



# SSA#61

## DOWNTOWN HYDE PARK CHICAGO SPECIAL EVENTS FUNDING POLICIES, APPLICATION, AND POST- EVENT REPORT

### Downtown Hyde Park Chicago Special Events Funding Program:

To nurture and build public awareness of the neighborhood's unique history and culture through the sponsorship of public programs and initiatives that enhance the quality of life within the Hyde Park community, the DTHP SSA #61 sponsors public events that demonstrate a measurable benefit to the community and foster community growth and development, with a focus on DTHP'S continued growth as a destination for residents, visitors and tourists.

### Who is/what activities are eligible?

Any business, organization, or individual that will be programming an event within the SSA district is eligible to apply for a grant. Preference will be given to businesses, organizations, and individuals that reside within the district.

What can grant funding be used for/what can it not be used for?

#### YES, can be used for:

- Special Events
- Public focused programming

#### NO, CANNOT be used for:

- Purchase, sale, distribution of alcohol
- Profit margin (i.e. in the absence of support, the program/event would only break-even)
- Operating expenses or staffing of the organization

### What makes an attractive proposal?

Programming that:

- Fits the mission of DTHP SSA#61 to support local businesses and customer attraction to the footprint
- Supports non-profit entities and volunteer organizations
- Serves a large audience
- Serves an under-represented or underserved audience
- Fills a void in activities in the neighborhood
- Fosters positive community interaction
- Multiple funding sources
- For established organizations/events - a demonstrated history of success
- For new organizations/events - potential to augment services/mission
- Events that are held within the DTHP SSA#61 Foot Print (see map)

### Funding parameters

DTHP SSA #61 sets a budget to fund special events. The Advisory Commission of SSA#61 approves the budget line item 1.02 in July for the following years budget year. Events proposed/recommended by the DTHP Director and events seeking funding support via the application process are reviewed at the January Advisory Commission meeting. Applications may be submitted after January, thirty days before a regularly scheduled Advisory Commission meetings. Funding requests now (after January of the budget year) are subject to available funding that has not been identified for previously awarded grants.

The number of individuals attending the event, projected or historical will also be considered when deciding on funding:

Suggested parameters:

- Up to \$1,000 for audiences of 500 or less
- \$1,000 - \$5,000 for audiences of 500 to 2,000
- \$3,000 - \$15,000 for audiences of 2,000 or more (*not to exceed 33% of annual budgeted funds for events*)



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Submission of completed funding applications are encouraged well before your event is slated to begin. Organizations are eligible for more than one grant per year, but it is unlikely that more than one grant will be approved per year. Notwithstanding the foregoing, if a grant is declined, such organization may apply for a new grant related to a different event, program or service.

## Application + Post-Event Requirements:

- Appropriate permits, Aldermanic/City approvals (Please supply copies.)
- DTHP and South East Chicago Commission (SECC) logos included in any print or web materials having to do with the event sponsored. Approved logos will be provided.
- If funding is awarded, it may be paid out in one or two installments, with funding awarded both before and after the event's completion following a review of a post-event report.
- Disbursement of funding may be paid directly to the vendors not to exceed awarded amount of funding
- The DTHP SSA Board will not review any applications from an organization, business, or individual that has an "open" grant, i.e. the post-event report from a previous grant allocation event has not yet been submitted and reviewed.
- Please note: Individuals receiving a grant must submit a W-9 to the DTHP SSA #61. Funding will not be paid until a W-9 form is received. The form is available for download [here](#).
- DTHP will fund by direct payment to event vendors via a submitted invoice. We do not issue funds in full to organizers. Any additional funding by others must be committed and in place before we will fund.
- A post-event report is due within 30 days of the event's date, at the latest. If sponsorship is requested for an ongoing or long-term service or program, additional reports may be required.
- The post-event final report form is attached at the end of this packet, and for your reference, the final report should include the following information:
  - Samples of marketing materials, particularly those regarding Downtown Hyde Park Chicago
  - Attendance figures
  - A description of goals attained; measurements
  - A description of the successes of the event as well as the challenges, and how improvements can be made for subsequent events
  - Money raised
  - Testimonials from attendees or others who benefited from the event

## Application process:

- To be reviewed, applications are due 30 days before a regularly scheduled DTHP SSA #61 Advisory Commission meeting.
- Complete applications will be reviewed at the next regularly scheduled meeting of the DTHP SSA #61 Advisory Commission. Recommendations may be provided to the Advisory Commission by the Director.
- Once applications have been reviewed, the DTHP SSA #61 Advisory Commission reserves the right to request additional information.
- If the application is complete, applicants can expect a response within approximately 30 days.
- Application deadlines are non-negotiable; late applications may be considered the following month.
- PLEASE NOTE: It is in your organization's best interest to submit your application well in advance of your event/start of programming. The DTHP SSA #61 Advisory Commission makes every effort to review the applications received each month; however, an application may be reviewed over the course of two or more months if additional information is requested, if the committee is unable to meet, etc.



