ADVERTISING/MARKETING OUTLETS :** The GRGYF advertises in many major local event calendars including ExperienceGR, GRNow, and MLive. We receive some earned media the week of the event such as live shots or stories on all local TV stations, and MLive stories. As you can imagine the Griffins draw media who want to do stories about the players and how they feel about being a part of this event with the public. This year we will expand our reach to the El Vocero Hispano and the Grand Rapids Times.

The GSWF is also included in some radio interviews connected with the Griffins team. Griffins staff generate additional chatter, about the event, on a wide variety of traditional and social media through all the Griffins social media sites which include youtube, flickr, twitter, news releases and their web site.

This event is heavily advertised at the Van Andel during all Griffins games for about a week before the event.

One of the most popular things we do is invite all local media to skate during one hour of the Great Skate. Many radio and television personalities come and skate with our attendees.

- **DIVERSIFIING THE DOWNTOWN CALENDAR:** The only events currently on the Experience GR calendar for January 2016 are concert and theater events. We were the first organization to offer an annual outdoor winter event in downtown Grand Rapids. Your organization and the BOB have hosted winter events more recently but we do not believe either of these events are taking place in January.
- **ADVERTISING REACH:** We will not be advertising beyond the West Michigan region.
- **FAMILY FRIENDLY:** Our event is focused on family friendly things to do and see. The GRAM offers arts and crafts, the zoo bring animal pelts for the children to explore, the other museums in the area bring information about their organizations, there are sled dogs to pet, there is non-stop skating available and the families get a chance to skate with their favorite Griffins players.
- **MOBILITY OPTIONS:** Our event is free to the public so there is no way we can offer financial incentive for people who ride the bus or take an alternate means of transportation but we do offer sled skating for those with physical impairments.
- **GATED FOOTPRINT:** Our event is not gated.
- **STREET CLOSURES:** We do close Louis Street between Monroe and Ottawa (along-side the GRAM) so we can have our dog sled display.
- **OTHER VENUES:** Since we are focused on ice skating we are limited to RPC.

7 show bus routes

7 show
crane
display
noting

GREAT SKATE/WINTERFEST 2016 EVENT GRANT APPLICATION CONTINUED

- **INCLUSIVE/DIVERSE ACTIVITIES:** At the top of each hour on Saturday we host a variety of different ice related sports such as, figure skating, sled skating, synchronized skating, and broom ball. Our off ice activities include arts and crafts, snow dog sled rides and many other opportunities
- **LOCAL PARTNERS:** We partner with the GRAM, Griffins, Safe Kids, GR Public Museum, Children's Museum, John Ball Zoo, a local artist and a local ice sculpting company. We also have local high school and college hockey teams come out for our event.
- **UNIQUE/DISTINCTLY GRAND RAPIDS:** Our foundation has a partnership with the City of Grand Rapids. We rent our program ice exclusively from their facility and we provide all the skates for the public to use at no charge for skating at Rosa Parks Circle. We have held this event annually for over a decade and we were the only group holding an outdoor winter event for many years. We are a part of the Griffins Hockey organization which has called Grand Rapids its home for 20 years. We offer the opportunity for children to skate at no cost to their families and this event helps make that part of our mission a reality.
- **DOWNTOWN BUSINESSES:** Local businesses have helped up promote this event by placing posters in their windows. We know that people who come down for the event utilize the local restaurants and hotels. The Dog Pit opens on Sunday during our event because they receive so much business. With the thousands of people who visit our event we are confident that the business community sees increased sales from our visitors. *Do you have them to be included?*
- **LOCAL TALENT:** We use Ice Sculptors Inc. to do our ice sculptors, a local artist does caricatures, and we are looking for a local band who would be willing to play at the event. Given the time of year it is not easy to find a band who will play in the cold weather so we are working on a plan that will be more conducive to a band.
- **VENDORS:** We have not had (food) vendors in the past. We may consider using the food vendors that have a contract with the GRAM this year. *John Vendors*

