



DOWNTOWN MEMPHIS COMMISSION Events, Animation & Activation Grant

Supporting events, art, creative-placemaking, and social and professional engagement in Downtown Memphis



For projects taking place July 1, 2018 – June 30, 2019

Funded and presented by:



**DOWNTOWN
MEMPHIS
COMMISSION**

Downtown Memphis Commission
114 North Main Street, Memphis, TN 38103 | 901-575-0561
DowntownMemphis.com | DowntownMemphisCommission.com

Downtown Memphis Commission: Events, Animation, and Activation Grant

Downtown Memphis is meant to be an interesting, engaging and beautiful shared place for all those who live, work, learn and explore in the region. To make Downtown the most vibrant place it can be, the Downtown Memphis Commission (DMC) believes in empowering creative and energized people with inspired ideas by allocating resources and facilitation they need to bring their ideas to life.

DMC is seeking applications for Downtown Events, Animation, and Activation Grants to support events, art, creative placemaking, and social and professional engagement that celebrate the Memphis spirit and culture within Downtown. We are looking for projects that will add vibrancy to our streets and public spaces, bring together diverse groups of people, add excitement and energy to the environment, and get people talking and thinking about our city in new ways.

Funding for selected projects will be allocated for projects taking place between July 1, 2018 and June 30, 2019. Grant allocations will be made on a first-come, first-served basis until funding has been depleted so the earlier you submit an application in the year, the better your chances are at securing funding. Maximum amount awarded under this grant is \$5,000.



Rules

- This grant is designed for inventive events, public art installation, creative placemaking projects, and social or professional engagement.
- The **event or project must be within the Downtown Memphis boundaries**, with special consideration for events and programming located within the Downtown Core and particularly on Main Street Mall.
- Grants must be used **for production, supplies, marketing**, and/or operational expenses. Organizational staffing fees are excluded.
- Applicants should discuss the project with DMC staff prior to submitting an application to determine if it would be eligible for funding. Grantees must apprise DMC staff of progress throughout the duration of the project as requested.
- Applicants will be informed of the committee's decision within two weeks of receipt of the completed application. The committee reserves the right to grant funds in any amount or to deny an application based on its assessment of the number of applications received per funding cycle, the availability of funds, nature/type, artistic contribution, or economic impact of the project, and/or for any other reason.
- **No project will be eligible to receive Grants for more than three consecutive times.** Grants submitted consecutively for the same project will be allocated at a diminishing level.
- Upon award, **the grantee agrees to acknowledge Downtown Memphis Commission** as determined appropriate by the Downtown Memphis Commission, **in all publicity, marketing, and promotions** related to the project. Failure to include Downtown Memphis Commission logo and branding in marketing may result in loss or partial loss of granted amount.



About the Money

The amount of funding is determined by an allocation committee based on evaluation criteria (following). The committee will also look at funding needs based on anticipated project expenses and revenues to determine the need for the grant, with the \$5,000 the maximum amount offered through this grant. The granted amount will generally not exceed 25% of the total project budget (excluding personnel and staff expenses).

Grantees may request 50% of the funds up front and the final 50% after submission of all final reports; or, total funds may be requested upon completion of the event and upon receipt of appropriate final reports, including appropriate recognition of grant in marketing materials. Sorry, absolutely no exceptions to this policy.

All disbursed funds must be returned if the project/event is canceled or does not take place for any reason.

Projects or events requiring more than two months to complete require the submission of an interim report.

A post-event report (including the number of attendees, marketing recap and photos of the event) and a final expense report are due no later than two months after project completion. Funds may be retained if reports are not submitted within this time and do not contain the information required.



Evaluation Criteria

Project funding will be determined by an analysis of the committee on the following criteria.

1. Project goals:

- Lends street-level animation and vibrancy to Downtown Memphis
- Has potential to reach an audience not already served
- Offers potential for community involvement as shown by size, scoper and/or diversity of audience

- Stability of applicant as reflected by:
 - Realistic budget projections with tight controls on administrative costs
 - Experience of individuals and/or organizations involved in similar projects
- Marketing plan for project

2. Artistic or Cultural Contribution:

- Innovation and creativity in programming
- Responsiveness to current and future Downtown trends

- Unique activation of space

3. Economic Impact:

- Potential for positive economic impact on Downtown businesses
- Potential for increased exposure of the Downtown business community to a larger metropolitan or regional audience

Questions? Contact Penelope Huston at huston@downtownmemphis.com or (901) 575-0561



Downtown Memphis: Events, Animation, and Activation Grant APPLICATION

Funding for selected projects will be allocated for projects taking place between July 1, 2018 and June 30, 2019. Grant allocations will be made on a first-come, first-served basis until funding has been depleted so the earlier you submit an application in the year, the better your chances are at securing funding. Applicants are encouraged to contact DMC to discuss projects before applying. Contact for questions and application submission: Penelope Huston at Downtown Memphis Commission, huston@downtownmemphis.com, (901) 575-0561

Please fill out the [online application found here](#).

Application Materials - You will be asked to upload attachments
 Résumés and/or bios of key personnel
 Copy of the event marketing plan
 Budget for project (template attached)
 Examples of similar projects



Application Materials - You will be asked to upload project budget, please use this template, if possible:

Projected Expenses	
Salaries, Fees, Wages for Staff <i>(not eligible for funding)</i>	Amount
<i>(does not include artist fees) List names of staff</i>	

--	--

Total	
--------------	--

--	--	--

Production Costs	Amount	Check if In-Kind
<i>security, venue, materials, artist fees, permits, etc.</i>		
Total		

--	--	--

Marketing, Advertising and Promotion	Amount	Check if In-Kind
Total		

--	--	--

Other Expenses	Amount	Check if In-Kind
Total		

TOTAL PROJECTED EXPENSES:
Projected Revenue

Revenue	Amount
<i>Anticipated ticket sales, sponsorships, etc.</i>	
Total	
