

AGENDA

GOAL 5 ALLIANCE



Board Members:

Adrienne Brown-Reasner • Amanda Gielczyk • Amelea Pegman • Camie Castaneda • Chad LeRoux • Emily Evers • Evette Pittman • Karie Enriquez • Landon Jones • Lisa Knight • Luis Calderon • Nick Nortier • Reb Roberts • Shaun Biel • Stephanie Adams • Vaughn Stevens II • Trudy NGO-Brown • Derek Call • Katherine Williams • Alyson Mabie • Hannah Berry

January 17, 2019

3:00p – 4:30p

29 Pearl Street, NW Suite #1

1. Call to Order Adams
2. Meeting Minutes Approval (motion) Adams
3. Co-Chair Election (motion) Adams
4. Goal 5 Working Group Project Update and Future Projects (presentation) DGRI Staff
 - Placemaking
 - Place Management
 - Special Events
5. Van Andel Arena Plaza Temp. Improvements (handout) Van Driel
6. Rad American Women A-Z (handout) Berry
7. CREOS (presentation) Wong
8. FY 20120 Project Planning (activity) Van Driel
9. DGRI Staff Update
10. Alliance Members Update
11. Next Meeting – April 18, 2019
12. Public Comment
13. Adjournment



Goal 5 Alliance

November 15, 2018

1. Call to Order: Van Driel called meeting to order at 3:05pm.
2. Members Present: Stephanie Adams, Hannah Berry, Alyson Mabie, Amanda Gielczyk, Emily Evers, Reb Roberts, Derek Call, Evette Pittman, Katherine Williams, Lisa Knight, and Landon Jones.

Members Absent: Adrienne Brown, Amelea Pegman, Camie Castaneda, Chad LeRoux, Luis Calderon, Vaughn Stevens II, Trudy NGO-Brown, Karie Enriquez, Nick Nortier, and Shaun Biel.

Others Present: Andy Knight (MKSK), Jeffrey Pongonis (MKSK), Calder Alexander (Groundswell), Michael Coyle, Kara Peltier, SuLin Kotowicz, Kayleigh Kramer, Kristin Bennet, Rebecca Krenz, Nikos Monoyios, Mark Miller, Stephanie Wong, Megan Catcho, Kyama Kitavi and Amanda Sloan
3. Election of Goal 5 Alliance Chair: Moeller stepped down as Goal 5 Alliance Chair. Motion by Emily Evers to elect current co-chair Stephanie Adams as Chair. Supported by Amanda Gielczyk.
4. Van Andel Arena Plaza and Alley: Mark Miller welcomed Andy Knight and Jeffrey Pongonis with MKSK as well as Michael Coyle and Calder Alexander with Groundswell. Andy Knight introduced himself and the teams. He presented design models on Van Andel Plaza as well as the alleyway. Mr. Knight explained that we are early in these projects but are currently looking at materials and design for usability, safety, and engagement in these public areas. Some topics or items for discussion include lighting, seating, integrated security options and green infrastructure with grade changes as well as public art. Water features were talked about but not recommended as it is too close to the street and may cause a safety issue for young children. Mr. Knight opened the room for questions and invited attendees to introduce themselves. Brief introductions around the room. Mr. Pongonis stated he is excited to get feedback from such a diverse group and sees this as just the start of a great dialogue. Member stated 2 major elements that need addressed are curbs and smell from both the trash receptacles as well as smoking. Derek Call stated he sees this area as an upcoming entertainment district. Evette Pittman stated it would be ideal to have interactive features before and after events. Lisa Knight recommended mobile food carts with canopy lighting for evening gathering space in the alley and making the area smoke free while recognizing businesses need an area to collect trash. Katherine

MINUTES

Minutes-November 15, 2018

Williams stated lighting and safety at night should be considered. Historic buildings as well as contemporary buildings make up the area around Van Andel so it would be nice to somehow tie the two styles together. Nikos Monoyios would like to see the plaza stylized without restricting pedestrian traffic. Participant asked if cars would have access to ally or could tables be set up throughout. Kim stated our current liquor license does not allow alcohol to pass between establishments though that is potentially something that can be changed. At this point no vehicles would be allowed but that can be limited to certain times if preferred. Other desires for the area include a dog park, 4 seasons green space, seating, lighting, and food trucks. Kim Van Driel suggested rental kiosk space for small businesses to set up as a market or during festivals. Mr. Pongonis asked if there is a historical or cultural context that should be recognized. Grand Rapids is currently known as Brew City USA though is also recognized as Furniture City as well as River City. Mr. Monoyios recommended allocating a concentrated space for trash collection in order to mitigate smell. He suggested utilizing the small parcel that the DDA owns (area in front of Hop Cat) to influence the alley project and play off the Studio C construction for a seamless progression from Studio C to Fulton. Ms. Van Driel agreed and suggested reaching out to Rockford Construction for collaboration as they own the area up to the parking lot. Kristin Bennet, with Traffic Safety, stated the pedestrian crossing at Ottawa is an ongoing issue. Mobile GR owns the corner section of the plaza where many people gather as they wait to cross the road. Ms. Bennet believes straightening the road by shaving off that section of the plaza is the best solution. There is also a consideration to make the road one way or close that block off to traffic during events. Ms. Bennet suggested enticing more pedestrian traffic to side entrances of the arena to reduce the foot traffic of this intersection during events.