GREAT SKATE/WINTERFEST 2016 EVENT GRANT APPLICATION CONTINUED

ACTUAL BUDGET AND SPONSORS FROM 2015

A. EXENDITURES

Budget item	DGRI Grant Funds	Other Funds	Total
City Fees/Security	986.60		\$ 986.60
Tent			\$3,600
Sled Dogs			\$ 900
Ice Carvers			\$1,500
Printing			\$ 450
Fundraising Incentives			\$1,350
Credit Card & Funding Page Fees			\$ 1,536
			\$10,322.60

B. INCOME

Funder	Amount	
Dan & Pam DeVos	\$ 5,000	SECURED FOR 2016
Founders Bank & Trust	\$ 1,000	
Executive Coach	\$ 1,000	
Centennial Securities	\$ 1,500	
Auto-Owners/Lighthouse	\$ 1,000	
Gilmore Collection	\$ 500	
City of Grand Rapids	\$ 3,445	
Player Pledges/Donations	\$16,276	
Silent Auction	\$ 2,337	
Total	\$32,058	

This is the post event budget from last year's event.

We will use the DGRI funds to offset the fees charged to us by the City to use Rosa Parks Circle.

We believe the costs for the other expenses will be similar for the 2016 event.

The income/funder part of the budget is less certain at this time although we expect the same level of participation from the businesses listed above. The Daniel and Pamella Devos Family Foundation funding has been secured but the other companies have not been approached yet for the 2016 event.

GREAT SKATE WINTERFEST 2016

LYNN RABAUT

970-437

Kimberly Van Driel

From: Griffins Youth Foundation Director <director@griffinskids.org>
Sent: Wednesday, August 05, 2015 4:17 PM
To: Kimberly Van Driel
Subject: Re: Event Grant Support

Follow Up Flag: Follow up
Flag Status: Completed

- What is your current demographic that attend the event? How do you plan to reach other demographics and other audiences to continue to diversify the attendance? We draw people from the Greater Grand Rapids area by inviting local colleges, high schools and the people attending the Griffins game the night of the event. The families that are in the foundation also attend and are from the Greater Grand Rapids area. We have people from Holland, Sparta and Lowell to name a few places. We will be expanding our advertising in papers to include Hispanic and other people of color.
- Do you promote public transportation in any way? Not really. I am not sure how we could do that. If you have ideas please let us know.
- Do you close the entire street on Louis or just a partial closure? Louis is closed along side of the Art Museum but the end where their employees pull in to park remains open so they can reach their parking. This does not really affect other businesses as there is a parking lot on the south side of the street and Leo's is ok with us closing the street. We use this area for the local Carriage company to get riders and for our sled dog trailer and their area to display their sport. We also pay for all the parking meters in that stretch and for the road barriers.
- Do you do any walks or hold any activities outside of Rosa Parks Circle. Such as a walk down by the river or over one of the bridges? We have not. We have talked about doing a dog walk/competition which we may be able to start at this event but there are no solid plans at this time. Purina may be interested in sponsoring such an event.
- Do you invite Downtown businesses to get involved in any of the programming, have a table, tent, etc.? We have tried to do a coupon card with local businesses but never received a positive response. I think most know there is a captive audience that will need to go somewhere to eat. Other businesses like the museums are obviously in attendance and our sponsorship packages offer table space for their company information but again none of our sponsors have taken us up on the offer.

We do use a local ice sculpting company and a local snow boarding company that comes to for demonstrations. All other entertainment is also local.

- I know you stated you do not use local food vendors, but do you use local vendors for equipment and other such things that are needed to put on your event? The tent companies in town have a premium for putting up tents in the winter so our vendor is by far the cheapest we have found. I would love to work with a local propane company to supply our propane but to date have not worked on that for this coming event. I will start that as soon as my next event is done this month. There is not much else we rent for this event.

If there is anything else you can think of for us to make this event better for our community - we are all for it. Just let me know what you think and I will see what we can do!

Thanks.

Lynn Rabaut
Griffins Youth Foundation
616-970-5437
www.griffinskids.org

MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: September 16, 2015

TO: Alliance for Vibrancy

FROM: Kimberly Van Driel
Special Events Manager

Agenda Item #7
September 16, 2015
AFV Meeting

SUBJECT: Request of Approval for Event Sponsorship Program and Application

In January 2014, the Alliance for Vibrancy (AFV) made it a priority to standardize its Event Grant Support Program in order to ensure that events seeking DDA event grant support are meeting outcomes based on the community's goals for special events happening within the Downtown. There needed to be a clearly defined way to evaluate events to ensure events are being measured against one another in a fair and consistent manner as well as being able to recognize that these goals are being met leading up to the event and afterward.

