

2020 Community Events Grant Program

Overview

The Community Events Grant Program provides incentives in the form of a grant for events that demonstrate a measurable benefit to the community and foster community growth and development. The goal is to nurture and build public awareness of Uptown's unique history and culture through the sponsorship of public programs and initiatives that enhance the quality of life within Uptown. The Community Events Grant Program is subject to the approval of and administered locally by Uptown United, the Uptown SSA Service Provider agency, and under the oversight of the Chicago Department of Planning and Development.

Eligible Venue Locations

Any business, organization, or individual that will be programming a community event within the Uptown SSA district is eligible to apply for a grant. Preference will be given to businesses, organizations, and individuals that reside within the district. See the description below and attached map. The boundaries include:

- *Both east and west sides of North Broadway from Irving Park Road on the south to Foster Avenue on the north*
- *Both east and west sides of Sheridan Road from Irving Park Road on the south to Foster Avenue on the north*
- *Both the east and west sides of Winthrop Avenue from Argyle Street on the south to Foster Avenue on the north*
- *The west side of Clarendon Avenue from Montrose Avenue on the south to Lawrence Avenue on the north*
- *The east side of Clarendon Avenue from Wilson Avenue on the south to Lawrence Avenue on the north*
- *The south side of Foster Avenue from North Broadway on the west to Sheridan Road on the east*
- *Both the north and south sides of Argyle Street from North Broadway on the west to Sheridan Road on the east*
- *Both the north and south sides of Lawrence Ave. from Magnolia Ave. on the west to Clarendon Ave. on the east*
- *Both the north and south sides of Leland Avenue from Racine Avenue on the west to Sheridan Road on the east*
- *Both the north and south sides of Wilson Avenue from Clark Street on the west to Clarendon Avenue on the east*
- *Both the north and south sides of Montrose Avenue from Clifton Ave. on the west to Clarendon Ave. on the east*
- *Both the north and south sides of Buena Avenue from Kenmore Ave. on the west to North Broadway on the east*
- *The north side of Irving Park Road from Kenmore Avenue on the west to Clarendon Avenue on the east*

Rebate Amounts

The Uptown SSA Commission approves grants between \$500 and \$5,000, not to exceed the lesser of (a) \$5,000 or (b) 50% of the overall budget of the event, program or service, including in-kind support.

The number of individuals benefitting from the event in attendance will also be considered when deciding on funding:

- ***Up to \$1,000 for audiences of 500 or less***
- ***\$1,000 - \$3,000 for audiences of 500 to 2,000***
- ***\$3,000 - \$5,000 for audiences of 2,000 or more***

Submission of a completed grant application is encouraged well before your event is scheduled 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.

Community Event Grant Program eligibility is defined in more detail below. However, the grant:

- ***Cannot be used for the purchase, sale, or distribution of alcohol***
- ***Cannot be used for profit margin (i.e. in the absence of support, the program/event would break-even)***
- ***Cannot be used for operating expenses or staffing of the organization***

Applications will be considered in the order that they are received until all the Community Events Grant Program funding is disbursed for the fiscal year. If the list of applications received before the next SSA Commission review exceeds the amount of funding for the program a lottery will be held to determine the order in which the projects will be funded and a wait list for funding should it become available. To maximize the number of eligible events that receive assistance, the SSA Commission reserves the right to award a Grant at an amount less than the allowable maximum.

Program Eligibility

1. The application must be approved by the SSA Commission before the event can begin. If the applicant moves ahead with the event before receiving approval, the applicant accepts the risk that the event may not be approved for a grant.
2. Applicant must fully and timely comply with all the requirements and deadlines set forth in the Application.
3. Applicants must be the entity paying for the event.
4. If applicant is a tenant, written consent of the property owner is required.
5. Only events planned for locations within the SSA boundary and which are free and open to the public are eligible for the Program.
6. Preference is given to events that take place outdoors and activate public spaces and commercial areas within the Uptown SSA.
7. Applicants must have proof of proper City permits for the event.
8. To the extent that the applicant is supplying their own materials or labor for the event, profits and overhead are not eligible expenditures for the grant.
9. Applications are considered on a rolling basis through the calendar year. There is no guarantee that funding will be available upon request of grant.
10. If multiple applications are received before the next available SSA Commission review AND the combined grants requested in all applications exceeds the available Program funding, a lottery will be held to determine the order in which the events will be funded and a wait list for grants as future funding becomes available.
11. The Department of Planning and Development has declared that SSA Commissioners are eligible to participate in the Community Events Grant Program, provided they meet all other Program eligibility criteria and abstain from reviewing and voting on ALL Community Events Grant Program applications during the period beginning when their application is submitted until their Grant check is approved and processed.

