

Live Downtown Midland Event Grant Program

The Live Downtown Midland Grant Program was created to provide financial assistance to event producers who wish to host events in downtown Midland. The purpose of the Program is to bring increased visibility to downtown Midland and attract visitors in support of downtown businesses. The Program is a collaborative effort between the City of Midland, Midland Development Corporation, Downtown Midland Management District, and the Tax Increment Reinvestment Zone Number 1.

Applicants will be required to demonstrate how the proposed event will achieve one or more of the following Program goals.

- Enhance community pride and positive image
- Generate positive media exposure and visibility
- Generate positive economic impact by stimulating business and commercial activity
- Promote tourism and the convention and hotel industry
- Demonstrate support for local businesses and charitable/non-profit/cultural organizations

Eligible Events: The types of event eligible for consideration shall include but not be limited to: festivals, conferences, conventions, historic or cultural celebrations, parades, galas, sports related events, trade shows, theater and arts related events, home and garden shows, and concerts.

Who may apply: Eligible applicants are public, private or non-profit entities or organizations. Grants will not be awarded to individuals. Grants are awarded only to the event host and will not be awarded to facilities.

When to apply: The deadline for applications is June 20th. Applicants will be notified of awards by October 1st and barring unforeseen circumstances, funds will be released by November 1st. Funds will be awarded once a year on a fiscal year basis. Funded events must be held from November 1st through September 30th of the fiscal year in which the funds are awarded. Exceptions may be made under compelling circumstances.

Application Review Process: All applications will be reviewed by the Live Downtown Midland Event Grant Review Committee. The Committee is composed of representatives from the Program's partners and other appropriate entities. The Committee will recommend approval of applications that best meet the Program's goals and criteria. Final decisions on all grant awards will be made by the Downtown Midland Management District Board of Directors.

Amount of Grants: All grant awards will be determined based upon need. Grants may be in the form of monies or in-kind services.

Ineligible Applicants: Applicants that have applied for or received funding from any of the partner entities' grant programs for the same event are ineligible to apply for funding.

How to apply: Applications and related submittal requirements and materials are available on-line at www.LiveMidlandTexas.com or may be requested from Live Downtown Midland, 109 N. Main, Midland, TX 79701.

For more information, contact Natalie Shelton, Executive Director, Live Downtown Midland at (432) 686-7787 or by email at nshelton@livedowntownmidland.com.



Live Downtown Midland Event Grant Application

Live Downtown Midland • 109 N. Main – 2nd Floor • Midland, Texas 79701 • Phone 432-686-7787

Date of Application:	Internal Use Only Date Received:
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Live Downtown Midland and its partner entities are the sponsors of the Live Downtown Midland Grant Program. The Live Downtown Midland Grant Review Committee is responsible for reviewing applications and making recommendations to fund events held only in Downtown Midland, which benefit and promote Downtown Midland as a whole.

The Committee will be looking for events which contribute to Downtown Midland in one or more of the following ways:

1. Enhance community pride and positive image of Downtown Midland
2. Generate positive media exposure and visibility
3. Generate positive economic impact by stimulating business and commercial activity
4. Enhance and promote tourism, convention and hotel industry
5. Demonstrate support for local businesses and charitable/non-profit/cultural organizations

All information must be submitted on this application form only. Supplemental information will not be accepted unless requested by the Committee. Applications Due By: June 20, 2012 5:00 pm to the Live Downtown Midland Office

Please be advised that all events applying for grant money need to be held between November 1, 2012 and September 30, 2013. Award notification is October 1, 2012 and Funding date is no earlier than November 1, 2012.

Applications are available on-line at www.LiveMidlandTexas.com or can be received via US Postal Service or Email by contacting Natalie Shelton at 432.686.7787.

Section 1 – Applicant Information

Name of Event		Proposed Date	
Location of Event		Organization	Event Contact
Phone Number	Fax Number	Email Address	
Address		City	State
Zip			
Website			
State of Incorporation	Tax ID #	501(c) #	City Sales Tax ID #
Have you ever coordinated/promoted another event/s? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, please provide the following:			
Last event(s)	Location	Date	Contact Name and Phone
Last event/s	Location	Date	Contact Name and Phone

Section 2 – Event Information

Brief Description of Event

Target Audience/Demographics

Has this event been held in another location? Yes No If yes, please provide the following:

Last event(s)	Location	Date	Contact Name and Phone

Will there be an admission charge? Yes No If yes, list all price categories below.

Will there be entertainment? Yes No If yes, please describe what type below.