In April 2015, the AFV approved the recommendation of the new Event Grant Support Program. After nearly six months of trying out the new format, DGRI staff is recommending a more clear system to support events seeking financial support. This new system will still utilize the Special Events Optimization Process's event grading metric and criteria, but would provide even more of a standardized way to support events.

The new proposed Event Sponsorship Program will allow event organizers to apply for DGRI sponsorship dollars up to \$2,500 for their event. They would be required to provide an application with requested information including all of the event grading criteria, as well as their event sponsorship package. The sponsorship package should list out all opportunity levels for support and what it means to be a sponsor at each level.

This will ensure that these events are planning for additional sponsorships from other entities and shows that they are organized. This will also allow DGRI to fund more events, give the event more flexibility on DGRI sponsorship support, and simplify the decision making process. Financial support will now be decided specifically by DGRI staff and the AFV Chair.

The proposed Event Sponsorship Program and Application has outlined new event sponsorship levels, application submission, eligibility criteria, evaluation criteria, intercept surveys, and invoicing. The application is attached for AFV Board members review.

Recommendation:

Approve the Event Sponsorship Program and Application.

Attachment.



DOWNTOWN
GRAND RAPIDS INC.

Event Sponsorship Program and Application

29 PEARL STREET NW, SUITE 1
GRAND RAPIDS, MI 49503
616.719.4610

downtowngr.org

About Downtown Grand Rapids Inc.

Downtown Grand Rapids Inc.'s (DGRI) mission is to make Grand Rapids the most admired, emulated, attractive, and well-run city of its size in the nation- with an unsurpassed reputation as a forward-thinking, bright spot to watch for how to do 'Downtown'.

As a community-based organization, the foundation of DGRI is engaging the community and developing interorganizational partnerships that deliver successful outcomes. In addition to our staff, the DGRI model is one that involves more than 120 citizens of the greater Grand Rapids community in the organization's fiduciary boards, oversight Alliances, and steering committees - each one, an individual with their own voice and vision for Downtown.

For more information visit downtowngr.org.



About the Event Sponsorship Program

The Downtown Grand Rapids Inc. (DGRI) Event Sponsorship Program is designed as a means of encouraging the enjoyable use of Downtown Grand Rapids by people.

DGRI looks to support events that add energy, vibrancy, and cultural enhancement within the Downtown in order to brand Downtown Grand Rapids as a place of vitality, community, culture, and entertainment.

DGRI has created the Downtown Events Sponsorship Program to help assist events achieve community goals. Those goals were voiced through the City of Grand Rapids and DGRI's Special Events Optimization Process completed in 2014. Your Event Sponsorship Application will be evaluated and graded based on how your event meets the community's goals that are outlined within this document.

DGRI is invested in helping event organizers put on successful events within the Downtown. If DGRI decides to sponsor your event, we may have a third party administer Intercept Surveys during your event in order to gather quantitative feedback that can be used to measure on event outcomes.

Event Sponsorship and Application Process Overview

- Read the Event Sponsorship Program and fill out the Application to its entirety by submitting all paperwork and your event's sponsorship package information.
- DGRI staff will review your Application, and grade your Application based upon the Special Event Grading Metric.
- If your event is deemed a good fit for a potential

sponsorship, DGRI's Special Events Manager will be in contact with you about the next steps.

- If DGRI contacts you about the approval of the Event Sponsorship Application, you will then be given DGRI logos to add to collateral, discuss Intercept Surveys, a confirmation on the amount DGRI would like to support your event at, and information about invoicing.

Sponsorship Information

Event Sponsorship Levels

The Downtown Event Sponsorship Program offers two levels of event sponsorship support:

Major Sponsorship: Events that are from 1 to 19,999 people.

Signature Grant: Events that exceed 20,000 people.

Assistance Available

This program provides sponsorship assistance up to the designated amount listed below based on your event sponsorship level and your event's sponsorship package levels. Levels of support will be determined according to anticipated attendance.

