DOWNTOWN
Rochester, Minnesota

Start-Up Event Grant

The Rochester Downtown Alliance (RDA) is seeking partners to help us continue to make downtown Rochester an exciting place. If you are organizing an event downtown or want to move your event downtown, apply from November 20, 2019 to January 2, 2020, and pitch your idea to us live January 14, 2020 at One Discovery Square!

Overview

Up to $3,000 per event is possible for new one-time events or event series, or existing successful events in need of support. Individuals, businesses, community groups, and organizations may apply.

- For existing events, grant funding must be used towards a new feature of the event and also help promotion of that feature.
- If awarded, all organizers must also secure matching financial or in-kind contributions (see Grant Requirements section below).

Grant Requirements

- Event must take place in the downtown Rochester Special Service District (SSD). A map of the SSD may be found here.

- Grant funded event must take place between March 14, 2020 and December 31, 2020. If your event takes place prior to March 14, 2020 please contact Karli McElroy.

- To receive funds, organizers must secure matching financial or in-kind contributions.
    - In-kind contributions are donated, reduced-rate goods and services necessary to the event, or goods and services that would have been purchased for the event.
        - Professional services must be donated by an outside provider working in that profession and valued at the provider's professional rate.
        - All in-kind contributions must be itemized and accompanied by receipts or confirming emails from the provider.
        - An applicant or partner organization may not provide in-kind donations to its own proposed project.
        - Volunteers cannot be calculated as part of in-kind services.

- If awarded, organizers must submit the following no less than 60 days before the event:
    - A final budget with revenue (including in-kind) and expenses.
    - A final marketing plan, specifically describing how the RDA's brand will be incorporated.
    - List of all event sponsors (financial and in-kind).
    - Permitting documents (if the event is being hosted outdoors).

Marketing Requirements

1. The Downtown Rochester, MN logo must be incorporated in any print or digital promotions. Downtown Rochester logos and usage guidelines are available here.
2. Websites, social media, or blogs must have a link directly to the DowntownRochesterMN.com website.
3. Promotions must also state that the event is funded in part by a Start-Up Event Grant from the Rochester Downtown Alliance

To get started, fill out the below application detailing your event and return it to the Karli McElroy. Please be sure to also include a copy of:

1. Your event budget that show both expenses and anticipated revenue and/or in-kind contributions, with the equal matching portion to your grant request denoted.
2. A marketing plan must also be detailed for the event that shows how the Downtown Rochester brand will be incorporated.

Each submitted request will be initially reviewed by RDA staff. The applicants will then present their concept to the RDA's Downtown Cultural Initiatives (DCI) Committee at our Pitch Night event at 6 p.m. Tuesday, January 14, 2020 at One Discovery Square, Collaboration Hall. Grant funding will be awarded by the DCI Committee at the conclusion of the event.

Applications will be evaluated based on:

- Mission Alignment – How does your request align with the RDA mission statement, which seeks to create a unique, vibrant, urban experience – a central gathering place for the community that is attractive, inviting, fun and livable?
- Location – Does the event take place within the designated downtown SSD?
- Type of Event/Program – Is this a diverse, different, and new idea?
- Downtown Engagement – Will your event feature an opportunity to engage with the downtown business or non-profit community?
- Is this a sustainable event (i.e. does it have the ability to occur year after year)?
- Marketing Appeal – What is your marketing plan, and how will it include the Downtown Rochester, MN brand?

For additional information, contact Karli McElroy. We look forward to hearing from you.

Rochester Downtown Alliance
Karli McElroy
Senior Director of Placemaking
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DOWNTOWN
Rochester, Minnesota

Start-Up Event Grant Application

Date of Application: _____

* *All fields are required unless otherwise noted*

General Information

1. Name of applicant: _____
2. Name of Business/Organization (if applicable): _____
3. Primary phone: _____
4. Email address: _____
5. Street address: _____

   City:_____ State:_____ Zip code: _____

6. Have you ever hosted an event in downtown Rochester? _____ Yes _____ No

   If yes, what was the event and when did it take place?

   _____

7. Have you ever received grant funding from the RDA: _____ Yes _____ No

   If yes, how much funding and for what?

   _____

8. Do you currently have any Start-Up Event Grant recap information overdue to the RDA for a past event? If so, please list the name and date of the event:

   _____

Proposed Event Information

1. Name of event: _____
2. Date(s) of event: _____

3. Location(s) of event: _____
   Please note: *Event must be located within the Downtown Special Service District (SSD).*

4. Link to event website/primary social media page:

   _____

5. Estimated event attendance: _____

6. Will an admission fee be charged? _____ Yes _____ No

4. If yes, detail admission fee(s) and how proceeds will be used:

   _____

7. Will sponsor signage be present onsite at the event? _____ Yes _____ No

8. Description of event – be specific in noting overall event itinerary, including anticipated start and end times, activities, food/beverage, entertainment, etc. If you are applying with an existing event, please note what year the event began.

9. How does your event align with the RDA's mission statement which seeks to create a unique, vibrant, urban experience – a central gathering place for the community that is attractive, inviting, fun, and livable?

10. Explain how the event or activity (for either new or existing events) is a diverse, different, and/or new idea for downtown Rochester.

11. Does your event plan to work with any downtown businesses or non-profit organizations? If so, please list them below and how they will be incorporated into the event.

12. Do you plan to approach other sponsors for financial or in-kind contributions for the event? If so, please detail your outreach process, list of anticipated sponsors, and the equal matching portion to your grant request denoted.
    Please note: *To receive funds, organizers must secure matching financial or in-kind contributions.*

13. Please detail your marketing plan and how you will include the downtown Rochester brand into the event and pre-event promotions.

Grant Request

Grant amount requested: _____

Please note: *grants can be requested up to $3,000, but matching financial or in-kind contributions are required.*

1. If you do not receive full requested funding, will you still plan to hold the event?

   _____

2. Applicants must be available to attend and present their event at Pitch Night at 6 p.m. Tuesday, January 14, 2020 at One Discovery Square. Will you or someone representing your event be available? _____ Yes _____ No

3. First-time event organizers will be required to attend a first-time event planning workshop. Do you agree to represent or send someone representing your event? _____ Yes _____ No

Please also submit with this completed application:

- ☐ Your event budget that shows both expenses and anticipated revenue and/or in-kind contributions, with the equal matching portion to your grant request denoted.

Signature

Falsification and/or misrepresentation in completing this form may result in denial of the grant request and/or future consideration. I understand that changes to the above content require immediate notification to Karli McElroy at the Rochester Downtown Alliance.

Signature: _____ Date: _____