

City of Monroe Downtown Development Authority (DDA)
FY 2008-2009 Special Projects Funding Request Program Guidelines

Guidelines and Applications available:	1/28/2008
Funding Period:	Fiscal Year - 7/1/08 to 6/30/09
Application Deadline:	60 days prior to event date <i>(Postmark dates or applications transmitted by fax are unacceptable.)</i>
For general information or assistance:	Contact the DDA Director at 734-240-2458
Submit complete application by 4 p.m. on the deadline date to:	Director, Monroe Downtown Development Authority 118 E. Front Street Monroe, Michigan 48161

The Monroe DDA reserves the right to revise information published in these guidelines and application form.

Program Objective

The Special Projects Funding Request Program is designed to support special events, festivals, and/or projects taking place between in Fiscal Year 2008-2009 (between 7/1/08 and 6/30/09) in the DDA District of the City of Monroe. The program provides limited grants/funding to organizations, which have an established reputation for excellence and credibility, are capable of attracting visitors and customers, and that will positively impact the perception of Downtown Monroe as a dynamic cultural community and as a destination for shopping, entertainment, and tourism.

Eligibility

- The special project must be, as its primary purpose and function, directly beneficial to Downtown Monroe as defined by the mission of the Monroe DDA, which is “to enhance the quality of life and develop a positive image of Downtown Monroe for residents, businesses and visitors by promoting cultural and economic growth in the downtown area.” The Special Event must be opened to the general public.
- The special project should be capable of attracting visitors and/or shoppers to Downtown Monroe on a local, regional or national level and address one or more of the following: the visual and performing arts, history, historic preservation and folk life, the sciences, education, the literary and media arts, and community building.
- The organization must have a reputation for excellence and credibility.
- The organization must submit the completed application and any supplemental materials at least 60 days prior to the special project date.
- Special projects must take place within the DDA’s fiscal year (7/1/08 to 6/30/09) for which they are approved (July 1, 2008 – June 30, 2009). The Grant carries no commitment for future support beyond the time of the program, project or event. The application must be submitted every year for every event.
- Allowable Grant Expenditures including but not limited to: production costs related to the Special Project, Honorariums, Equipment Rental and Expendable materials, Marketing Efforts and Collateral.
- Non-allowed Grant Expenditures including but not limited to: purchase of “bricks and mortar” or permanent equipment (unless the purchase price is less than the cost of rental), Debt reduction, Travel or transportation costs for staff travel expenses, Programs or activities outside of DDA District, Social / Fundraising events, Income generating events for an organization other than the grantee, Hospitality costs including decorations or affiliate personnel with the exception of Artists, Cash prizes, Lobbying or propaganda materials, and Charitable contributions.
- An in person consultation with the Promotions Committee may be required prior to Grant approval.

Compliance Requirements and Release of Funds

- The grantee must submit the Final Report Form within forty-five (45) days of the project completion date. Failure to do so will result in future support requests to be denied.
- Grant funds not encumbered (contracted for) by the end of the DDA's fiscal year in which they were awarded, or for which a project extension has not been approved, shall revert to the Monroe DDA on June 30, 2009.
- The grantee must include the following credit line in all promotional and marketing materials related to this grant including web sites, news and press releases, public service announcements, broadcast media, event programs, and publications: "With the support of the Monroe Downtown Development Authority."
- The grantee must also use the official DDA logo in marketing materials whenever possible. Please contact the DDA Director to request the electronic logo file.

Funding

- The DDA Special Projects Funding Grant shall not be considered the sole source or the major source of funding for the proposed project. Applicants should seek additional funding from private and/or public sectors.
- Requests may be submitted up to \$2,500.00. The DDA reserves the right to review funding requests in excess of \$2,500.00 if they deem the special project will significantly impact the DDA District.

Evaluation Criteria - In addition to items stated above, eligible applicants to the program will be evaluated by examination of the following five criteria:

- 1) Administrative Ability
 - Financial stability of the organization
 - Completeness and clarity of application and attachments
 - Feasibility of accomplishing the project as described
 - List of Board Members and Officers
- 2) Project Quality
 - Sophistication of Special Project
 - Quality of artistic participants, entertainment and/or programs
 - Overall coherence and thoroughness of all programming efforts
 - Year-to-year development of overall event, program components, and reputation
- 3) Anticipated Special Project Impact
 - Degree to which the project earns local, regional, or national recognition and attracts shoppers and visitors at those levels.
 - Impact on Downtown Monroe's growing reputation as a dynamic cultural community with excellent cultural and special events
- 4) Marketing Strategy Impact
 - Effectiveness of advertising and promotional plan
 - Degree to which the organization/project comprehensively and innovatively promotes Downtown Monroe as a shopping and visitor destination
 - Past success of the organization's marketing strategies
 - Examples of promotional materials and scope of past marketing efforts.