Major Sponsorship: Up to \$2,500.00

Signature Grant: Taken on a case-by-case basis.

DGRI staff will make a recommendation for event sponsorship support determined by the results from the Special Event Grading Criteria (pg. 4-5).

DGRI reserves the right to decline any application. No event is guaranteed sponsorship.



Eligibility

In order to be eligible for a sponsorship, you must meet all of the criteria listed below. If you do not meet all of the following, your Event Sponsorship Application will automatically be rejected.

- The event and its organizers are in good standing with both the City of Grand Rapids and Downtown Grand Rapids Inc.
- The event has received all approvals from the City of Grand Rapids Office of Special Events (if the event is held on public property) or from the private venue they are looking to hold the event at.
- The event is free and open to the public.
- The event is not political or religious.
- The event date as not already occurred.
- The event is being held within boundary shown below.



Event Sponsorship Application Materials

When seeking event sponsorship, you must turn in the following information the DGRI's Special Events Manager:

- Your event's sponsorship package, including sponsorship levels, and corresponding benefits.
- DGRI's Application (attached to this document) and supporting information.

Event Grading Criteria

Your Special Event Sponsorship Application will be graded based on the community goals outlined within this application.

Each section outlines what you will be evaluated on as well as ideas on how to achieve that particular goal. The details are examples, not instructions, for demonstrating how to accomplish each goal.

(See pages 4-5 for a break down on the community's goals and event grading criteria that your event will be evaluated on).



EVALUATION CRITERIA

Through the Special Events Optimization public surveys and focus groups, the public has designated the following event criteria's as the most important for events seeking grant support.



ATTRACTS BROAD AUDIENCES

Occurs within the months of November-April (25 points):

The event falls within the months of November-April in order to help activate the public realm showing Downtown GR to be a 12 month, year-round, event destination. During the warmer season, event calendars are packed with all kinds of activities and events for the public to participate in. It is our goal to offer more activities during the colder months of the year in order to get people active within the Downtown.

Has an active social media plan that advertises the event (15 points):

The business/organization/event must have an active social media presence via Facebook, Twitter and/or Instagram that is used on a regular basis. The event organizer must put together a social media plan by showing posting dates/times and creates an event invite that can be shared. This could also include (but not limited to): advertising the event by purchasing ads, managing those ads, sharing your event on other organizations/businesses pages, advertising beyond the West MI region, and advertising to specific potential attendees.

Diversifies and expands the Downtown events calendar (15 points):

DGRI invests and support events that are unique to Grand Rapids offering an experience unlike other events. This helps to add an array of different types of events and activities appealing to new groups of people, showcasing that Downtown Grand Rapids has a little bit of everything for everyone. The event organizer contacts the City of Grand Rapids Office of Special Events (OSE) to verify what is on their calendar, looks at other community calendars such as the Downtown Grand Rapids Inc., Experience Grand Rapids, or GR NOW websites to see all the upcoming events in order to compare and share with us how your event is different than any other event happening within the Downtown.

Has an advertising plan that markets broadly across diverse communities (15 points):

The event organization plans to market and advertise in ways that reach a diverse audience by advertising in specific outlets. This could include (but not limited to): magazines, publications, radio stations, purchasing advertising on social media and selecting your audience to reach a diverse target demographic, partnering with organizations such as BL2END, LINC, Out Pro, Hispanic Chamber or college universities office of multicultural affairs, etc.

Advertises beyond the West Michigan region (10 points):

The event advertises and markets beyond just the West Michigan region in order to bring in tourists and out-of-towners. This is but one way we can show why Downtown Grand Rapids is a leading and up-and-coming city in the nation, helping to bring in people from other regions to experience our wonderful city. This could include (but not limited to): advertising in publications that have a reach beyond the West MI region, purchasing ads online at online publications such as Pure Michigan, Awesome Mitten, etc. or advertising on social media targeting specific regions.



OPTIMIZES THE USE OF THE DOWNTOWN

Incentivizes mobility choices (15 points):

The event incentivizes mobility choices by showing options on how to get to the event by highlighting bus, Silverline or bicycle routes. The event can show mobility efforts by offering an incentive for taking an alternative mode of transportation to get to the event such by public transit or bike. This could include (but not limited to): showing a map that clearly locates areas where bike parking is available, offering a discount/giveaway for those who show their bus pass at the event, providing bike parking or bike valet.



