



## Belleville Downtown Development Authority

### **COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES**

Adopted December 2015; amended 2020 and 2021

The DDA is seeking a partner relationship with event presenters to help promote Belleville's Downtown on the Lake including Local Businesses.

I Local Organizations planning to present a public event(s) in Downtown Belleville may submit an application for funding in accordance with these Guidelines.

The Belleville DDA intends to support qualified downtown events with *funding not to exceed \$2000 per organization*. Applications must be received by the **deadline: January 31 each year**. Funding recommendations are reviewed as part of DDA budget for the fiscal year July 1 – June 30.

*OR DDA Mini-Grant requests may be reviewed during the fiscal year. Mini-grant maximum funding up to \$1000 per organization; Due the first of the month for review at the next DDA meeting.*

II To qualify for Belleville DDA funding events **must:**

- **Include participation of local downtown businesses**
- **Market the event as well as promote Belleville's Downtown**
- The presenting organization must show sponsorships from others in the community/region towards the total cost of the event
- Take place within the DDA Downtown District
- Be open to the public
- Preference will be given to events which attract a diversity of participation

III Community Organizations receiving Belleville DDA funding **must comply with the following:**

- **DDA monies awarded must be used towards marketing the event, Belleville's Downtown, and Local Businesses.**
- All necessary insurance and security must be provided by the event.
- Event organizers must work with City of Belleville City Council/Administration /DPW/Police and Fire on road closures, use of public space and services, and other issues. Event organizations must receive City Council approval for their Special Events Application.
- Event must use the DDA logo on all materials and to link to the DDA website (if applicable).
- Event organizer must complete an Application Form and provide contact information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers.
- Organizations receiving DDA event funding must submit a written final report on the events and how DDA funds were used prior to consideration of a new application. Funded organizations may be asked to appear and submit their report at a DDA meeting following the event.

IV Please use the Community Events Funding Program Application Form to submit funding requests.

- Forms can be downloaded from the DDA website: <https://bellevilleonthelake.com/dda/>
- Complete applications should be mailed or dropped off at the DDA office, City Hall, 6 Main Street, Belleville MI 48111 no later than the posted deadline.

*NOTE: The Belleville Downtown Development Authority Board reserves the right to waive all or any part of this policy under special exigencies to be specified and determined by a two thirds 2/3 majority of the Board.*



Date received _____
Meeting review date _____
Recommendation: _____

**BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY**

**APPLICATION COMMUNITY EVENTS FUNDING PROGRAM**

*Please Review Attached Guidelines*

**DUE JANUARY 31 annually for maximum funding up to \$2000**

*OR Due the first of the month for DDA mini-grant review at next DDA meeting; Mini-grant maximum funding up to \$1000*

**ORGANIZATION REQUEST FOR DDA FUNDS**

Please review the attached Community Event Funding Program Guidelines. Reply to each section completely; *additional sheets may be attached.* Application forms may be downloaded from the DDA website <https://bellevilleonthelake.com/dda/>

**Submit complete application** to the DDA office, City Hall, 6 Main Street, Belleville, MI 48111 by the posted deadline. For assistance call the DDA office at 734-646-0504.

Submission Date Click or tap here to enter text.

Name of Organization Click or tap here to enter text.

Organization Address Click or tap here to enter text.

Contact Name Click or tap here to enter text. Phone Number (s) Click or tap here to enter text.

Name of person(s) in charge of event Click or tap here to enter text.

**I ORGANIZATION MISSION OR PURPOSE** Click or tap here to enter text.

## II DDA FUNDING HISTORY

- A. Is this the first time you've applied for DDA funding for this event? Y  N
- B. If Yes, how many times have you applied previously? [Click or tap here to enter text.](#)

*NOTE: Organizations which received DDA event funding previously, must make a final written report on the event including how DDA funds were used prior to consideration of a new application.*

## III EVENT DESCRIPTION

Event Name [Click or tap here to enter text.](#)

Event Date(s) [Click or tap here to enter text.](#)

Location [Click or tap here to enter text.](#)

Event Description/ Activities Planned:  
[Click or tap here to enter text.](#)

## IV DOWNTOWN BENEFIT

- A. How the proposed activity will benefit Belleville's Downtown and Local Businesses:  
[Click or tap here to enter text.](#)
- B. List Local Businesses involved, include How Businesses are participating in the event.  
[Click or tap here to enter text.](#)

## V PROMOTION and PUBLICITY

- A. How many participants expected: [Click or tap here to enter text.](#)
- B. Participant demographics (ages, special interests, where coming from, etc.):  
[Click or tap here to enter text.](#)
- C. List your methods to advertise and promote the event, plus Downtown and Local Businesses:  
[Click or tap here to enter text.](#)

**VI BUDGET** *Note: Please attach an Itemized Budget for the Event to Your Application.*

Budget Summary:

<b>TOTAL COST of EVENT</b>	\$ Click or tap here to enter text.	
<b>TOTAL INCOME PROJECTED</b>	\$ Click or tap here to enter text.	
<b>DDA FUNDS REQUESTED***</b>	\$ Click or tap here to enter text.	
<b>LIST NAMES of ADDITIONAL INCOME SOURCES</b> (If you need more space, include income detail in your attached budget)	<b>AMOUNT</b>	<b>CONFIRMED?</b> Yes or No
	\$ Click or tap here to enter text.	Y <input type="checkbox"/> N <input type="checkbox"/>
	\$ Click or tap here to enter text.	Y <input type="checkbox"/> N <input type="checkbox"/>
	\$Click or tap here to enter text.	Y <input type="checkbox"/> N <input type="checkbox"/>
	\$ Click or tap here to enter text.	Y <input type="checkbox"/> N <input type="checkbox"/>

\*\*\* DDA funding must be used towards marketing the event, Belleville's Downtown, and Local Businesses.

**VII FUNDING RECOGNITION**

Tell us how the DDA's participation will be recognized? Click or tap here to enter text.

**VIII CITY OF BELLEVILLE EVENT APPROVAL**

Have you submitted a Special Event Application to the City of Belleville for approval? Y  N

Has your Special Event Application to the City been approved by Belleville City Council? Y  N