5. Calder Plaza Phase 1: Stephanie Wong presented models of Phase 1 of the Calder Plaza redesign. Progressive AE is the local consultant currently working on this project which addresses the SE corner of the plaza. We are looking at green space, pavilion canopy, and building options for a potential café space. The preferred design is meant to capture equity, beauty and curiosity and was transformed from feedback on four different concepts: Oculus, Earthen Berm, Folded Planes, and Hand Crafted. The aligned concept was created by taking the preferred elements of each of the four concepts. It contains an integrated stage, café, universal access to the plaza, additional seating, green space, and 2 restrooms. The building cover will be translucent or transparent though we do not have an exact material picked out; the hope is to incorporate lighting within. Another element that has been requested is elevators in the building that could be accessed from the parking garage below. Ms. Knight requested the ability to change lighting for special events, staging area for artists during events, outside fans or cooling systems during summer events, and water fountains. She also impressed the importance of electrical access and having staff on hand during performances that can access electrical boxes should the need arise. We are working with LiveSpace for direction on electrical needs. Ms. Pittman asked if there will be vehicle access. Ms. Wong stated a small car or golf cart access will remain. Mr. Miller stated April is likely when subcontractors will go to bid for this project. Construction start will be coordinated with the repainting of Calder, keeping in mind this plaza is the largest event space available downtown and shouldn't be offline all summer, especially with Lyon Square and Ah-Nab-Awen Park being under construction as well. Ms. Van Driel reminded the group to be prepared for a big stretch of construction all throughout downtown as the River Project gets underway.

MINUTES

Minutes-November 15, 2018

6. Goal 5 Working Group Project Update and Future Projects Our next meeting in January we will start budgeting for projects and events in 2019. Light Up Downtown will take place on December 1st. Filipino Perol project at Start Garden is on December 2nd. World of Winter project planning is underway and we are currently looking for local businesses would like to participate.
7. Alliance Members Update
Holiday Arts Market is also December 1st along with Pop Up Shops and Indy Flea Market. Lights on Creston tours local businesses from City Built to Creston on December 5th. OSE is opening the ice rink on November 23rd.
8. Next Meeting – January 17, 2019
9. Public Comment
10. Adjournment: Meeting Adjourned at 4:35 pm.

Minutes taken by:

Amanda Sloan

Administrative Assistant

Downtown Grand Rapids, Inc.

ACTIVATE THIS PLACE

PLACEMAKING GRANT FOR DOWNTOWN GR

CREATE
PLACES
FOR
PEOPLE



DOWNTOWN
GRAND RAPIDS INC.

downtowngr.org
info@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 inter-organizational 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.

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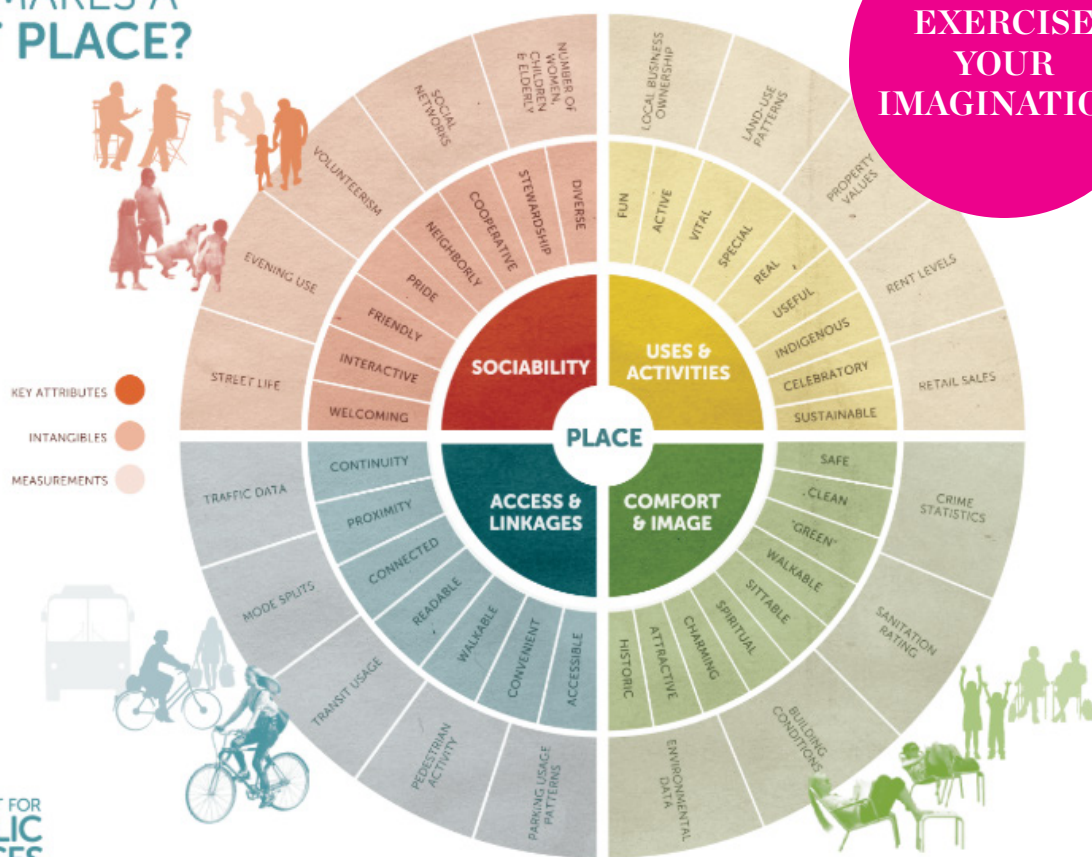
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What is Placemaking?