The event is not fully enclosed or gated. If a gated event, the event allows patrons to enter, exit, and re-enter at will (10 points):

The footprint of the event allows patrons to enter and exit at will. This allows event attendees the opportunity to experience other areas and attractions the Downtown has to offer while they are here for the event. This means they are not forced to stay in one location during their visit.

Footprint of event does not include street closures (10 points):

The event does not include any street closures for the event. If the event closes a lane, this will qualify as a partial closed street and receives only five points.

Utilizes many venues by scattering activities throughout other businesses and/or organizations within the Downtown (5 points):

The event hosts activities in a variety of locations rather than in just one specific location. Businesses or organizations can host an activity or part of the event within their space. This allows patrons to be able to experience more than just one location and experience other areas and attractions within the Downtown

Includes the use of the Grand River (5 points):

The event incorporates the use of the Grand River within some aspect of their event. This could include (but not limited to): using a route that goes around or over the river or utilizing Ah-Nab-Awen Park, Sixth St. Park, Canal Park, The Blue Bridge, Gillett Bridge or Lyon Square.



GROWS AND SPOTLIGHTS THE GR COMMUNITY

Programmatic approach to inclusive and diverse activities (20 points):

The event purposefully creates programming that can reach a diverse audience and offers specific activities that are inclusive. This includes (but not limited to): programming, performances, and activities that are different from one another so there is something for everyone.

Teams up with local community partners, organizations or non-profits (10 points):

The event partners with other organizations and businesses to help share their message, create a larger reach, and highlight other community organizations to share what they have to offer. These community partners could offer an activity at the event, help advertise the event, share revenues, etc.

Spotlights local talent or interests (10 points):

The event features local talent for part of their programming. This could include (but not limited to): singers, performers, artists, speakers, etc.

Uses local vendors and/or locally sourced products (10 points):

The event uses local vendors or vendors that use locally sourced products. Vendors are located within Grand Rapids Michigan. DGRl will provide a list of Downtown businesses that have expressed interest in vending Downtown events. If using food trucks, they must be local to Michigan.

Encourages the support of Downtown businesses (10 points):

The event reaches out to Downtown businesses for their involvement and gives them the opportunity to be involved in the event in some way. This could include (but not limited to): allowing them to have a table/booth at the event, offering a discount at their business or provide them with marketing collateral to help promote your event. We will provide you with a list of Downtown businesses that you can reach out to who have shown interest and openness in being involved in Downtown events. It is up to the discretion of the business if they would like to participate in your event.

Unique and distinctly Grand Rapids (10 points):

The event can be found in no other place than here in Downtown Grand Rapids. The event is not a copy of another event in another city but rather unique and specific to Grand Rapids. The event is a unique idea and does not try to imitate another community's culture by recreating the event here in GR. DGRl wants to help foster our own identity and culture that is distinctive and specific to Grand Rapids that and separates us from other cities.

Event Sponsorship Additional Info

Intercept Surveys

If your event is funded, DGRI may have a third party administer Intercept Surveys asking various questions to attendees at your event in order to gather qualitative feedback. By collecting Intercept Surveys at your event, DGRI is able to gauge various things like demographics, attendance, reach, transportation choices, age, gender, consumer spending, etc.

Invoicing

In order to receive payment, you will first need to be set up as a City Vendor by using the link below.

The link will take you to the instructions for registering in the City's purchasing system:

<http://grcity.us/fiscal-services/Purchasing-Department/Pages/Supplier-Registration-Instructions.aspx>.

Once you are set up as a City Vendor, you will need to let DGRI's Special Events Manager know what your event has been registered under and submit an invoice to Downtown Grand Rapids Inc.

Once an invoice is received, DGRI staff will submit your invoice to the City of Grand Rapids for payment. Payment reimbursement may take up to 30-60 days.