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- Scans of completed application and all attachments may be submitted via email to [ereaves@secc-chicago.org](mailto:ereaves@secc-chicago.org) or mailed to:  
DTHP SS #61, Attn: Eric E. Reaves, 1511 East 53<sup>rd</sup> Street, Chicago, IL 60615

For more info on programs of Downtown Hyde Park Chicago @[www.downtownhydeparkchicago.com](http://www.downtownhydeparkchicago.com)  
Questions? Please call 773-324-6926 or email [ereaves@secc-chicago.org](mailto:ereaves@secc-chicago.org)

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## Downtown Hyde Park Chicago Special Events Funding Application 2017

**Application Date** \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

**Organization Address:** \_\_\_\_\_

\_\_\_\_\_

**Organization Website:** \_\_\_\_\_

*Are you a member organization of any Business Organizations, if yes please state* \_\_\_\_\_

### Applicant Contact Information

\_\_\_\_\_  
Name

\_\_\_\_\_  
Street City, State, ZIP

\_\_\_\_\_  
Daytime phone Mobile phone

\_\_\_\_\_  
Email address

### Event/program/service Information:

\_\_\_\_\_  
Date(s)

\_\_\_\_\_  
Location(s)

\_\_\_\_\_  
Cost (total budget amount for event, project, etc.) - Must tie to worksheet below. If applying for a multi-neighborhood event, please provide the cost for the specific programming planned for DTHP.

\_\_\_\_\_  
Amount of support desired (please provide both dollar amount and percent of total budget)



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Please respond to the following questions on a separate sheet of paper:

1. Describe your organization – mission, goals, structure, brief history, etc.
2. Describe the event. How does the event fit with the mission of the SSA? How does the event benefit the neighborhood overall?
3. What is the project budget?
4. If this funding is granted, what is the specific use for these funds?
5. If a profit is anticipated, what will it be used for?
6. What is the cost to attendees of the event?
7. What partners are involved in the planning and execution of the event?
8. How will you measure the success of the event and whether the goals were attained?
9. What population or who does the event serve? Included demographic data if possible.
10. How will the event be advertised and promoted?
11. Has this event taken place before? When? Where? What was the most recent budget? If there was a post-event report generated, please supply a copy. If not, please indicate attendance numbers, profit, any testimonials, etc. in your response.
12. Have you received funding from the DTHP SSA#61? Please list dates and amounts.

Please supply a copy of your event’s budget that shows both sources of funding and all expenditures, or use the format provided below. If applying for a multi-neighborhood event, please provide a breakdown of the specific programming planned for DTHP.

**EVENT Budget – USE THIS FORMAT**

EXPENSES	
Operating Expenses	
Outside Services	
Supplies/Equipment	
Marketing (please itemize)	
(Misc.)	
Wages/Labor	
Other	
<b>TOTAL EXPENSES</b>	<b>\$</b>
INCOME, INDICATE IF AMOUNT IS ANTICIPATED OR SECURED	
Admission/Box Office	
Contracted Services/Earned Income	
Other Revenue	
Sponsors	
Corporate/Foundation	
Private Contributions	
Government Support	
<b>TOTAL CASH INCOME</b>	<b>\$</b>



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<b>In-Kind Contributions (describe)</b>	
<b>(Misc.)</b>	
<b>Total In-Kind Contributions (estimated value)</b>	\$
<b>TOTAL INCOME</b>	\$
<b>PROFIT</b>	
<b>Anticipated Profit [Income-Expenses](if any)</b>	\$

Please submit this application and attachments to:  
 DTHP SS#61, Attn: Eric E. Reaves 1511 East 53<sup>rd</sup> Street Chicago, IL 60615  
 or via scanned document via [ereaves@secc-chicago.org](mailto:ereaves@secc-chicago.org).

## Downtown Hyde Park Chicago Special Event Funding POST-EVENT REPORT

### ***A note on completing Post-Event reports:***

For clarity, please address the following items in order, list your organization’s event, name, location and date at the header/top left of each page, and keep your narrative to two (2) double sided pages.

Please review your event by providing the following information:

#### ***1. Event Marketing:***

- o Share testimonials from attendees or others who benefited from the event.
- o Present samples of all marketing materials, particularly those regarding DTHP SSA#61.
- o Include copies of three (3) items that demonstrate public review, listings, and promotion of your event.

#### ***2. Attendance & Impact:***

- o Who attended the event? What was the audience response to your event? How do you measure your audience?
- o Number of Individuals in attendance \_\_\_\_\_.
- o What method was used to calculate attendance.
- o What was the estimated Economic Impact to the community? \_\_\_\_\_
- o What method was used to calculate the estimated Economic Impact? \_\_\_\_\_



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### 3. Goals & Metrics:

- o Provide a description of goals attained; measurements used to determine if goal was met.
- o Please include any money raised by your event (e.g. Was there a profit? How will it be used?) and complete the *Financial Report* table below on next page.

### 4. Implementation:

- o How was the event carried out? Were there deviations from the original event description? If so, why?

### 5. Evaluation

- o Evaluate the event in terms of accomplishment, its success for the organization, and impact on the audience.
- o A description of the event's challenges, and how improvements can be made for subsequent events. E.g. what would you do differently next time?

Please submit this post-event form to:

DTHP SS#61, Attn: Eric E. Reaves 1511 East 53<sup>rd</sup> Street Chicago, IL 60615  
or via scanned document via [ereaves@secc-chicago.org](mailto:ereaves@secc-chicago.org).



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EVENT & DATE(S): \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT: \_\_\_\_\_

**Financial Report**

<b>Expenses Fill in Amount Spent (in \$)</b>	
Labor/Wages	
Outside Services	
Supplies/Equipment	
Marketing	
Other	
<i>Total Expenses</i>	\$
<b>Income Fill in Amount (in \$)</b>	
Admission/Box Office	
Contracted Services/Earned Income	
Other Revenue	
Sponsors	
Corporate/Foundation	
Private Contributions	
Government Support	
WPB Community Grant	
Total In-Kind Contributions (estimate value)	
<i>Total Income</i>	\$
<b>Profit</b>	
[Income-Expenses]	\$
Anticipated use for profit (if any):	