[MIT's Department of Urban Studies and Planning](#) defines placemaking as “The deliberate shaping of an environment to facilitate social interaction and improve a community’s quality of life”.

[Projects for Public Spaces](#) explains that “Placemaking inspires people to collectively re-imagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution”.

WHAT MAKES A GREAT PLACE?



About the Activate This Place Placemaking Grant Programs

DGRI offers grant support for activating public spaces to culturally enhance our community by building environments at the local level. The purpose of this grant is to engage the community to be proactive in identifying positive ways to improve the health and well-being of the community, while also providing a platform to be creative with space.

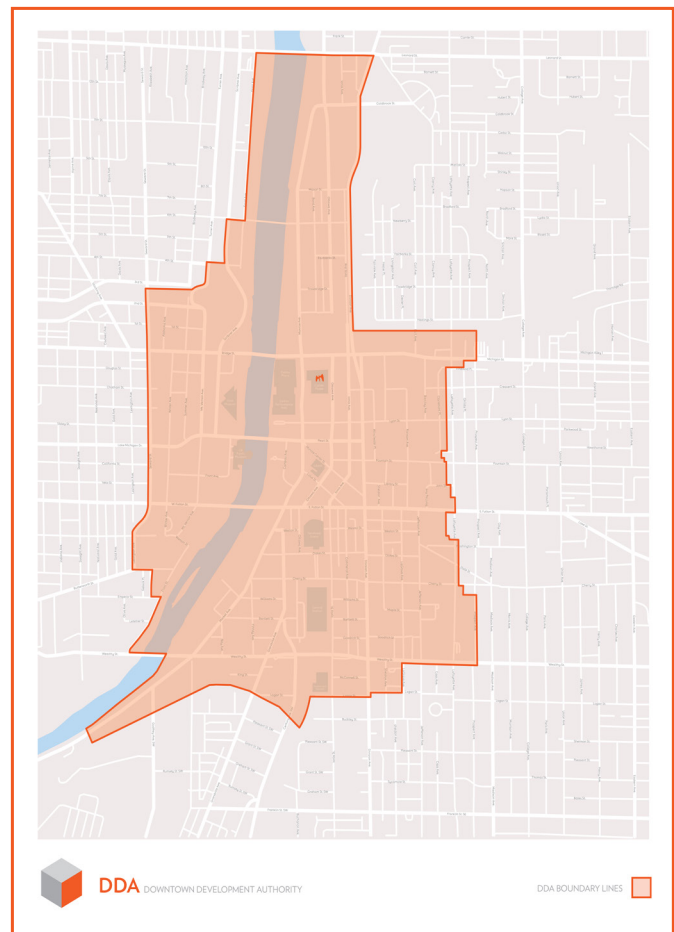
We are looking for creative solutions that transform our community and your Downtown!

GOALS

- Incorporate more art, culture, spaces and design within the Downtown
- Make our streets and spaces vibrant and livable
- Fostering stories of our Downtown neighborhood
- Give an opportunity for the public to get involved within the Downtown by using and contributing their own creativity
- Put ownership of public space back into the community
- Bring artists, art organizations, businesses, government and the community together to develop positive experiences

AREAS OF FOCUS

Key areas of focus include; public art installations, programming, and interactive initiatives through the Placemaking Grant, art installations through the Window Activation Grant, and providing a sense of place through the Parklet Grant, all in an effort to activate our public spaces.



