

Ennis Main Street

Event Funding Grant for Fiscal Year 2016-2017

Introduction

The Ennis Main Street Board is pleased to offer Event Funding Grants (hereafter known as EFGs) that support and encourage the creative growth and development of events and/or projects that bring the local community together, introduce visitors to uniquely Ennis experiences, and benefit the businesses in the National Historical Downtown District (hereafter known as Downtown Ennis).

Organizations planning to present a public event and/or project in Downtown Ennis between October 2016 and September 2017 may submit an application for funding support to the Main Street Manager. EFGs are intended to be used for the basic production, marketing/promotional, and/or operational expenses (excluding staffing and/or personnel) associated with the event and/or project.

To be eligible for an EFG, the event and/or project for which your organization is seeking funding **must** meet the following criteria:

- Be open to the public
- Take place in Downtown Ennis (see the map at the end of this application)
- Include the participation and promotion of local downtown businesses
- Appeal to and/or serve diverse audiences
- Have a positive artistic and/or economic impact on Downtown Ennis
- Showcase local talent and/or resources

Note: Activities related to the Lights of Ennis are ineligible for this program.

Please review the attached information regarding EFG guidelines and the application and review process. **The application deadline for FY 2016-2017 is August 31, 2016.** The EFG Request Application Form is available the Main Street page: <http://ennistx.com/downtown-incentives>

If you have questions or need help completing the application, please contact Main Street Manager Becky McCarty at 972-878-4748 or email bmccarty@ennistx.gov.

**Ennis Main Street
Event Funding Grant for Fiscal Year 2016-2017**

Event Funding Grant Requirements

1. If an organization receives an EFG, it is **required** that the contact person (or designated representative) of the organization presenting the event and/or project meet with the Main Street Manager at intervals determined by the Main Street Manager as well as meet any requirements set forth by the Main Street Manager in the course of those meetings.
2. The organization must acknowledge the Ennis Main Street Program in all publicity, marketing, and promotions related to the project and /or event. The organization must follow the guidelines for this acknowledgement as set forth by the Main Street Manager.
3. A final accounting of expenditures related to the project and/or event must be submitted to the Main Street Manager within 60 days of the event. No reminders will be sent. Copies of receipts and/or invoices must be included with the accounting report. These documents must be dated and the amounts matched to a line item explaining the expenditure. Organizations that fail to submit an accounting report will be excluded from any future funding considerations.
4. Any funds remaining after the event shall be returned to the Main Street Manager no more than 60 days after the event. Any and all distributed funds must be returned should the project and/or event be canceled.

Application and Review Process

1. The amount of the EFG awarded is at the discretion of the Ennis Main Street Board's Event Funding Grant Approval Committee (hereafter known as Approval Committee) and will be based on the criteria set forth.
2. It is recommended that the person submitting the application on behalf of your organization meet with the Main Street Manager prior to submitting the application.
3. **The application deadline for Fiscal Year 2016-2017 is August 31, 2016.**
4. Completed applications can be hand-delivered or mailed to:

Main Street Manager Becky McCarty
002 East Ennis Avenue
Ennis, Texas 75119

Note: Applications post-marked after August 31, 2016 will be disqualified.

5. The Approval Committee will review all completed applications. The Approval Committee reserves the right to grant funds in any amount or deny an application based on the number of applications received, the availability of funds, or any other reasons.
6. Completed applications will be evaluated according to the following criteria:
 - Stability of organization as reflected by:**
 - Realistic budget projections with tight controls on administrative costs
 - Diversity of funding sources where applicable and appropriate
 - Resumes of key persons involved and Board of Directors
 - Marketing plan for the event and/or project
 - Contributes to a diversity and well-balanced schedule of quality of life events in Downtown Ennis**
 - Provides an experience in Downtown Ennis that is not otherwise available
 - Has a potential to reach an audience not already served
 - Economic Impact**
 - Potential for positive economic impact on Downtown Ennis businesses (and community at large) as shown by audience participation and/or nature of project.
 - Potential for increased exposure of Downtown Ennis to a larger audience (regional and/or beyond).
7. Applicants will be notified in writing within thirty days of the application deadline.

**Ennis Main Street
Event Funding Grant for Fiscal Year 2016-2017**

Application Form

Section One: Applicant Information

- 1. Name of applicant organization: _____
- 2. Organization's Mission Statement:

- 3. Organization's complete mailing address: _____

- 4. Organizations Web site (if applicable): _____
- 5. Contact person: _____
- 6. Contact person's mailing address: _____
- 7. Contact person's email address: _____
- 8. Contact person's phone number: _____
- 9. Does your organization collect vendor tax ID numbers in order to estimate sales tax revenue generated by your event and/or project? YES NO (Circle one)

Section Two: Event and/or Project Information

- 1. Event and/or project title: _____
- 2. Start date and time: _____
- 3. End date and time: _____
- 4. Exact location within Downtown Ennis: _____
- 5. Streets to be closed: _____

6. Description of event and/or project:

7. Describe the target audience including the number of people you anticipate will attend or participate (include attendance figures from previous years, if applicable).

8. Describe the marketing plan that your organization will use to promote this event and/or project (radio, print ads, posters, social media, etc).

9. Please list any sponsors and/or funders of this event.

10. In what ways will this event and/or project showcase local talent and/or resources?

11. Describe the anticipated economic impact (provide data from past years, if applicable) that this event and/or project will have on the businesses in Downtown Ennis.

12. In what ways will your organization collaborate with the businesses located in Downtown Ennis while implementing this event and/or project?

13. How will your organization measure the success of this event and/or project?

**Ennis Main Street
Event Funding Grant for Fiscal Year 2016-2017**

Section Three: Attachments

Please include the following documents with your organization's completed application form:

- Letter from the IRS certifying tax status
- Copy of your organization's current financial statement and organizational chart
- Outline of budget for event and/or project with list of donations (financial and in-kind)
- Resumes of key persons involved and Board of Directors

**Ennis Main Street
Event Funding Grant for Fiscal Year 2016-2017**

Downtown Core