Will merchandise and/or food items be sold? Yes No

Will there be alcohol at the event? Yes No Do you have a TABC permit to sell alcohol? Yes No

If no TABC permit required please list name and contact information of vendor handling event alcohol sales and distribution.

Section 3 – Demonstrate Support for Live Downtown Midland Grant Program Goals

Please describe how this event will enhance community pride and positive image of Downtown Midland.

Please describe how this event will generate positive media exposure and visibility for Downtown Midland.

Please describe how this event will generate positive economic impact by stimulating business and commercial activity in Downtown Midland.

Please describe how this event will enhance and promote tourism and the convention and hotel industry.

Please describe how this event will support local businesses and charitable/non-profit/cultural organizations.

Section 4 – Economic Impact

Will this event increase the number of hotel rooms used in Midland? Yes No

If yes, please list the estimated number of Midland hotel rooms that will be used for this event.

Estimated number of night's attendees will stay overnight.

Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes No

Does your event have a host hotel, if so please state the name.

If applicable, did you reserve a room block for this event and if so how many.

Number of Event Participants

Number of Event Attendees

What geographic areas does your advertising and promotion reach?

How many individuals will your proposed marketing reaches that are located in another city or county?

Please describe the economic impact of this event on Downtown Midland.

Have you ever received funding from the Hotel Motel Occupancy Tax? If so, please state the date, amount of assistance, and number of hotel rooms used.

Have you applied for and/or will you receive funding from other sources? If so, please describe source(s) of funding and amount(s) requested.

Section 5 - Marketing

Public Relation Agency or Marketing Partner? Yes No
If yes, please list below.

Media Partner? Yes No
If yes, please list below.

Newspaper Ads Yes No
If yes, please list below.

Magazine Ads Yes No
If yes, please list below.

Radio Yes No
If yes, please list below.

Television Yes No
If yes, please list below.

Fliers/Poster Yes No
If yes, how many?

Press Releases Yes No
If yes, how many?

Please describe how/where they will be distributed.

Please list who the press releases will be sent to and how often it will be sent.

Please provide any additional information regarding the marketing plan that is not listed above.

Please summarize proposed public relation activities.

Describe the involvement of community partners who will assist in cross promotion of the event.

Please explain the geographical reach of event promotions to include local, regional, national, and international audiences.

Please list event sponsors.

Section 6 - Demonstrate support for local businesses and charitable/non-profit/cultural organizations

Does this event have a partnership with a local charitable organization(s) or business(es)? Yes No

If *yes*, please list and describe charitable organization and/or local business(es) below.

Charity/Business Name and Contact

501(c) #

City

State

Zip

Phone

Will there be a donation of goods and/or services to a local charitable organization(s) or business(es)? Yes No

If *yes*, please describe what will be donated.

Will there be a cash contribution to a local charitable organization(s)? Yes No

If *yes*, please explain in what capacity.

Does this event allow opportunities for local volunteer involvement? Yes No

If *yes*, please explain.

Section 8 – Additional Requirements & Supporting Documentation

Please provide the additional documentation as an attachment to this application.

- 1) Applicant must include Live Downtown Midland Management District Logo in all advertising.
- 2) Applicant must submit post event reports, i.e., financials and attendance goals.
- 3) Applicant must provide proof of General Liability coverage in appropriate limits and provide certificate of insurance with Downtown Midland Management District named as additional insured.
- 4) Applicant must execute funding agreement with Downtown Midland Management District.
- 5) Must provide statement of financial condition of applicant to demonstrate financial capability to fund event, i.e., profit and loss statement, bank documentation, etc.
- 6) Must provide applicant's operating budget for current year (income & expenses).
- 7) Must provide applicant's prior year annual financial statement.
- 8) If applicable, applicant must provide prior year IRS Form 990 or 990PF information.
- 9) If applicable, applicant must provide a copy of organization's tax-exempt status letter.
- 10) Applicant must provide a list of staff persons working on event project, percent of time allocated to project and qualifications.
- 11) Applicant must provide a letter or Board resolution stating that the applicant's board has approved application for grant funds and intend to execute agreement with Downtown Midland Management District.

Section 9 – Statement of Need or Benefit

Please describe either the financial need or compelling benefit your event will generate for downtown Midland and the City of Midland.

Section 10 - Certification

I hereby certify that the statements made in this application are true and complete to the best of my knowledge, and that I am authorized to execute the application. Intentional omissions or falsification of information is sufficient grounds for denial of the application and subsequent revocation of the permit.

Signature of Applicant's Authorized Agent or Applicant

Date

Title

Date