Application Instructions

Part 1. Event Organization Information

Organization Name: _____

Mailing Address: _____

Event Organizer Name: _____

Best Contact Number: _____ E-mail Address: _____

Event Name: _____

About Event: _____

Anticipated Attendance: _____

Event Location: _____

Date of Event: _____ Start Time: _____ End Time: _____

- Is your event in good standing with the City of Grand Rapids and Downtown Grand Rapids Inc? _____
- Has your event received all approvals from the City of Grand Rapids Office of Special Events (if held on public property) or from your private venue location? _____
- Is the event (check one) _____ Free _____ Ticketed _____ Registered
- Is the event political or religious or affiliated to a political or religious organization? _____
- How many year's has this event been put on? _____
- How many year's has your event received sponsorship or a grant from DGRI? _____

Event Grant Level You are Applying For (check one): _____ Major _____ Signature

Total Funds Anticipated for the Event: _____

Funds Requested from DGRI: _____

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 Package Information:

Please attach a copy of your event sponsorship levels and package information along with any impact report information you have about your organization, business or event.

Part 3. Event Evaluation Criteria Information

In a separate document, please answer all of the following questions and attach it to the rest of your Event Sponsorship Program Application when submitting to Downtown Grand Rapids Inc. (DGRI).

- Explain the events mission with details of the events activities.
- What active social media outlets are being used to advertise your event?
- In detail, please provide your advertising/marketing plan that will market broadly across diverse communities?
- Explain how your event diversifies and expands the Downtown events calendar. List all Downtown events that are happening on the date(s) of your event.
- Will you be advertising beyond the West Michigan region? If so, where will you be advertising? Please list all/any publications, websites, etc.
- Is the event family-friendly? If so, list what family-friendly activities and/or programming that will occur.
- Explain how your event incentivizes mobility options.
- Is the event foot print gated? If so, is it fully enclosed or does it allow patrons to enter and exit at will without penalty?
- Does your event close any streets or street lanes? If so, please list all streets that will be affected.
- Does the footprint of your event utilize other venues than just one? If so, list other venues where the event will be held.
- Does your event utilize or include the use of the Grand River? If so, how?
- Explain how your event plans on having a programmatic approach to inclusive and diverse activities.
- List all local community partners, organizations, and/or non-profits that the event is partnering with.
- Explain how the event is unique and distinctly Grand Rapids.
- Does your event encourage the support of Downtown businesses? If so, how?
- What (if any) local talent or interests will you be spotlighting during your event?
- Will there be vendors at your event? If so, what confirmed vendors are you using? What local vendors and/or locally sourced products will be used at the event?



Part 4. Event Sponsorship Submission Signature Sheet

By submitting this sponsorship 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. 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 sponsorship funding purposes, may be supplied upon request to any parties that request copies.

Event Organizer's Name and Title: _____

Signature: _____ Date: _____

Please submit application by mail or email.

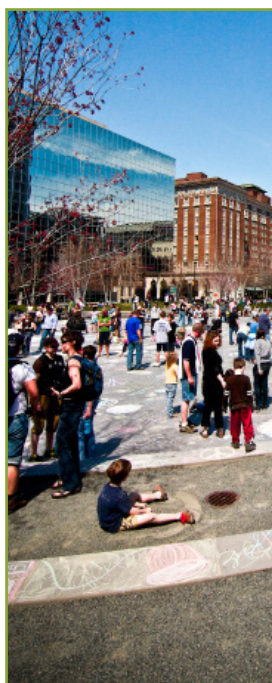
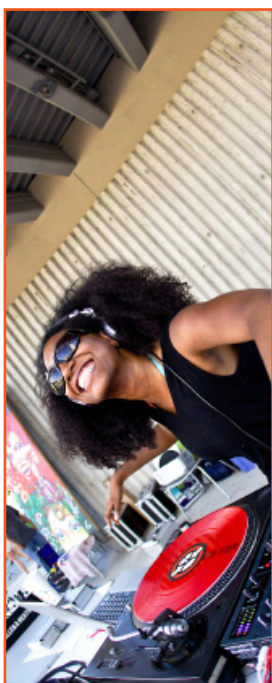
info@downtowngr.org

Downtown Grand Rapids Inc.

29 Pearl St. NW, Suite 1

Grand Rapids, MI 49503

For questions or more information, contact DGRI's Event Manager at 616.719.4610





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.:					