**ALL PROPOSALS FOR GRANT
IMPLEMENTATIONS MUST BE HELD WITHIN
THE DDA BOUNDARIES.**

**TRANSFORM
A
SPACE**

PLACEMAKING GRANT

Funding Available Up To: \$5,000

The Placemaking Grant provides funding for temporary and semi-permanent installations outdoors on public and private property that affects and helps to activate the public realm that it surrounds. This program provides flexibility for creativity in unique spaces throughout the Downtown that are in need of some public space activation intervention.

Application Process:

There are two separate application terms listed below. Applications will be reviewed after that term is completed. Once the GR Forward Goal 5 Alliance reviews each application, they will make a recommendation for funding. Once a recommendation is made, DGRI will be in touch with you regarding funding for your application. If funding is approved for your proposed placemaking project, DGRI will work with you and the City of Grand Rapids and any private property owner to move the project forward.

Spring Submission Deadline: March 1, 2019

Fall Submission Deadline: September 1, 2019

We evaluate proposals based on:

- Inviting spaces • Creativity • Uniqueness
- Artistic diversity and representation
- Materials • Plan for installation and implementation
- Interactiveness • Maintenance • Quality



WINDOW ACTIVATION GRANT

Funding Available Up To: \$5,000

The Window Activation Grant provides funding for temporary installations of artwork that activate Downtown's street space by showcasing vacant storefront(s). Renting the space can be included as part of the funded grant. The program can engage available storefronts as retail business opportunities by spotlighting the talents of local artists. Engaging the right tenant will be critical for the success of this placemaking project.

Application Process:

There are two separate application terms listed below. Applications will be reviewed after that term is completed. Once the GR Forward Goal 5 Alliance reviews each application, they will make a recommendation for funding. Once a recommendation is made, DGRI will be in touch with you regarding funding for your application. If funding is approved for your proposed placemaking project, DGRI will work with you and the City of Grand Rapids and any private property owner to move the project forward.

Spring Submission Deadline: March 1, 2019

Fall Submission Deadline: September 1, 2019

We evaluate proposals based on:

- Inviting • Creative • Well lit • Unique materials
- Well branded • Organized • Clean • Eye-catching

Window Activation cannot include spaces that are:

- Indecipherable, provocative or controversial imagery and language
- Alter the facade in any capacity
- Encroach more than 6' of sidewalk clearance in the public right of way (if artwork is outside)

PARKLET GRANT

Funding Available Up To: 50% of project cost

A parklet re-purposes part of the street into a public space for people. Parklets are intended as aesthetic enhancements to the streetspace, providing an economical solution for the need for increased public open space. Parklets provide amenities like seating, outdoor dining, planting, bike parking and art. While parklets are funded and maintained by neighboring businesses, residents, and community organizations, they are intended to provide benefits to all users of the public rights-of-way.

Application Process:

For those interested in learning more about this program and requirements, please refer to [Grand Rapids Parklet Manual](#). Approved parklets shall be permitted for installation and approved through the City of Grand Rapids and the Downtown Development Authority (DDA).

Spring Submission Deadline: Applications accepted through May. Parklets may go out on public streets starting in April and must be removed by the beginning of November.



Downtown Areas In Need of Some T.L.C.

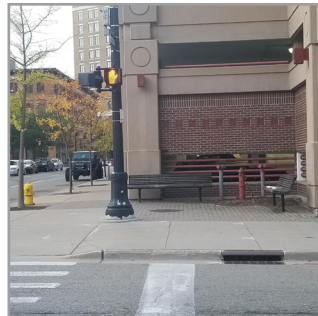
As any Downtown, Downtown GR is a living breathing organism with a pulse of its own that is forever changing. In order to help activate a space until a permanent change comes into play, placemaking initiatives are used to help generate activity to the area showing its potential.

LOCATION IDEAS FOR PLACEMAKING OPPORTUNITIES

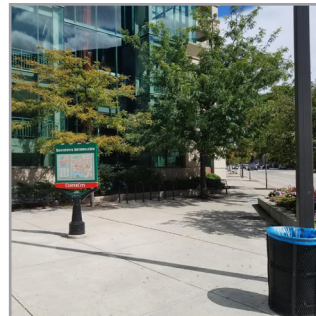
There are many areas within the Downtown district that could use enhancements. Some that we have identified are shown below. You can submit proposals for an area listed below or identify a location that you would like to activate that you have seen a need for a creative intervention as well.



Plaza on the corner of
Monroe/Lyon St.



Corner of Pearl and Ionia



Corner of Ottawa/Fulton St.



Louis Campau Promenade



Pipes like these are located all
throughout the Downtown



Wall 47 Williams St. SW
Ionia/Williams St.