5) Fiscal Management

- The degree to which the budget is reasonable and prudent
- Broad base of financial support
- Substantiated support from private and/or public sector.

Application Review Process

- Upon submission the DDA Promotions Committee and DDA Director will review applications for technical eligibility and compliance.
- The DDA reserves the right to accept or reject any and all submittals. It also reserves the right to investigate the financial capability, reputation, integrity, skill and quality of performance under similar operations of each respondent.
- Grant recommendations from the DDA Promotions Committee are then presented to the Monroe DDA Board for approval. The Board's decision is considered final.
- Applicants will be notified of award by mail immediately following the Board's decision. The grant award and Final Report Form will be included.
- **IMPORTANT:** The grantee must submit the Final Report Form within forty-five (45) days of the project completion date. Failure to do so will result in future support requests to be denied.

City of Monroe Downtown Development Authority (DDA)
FY 2008-2009 Special Projects Funding Request Program Application

- Applications are due 60 days prior to the date of the Special Project.
- All requested information and attachments (such as brochures, advertisements, and articles) must be complete at the time of application. If a question does not apply to your organization mark "N/A".
- Application formats may not be altered or manipulated in any way. Please submit the application in a typed format.
- Mail your completed application to the Director, Monroe Downtown Development Authority, 118 E. Front Street, Monroe, MI 48161. Don't transmit your application by fax or e-mail.
- Keep a copy of the completed application for your records

Special Project Title: _____ Amount Requested: _____

Project Location: _____

Project Time: _____ Project Begin Date: _____ Project End Date: _____

Organization Information:

Name: _____ Phone #: _____

Address: _____ Fax #: _____

City: _____ State: _____ Zip: _____ e-mail: _____

Website: _____

Director Information:

Name and Title: _____ Phone #: _____

Fax #: _____

e-mail: _____

Project Contact Information:

All correspondence will go to this person. They should be knowledgeable about the project, organization and budget. They should be able to be reached during office hours 9 a.m. to 5 p.m. weekdays.

Name and Title: _____ Phone #: _____

Fax #: _____

e-mail: _____

Organization Officers and Directors:

_____	_____
_____	_____
_____	_____

Please include any information that might be pertinent in the following questions. If you need additional space please attach additional sheets of paper if necessary.

Describe the Special Project:

How will this project / event benefit the Monroe Downtown Development District?

How many persons will this project / event serve and how will you document participation?

How do you plan to market the Special Project?

Other Sources of Funding:

Source	Amount Requested	Approved			Amount Approved
		Yes	No	TBD	
	\$	YES	NO	TBD	\$
	\$	YES	NO	TBD	\$
	\$	YES	NO	TBD	\$
	\$	YES	NO	TBD	\$

Other sources from whom you will apply to for consideration of financial support for this Special Project:

Budgeted: Project Expenditures		Source of Funding				
		DDA Funds	Applicant's Funds	Cash	In-Kind	Total
A.	Personnel					
	Administrative					
	Artistic					
	Technical					
	Other					
B.	Facilities					
C.	Supplies/materials					
D.	Equipment					
E.	Promotion / Printing					
F.	Travel / Lodging					
G.	Other					
H.	TOTALS EXP					

Budgeted: Project Revenues			
A.	Amount requested from the Monroe DDA		\$
B.	Earned Income and Cash Contributions		
	1 Admission/Fees	\$	
	2 Organizational Funds	\$	
	3 Individual Donations	\$	
	4 Business Contributions	\$	
	5 Foundations	\$	
	6 Local Government	\$	
	7 Other	\$	
		Sub Total	\$
C.	In-Kind Revenues		\$
D.	TOTAL REVENUES		\$

Mail Completed Application to:
 Director, Monroe Downtown Development Authority
 118 E. Front Street
 Monroe, Michigan 48161