Alley in between 120 and 111
Commerce Ave. SW



Retaining wall
Ionia/Wealth St. SW

LOCATION IDEAS FOR WINDOW ACTIVATION

Listed below are currently available storefronts that have been identified for activation (but not limited to):

- 89 Ionia
- 6 Jefferson
- 125 Ottawa
- 151 Ottawa
- 55 Ionia
- 38 Commerce
- 14 Weston
- 25 Ottawa
- 200 S Division
- 106 S. Division
- 115 S. Division
- 117 S. Division
- 20 E Fulton
- 240 Ionia
- 201 Michigan

ACTIVATE THIS PLACE

PLACEMAKING GRANT APPLICATION

Applicant Name: _____

Mailing Address: _____

Best Contact Number: _____ E-mail Address: _____

Website(s): _____

Public Space Activation Program you are applying for (check one):

☐ Placemaking Grant ☐ Window Activation Grant ☐ Parklet (separate application, refer to page 6).

Name of Placemaking Initiative: _____

Location of Project: _____

Tell us about the project and how the goals of the project align with placemaking initiatives (use a separate page if necessary):

Materials used: _____

Anticipated Start/Installation Date(s): _____

Anticipated End/De-installation Date(s): _____

Maintenance Plan: _____

***Attached to this application, please submit a rendering of the design/installation/site-map/mock-up and image of the location for the proposed project.**

Total Funds Anticipated for the project: _____ Funds Requested from DGRI: _____

ALL PROPOSALS FOR GRANT IMPLEMENTATIONS CANNOT BE
POLITICAL OR RELIGIOUS IN ANY WAY.

Please email your application to info@downtowngr.org

Downtown Grand Rapids Inc., 29 Pearl St. NW, Suite 1, Grand Rapids, MI 49503



Seasonal Public Space Activation Grant Program & Application

*Funds Available for Events & Programming
Happening October – April
In Downtown Grand Rapids*



DOWNTOWN
GRAND RAPIDS INC.

About Downtown Grand Rapids Inc.

Downtown Grand Rapids Inc. (DGRI) works to continually elevate Downtown GR as the best-in-class heart of an American city.

Toward this end, high quality public events and programming deliver four key outcomes:

- More dynamic public spaces
- Happier, healthier people
- Attract new, diverse audiences
- More economic activity

DGRI is especially interested in expanding programming and activities during the cold weather months. The goal is to make GR a more active winter city, which makes GR a more active year-around city.

About the Seasonal Public Space Activation Grant Program

DGRI is committed to and invested in helping event producers, artists and other public space activation innovators accomplish successful events and programming in Downtown.

Hundreds of events occur Downtown during the warm summer months. DGRI's Seasonal Public Space Activation Grant Program is intentionally focused on promoting more public events and programming during the winter to help establish Grand Rapids as a more vital 4-season city.

This Program is specifically geared to support events and activities that align with and achieve the community's public space activation goals. These goals were defined through the 2014 Special Events Optimization Process as well as the 2015 GR Forward plan of action for Downtown GR, specifically the Goal 5 ambitions to reinvest in public space, culture and inclusive programming.

Application Process Overview

Here's how the Seasonal Public Space Activation Grant Program works:

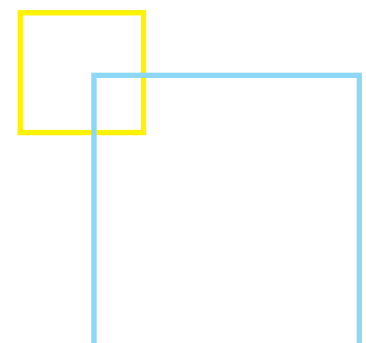
- Read this package of materials and complete the included application and submit to DGRI with all requested paperwork and the sponsorship information for your event or program.
- DGRI staff will review and score your application based on the Evaluation Criteria. (See enclosed)
- If your event/program aligns with community goals and ranks as a good fit for a potential sponsorship, DGRI will follow up with next steps.
- If your request is officially approved, DGRI will connect to confirm sponsorship level, discuss surveys and invoices, and any other relevant details.

Potential Sponsorship

DGRI staff recommendations for grant support are informed by how individual events and programming proposals align with the Evaluation Criteria. This program grants up to \$5,000 in assistance for high scoring ideas.

When applications for funding received exceed DGRI funds budgeted and available, DGRI may convene a committee of stakeholders, such as the GR Forward Goal 5 Alliance, to support decision-making.

DGRI also reserves the right to decline any application for funding. No event or programming idea is guaranteed sponsorship.



Eligibility

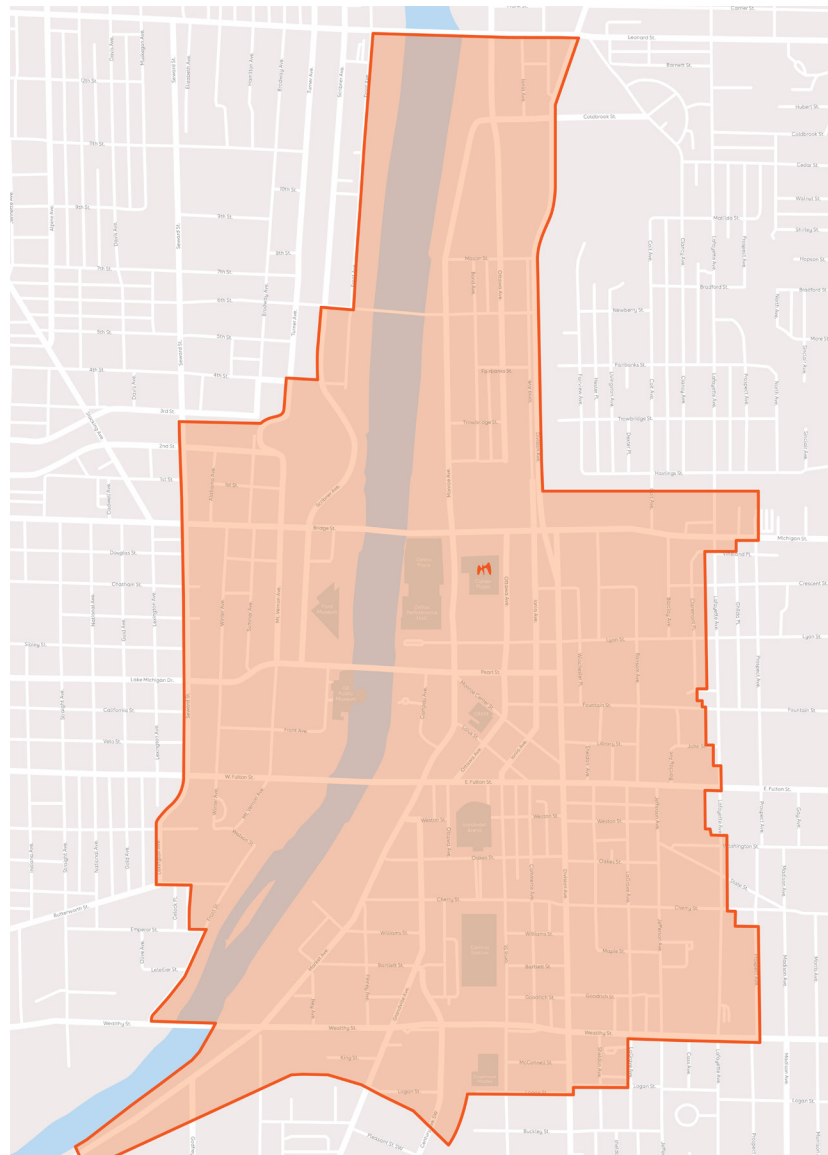
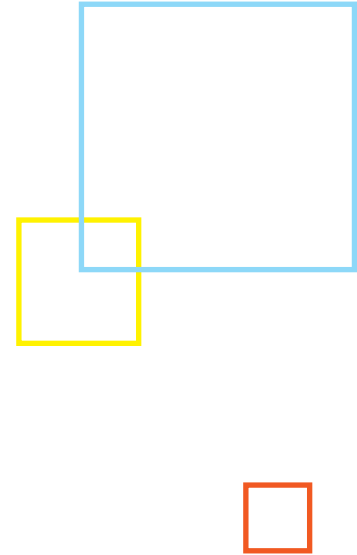
Applicants must meet all criteria below to be eligible for grant funds. Applications that do not meet all criteria will not be considered.

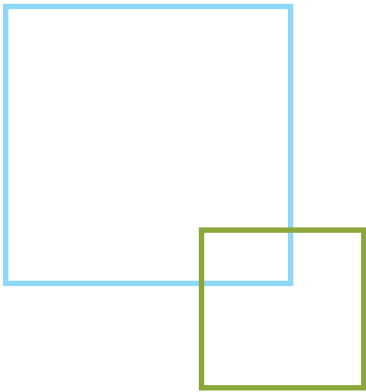
- ☐ The applicant/event organizer attended and completed the Event Management Program (EMP) Course hosted by the City of Grand Rapids and DGRI.
- ☐ The event/program and its organizers are in good standing with both the City of Grand Rapids and Downtown Grand Rapids Inc.
- ☐ The event/program has received all approvals from the City of Grand Rapids Office of Special Events and Parks Department (if held on public property) or from the private venue where the event will occur.
- ☐ The DGRI Seasonal Public Space Activation Grant Application must be submitted no less than 60 days prior to the event/program start date.
- ☐ The event/program is free and open to the public.
- ☐ The event/program is not political or religious in nature.
- ☐ The event/program date(s) has not already occurred.
- ☐ The event/program is held within the Downtown Development Authority district. (See map at right)

Application Materials

When applying for Seasonal Public Space Activation grant funds, please submit the following information to DGRI:

- ☐ Your sponsorship package, including sponsorship levels and corresponding entitlements.
- ☐ DGRI's Application (attached) and supporting information outlining the evaluation criteria listed on pages 4-5.
- ☐ If held on public property, please include a copy of your City of Grand Rapids Office of Special Events (OSE) application or proof that the Parks Department approved your event/program.





Evaluation Criteria

Application will be evaluated and scored based on the community goals outlined here.

Each section below details the evaluation criteria as well as ideas on how to achieve the particular goals. The details are examples, not instructions, for demonstrating how to accomplish each goal.

You will be graded on the evaluation criteria categories listed and will need to explain how you plan to accomplish each criteria metric based on your event/program goals and activities.



DGRI understands that not every event/program can do or meet every criteria listed. That is ok. This is not required to receive grant funds. The more applicants meet the criteria, the more points applicants receive. What's also important is following through on the criteria your event/program proposes to meet.



Events/programs also will be evaluated on the amount requested per anticipated attendee.

Applications must score a minimum of 100 points out of 300 to be considered for grant funds.

Additional Information

Intercept Surveys

If DGRI chooses to award grant funds to your event/program, we may have a third party administer Intercept Surveys asking various questions to attendees at your event in order to gather quantitative feedback. These types of surveys help DGRI gauge various things such as demographics, attendance, reach, transportation choices, age, gender, consumer spending, etc.

Invoicing

If DGRI chooses to award grant funds to your event/program, you must register as a vendor with the City of Grand Rapids. DGRI will provide instruction and we're happy to help.

You will submit to DGRI two invoices for sponsorship based on the sponsorship level DGRI approved. The first invoice will be for half of the agreed upon sponsorship level. After the event is held, you may submit a second invoice for the remaining half of the balance agreed upon.

Once you are registered as a City Vendor, notify DGRI of the registered entity and submit your invoice and all other appropriate documents.

Once an invoice is received, DGRI will initiate the payment process. Payment typically takes 30-60 days.



EVALUATION CRITERIA

You must score a minimum of 100 points out of 300 to be eligible for funding.

ATTRACTS BROAD AUDIENCES

Occurs within the months of October-April (30 points):

The event/program falls within the months of October-April in order to help activate the public realm, showing Downtown GR to be a 12 month, year-round, 4-season city event destination.

-30 points for events/programming happening in December, January and February

-20 points for events/programming happening in November and March

-15 points for events/programming happening in October and April

Happens outdoors (25 points):

The event/program happens outside within the public realm to help activate the space and add vibrancy.

Active social media platform (20 points):

The business/organization/event/program must have an active social media presence that is used on a regular basis. The organizer must put together a social media plan by showing posting dates/times and create an event/programming invites so that the event/program can be shared.

Has an advertising plan that markets broadly across diverse communities (20 points):

The event/program plans to market and advertise in ways that reach a diverse audience by advertising in specific targeted outlets. This could include (but not limited to); magazines, public library, neighborhood associations, targeted social media advertisements or teaming up with local organizations such as BL2END, LINC, LCC, Out Pro, West MI Pride Center, Hispanic Chamber, etc.

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

DGRI invests and supports events that are unique to Grand Rapids offering an experience unlike other events. This helps to add an array of different types of events, programming and activities that appeal to a wide range of audiences, showcasing that Downtown GR has a little bit of everything for everyone. The event/programming coordinator can contact the Office of Special Events, GR Now, and Experience GR to verify what is on their calendar.

Advertises beyond the West Michigan region (10 points):

The event/program advertises and markets beyond West MI in order to bring in tourists and out-of-towners. This is but one way we can show why Downtown GR is a leading and up-and-coming city and helps 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 channels targeting specific regions.

Family-friendly and offers activities for children (5 points):

The event/program has specific activities available for children to participate and engage in. This could include (but not limited to); activities provided by the Grand Rapids Children's Museum, Public Museum, Library, etc. or offering activities such as games, arts, interactive learning, etc.

OPTIMIZES THE USE OF DOWNTOWN

Activates a unique space and venue (20 points):

The event/program utilizes a space within Downtown that is not the typical normal location that helps to activate new and unique areas. This means the event does not happen at Rosa Parks Circle, The Blue Bridge or Ah-Nab-Awen Park.

Incentivizes mobility choices (15 points):

The event/program 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 as public transit or by 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.

Utilizes many venues by scattering activities throughout the Downtown at other locations (15 points):

The event/program 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 as well as other areas and attractions within the Downtown.

The footprint of the event/program does not include street closures (15 points):

The event/program 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.

The event/programming is not fully enclosed or gated (10 points):

The footprint of the event/program 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/program. This means they are not forced to stay in one location during their visit.

Green Initiatives (10 points):

The event/program is a zero-waste event by using both composting and recycling bins in addition to trash bins(10 points) or recycling bins in addition to trash bins (5 points).

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

The event/program 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, etc.

GROWS AND SPOTLIGHTS THE GR COMMUNITY

Unique and distinctly Grand Rapids (25 points):

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

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

The event/program 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. This could mean teaming up with women and/or minority owned businesses, various genres of music, dance, etc.

Encourages the support of Downtown businesses (15 points):

The event/program reaches out to Downtown businesses for their involvement and gives them the opportunity to be involved in the event in some way (this does not include asking them for sponsorship). 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.

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

The event/program 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 and share in revenues.

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

The event/program uses local vendors or vendors that use locally sourced products. Vendors are located within Grand Rapids Michigan.

Spotlights local talent or interests (5 points):

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

APPLICATION INSTRUCTIONS

Part 1. Event/Program Organization and Planning Information

Organization/Company Name: _____

Mailing Address: _____

Event Organizer Name: _____

Best Contact Number: _____ E-mail Address: _____

Event/Program Name: _____

About Event/Program: _____

Website(s): _____

Anticipated Attendance: _____ Location: _____

Date(s) of Event: _____

Start Time(s): _____ End Time(s): _____

Total Funds Anticipated for the Event/Program: _____

Funds Requested from DGRI: _____

Secured Sponsors: _____

Sought out Sponsors: _____

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. Eligibility Criteria:

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | •Have you attended and completed The City of Grand Rapids and Downtown Grand Rapids Inc. (DGRI)'s sponsored Event Management Program (EMP) Course? |
| <input type="checkbox"/> | <input type="checkbox"/> | •Is your organization/business in good standing with the City of Grand Rapids and DGRI? |
| <input type="checkbox"/> | <input type="checkbox"/> | •Has your event received all approvals from the City of Grand Rapids Office of Special Events (OSE) and Parks Department (if held on public property) or from your private venue location?
Please provide a copy of your OSE application as well as your Sponsorship Package when submitting this application. |
| <input type="checkbox"/> | <input type="checkbox"/> | •Is your event/program less than 60 days out? |
| | | •Is the event/program (check one) <input type="checkbox"/> Free <input type="checkbox"/> Ticketed <input type="checkbox"/> Registered |
| <input type="checkbox"/> | <input type="checkbox"/> | •Is the event/program political or religious or affiliated to a political or religious organization? |
| | | •How many year's has this event/program been put on? _____ |
| | | •How many times has your event/program requested sponsorship or a grant from DGRI? _____ |
| | | •How many times has your event/program received sponsorship or a grant from DGRI? _____ |

Part 3. Event Evaluation Criteria Information

In a separate document, please answer all of the following questions in a bulleted list (like the following) with each question and your answer. Attach that document to the rest of your Event and Programming Sponsorship Program Application.

- Explain the event's/program's mission with details of all activities.
- Does the event/program happen outdoors in the public realm?
- What active social media outlets are being used to advertise your event/program (list all)?
- In detail, please provide your advertising/marketing plan that will market broadly across diverse communities (list all publications, areas of advertising marketing, etc)?
- Explain how your event/program 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 (list all)?
- Is the event/program family-friendly? If so, list what family-friendly activities and/or programming that will occur.
- Explain how your event/program incentivizes mobility options.
- Is this event a zero waste event/program? If so, what company/organization are you contracting with?
- Is the event/program footprint gated? If so, is it fully enclosed or does it allow patrons to enter and exit at will without penalty?
- Does your event/program close any streets or street lanes? If so, please list all streets that will be affected.

- Does the footprint of your event/program utilize other venues than just one? If so, list other venues where the event will be held or take place.
- Does your event/program utilize or include the use of the Grand River? If so, how?
- Explain how your event/program plans on having a programmatic approach to inclusive and diverse activities (list all activities, band/entertainment set list, etc).
- List all local community partners, organizations, and/or non-profits that the event is partnering with.
- Explain how the event/program is unique and distinctly Grand Rapids.
- Does your event/program encourage the support of Downtown businesses? If so, how? What Downtown businesses have signed up to participate in the event?
- What (if any) local talent or interests will you be spotlighting during your event/program (please list)?
- Will there be vendors at your event/program? 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/Program Package Information:

Please attach a copy of your event/program sponsorship levels and package information along with any impact report information you have about your organization, business or event. Attach your OSE application (if applicable).

Part 5. Event and Programming 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 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/Program Organizer's Name: _____

Title: _____

Signature: _____ Date: _____

Please submit application by mail, email or in person.

info@downtowngr.org

Downtown Grand Rapids Inc.

29 Pearl St. NW, Suite 1

Grand Rapids, MI 49503