Application & Post-Event Requirements

A Program application package must be submitted to Uptown United. Incomplete applications will not be considered for approval by the SSA Commission. Application and post-event requirements include the following:

1. A completed application form
2. Appropriate permits, Aldermanic/City approvals (*please supply copies*)
3. Uptown United logo included in any print or web materials having to do with the event sponsored.
4. 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.
5. The Uptown SSA Commission 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.
6. Individuals receiving a grant must submit a W-9 to Uptown United. Grants will not be paid until a W-9 form is received.
7. 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.
8. The post-event final report form is attached at the end of this packet, and for reference, the final report should include the following information:
 - *Samples of marketing materials, particularly those with reference to Uptown United*
 - *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*

Review Process

Completed applications must be submitted at least 10 days prior to the next meeting of the SSA Commission. The SSA Commission meeting dates are posted on the Uptown United website.

After the completed application is received, it will be reviewed by the SSA Commission. *This entity will review and accept or reject each application in its sole and absolute discretion.* The applicant may be asked to clarify elements if requested by the Commission. The application may be voted on in the first SSA meeting. If the Commission has questions about the application a vote may be postponed until a future meeting.

In order to determine which projects warrant the grant the following are criteria for review:

- Fits the mission of Uptown United
- Supports non-profit entities and volunteer organizations
- Serves an under-represented or underserved audience
- Fills a void in activities in the neighborhood
- Fosters positive community interaction
- Is funded by multiple sources

Within 10 (ten) business days of the Commission meeting at which the application was voted upon, the applicant will be sent a conditional approval letter in the mail stating the grant amount he/she can expect to receive for the proposed event (the "Approval Letter") or an explanation of why the application was not approved.

Emergency Amendment & Extension Process

If unforeseen circumstances are to arise during the event planning process that would result in the event not being held, an extension or amendment may be granted. If the applicant does not wish to request an extension or amendment and the event is not held, the applicant will be responsible for repayment of the grant. Changes to the approved scope and grant amount, as well as event extensions or amendments may require approval by the SSA Commission. The SSA Commission's decision as to grant an extension or amendment to a previously-approved event shall be in its sole and absolute discretion. If the applicant moves ahead with the event before a vote is made, he/she takes the risk that the event will no longer be eligible for a grant.

Grant Request and Distribution

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. Once the event has taken place, the applicant must request the remaining grant amount (if applicable) by submitting the request to Uptown United in writing along with submission of a post-event report.

After the request has been received, a grant check will be sent within 60 days after the request has been made, pending a favorable review of the post-event report and fiscal year availability of funds. In some cases, applicants who complete the request in the later part of the fiscal year may not receive funds until the first part of the following fiscal year.

Resources

Information on permits is subject to change. Please consult the City of Chicago for official information about permits. Uptown United and its agents accept no responsibility for information that is no longer accurate.

https://www.cityofchicago.org/city/en/depts/bacp/sbc/building_permits.html

Barricade Permits

Events that will impact the public way requires a permit issued by the Chicago Department of Transportation. For more information, visit:

http://www.cityofchicago.org/city/en/depts/cdot/supp_info/regulations_for_constructioninthepublicway.html

Submission

Completed application and all attachments may be submitted via email or mailed to:

Justin Weidl, Business District Manager

Uptown United

4753 North Broadway, Suite 822

Chicago, Illinois 60640

For more information on programs of Uptown United, visit: **www.exploreuptown.org**

Questions? Call (773) 878-1064.

Event / Program / Service Information

Date(s)

Locations(s)

Cost (total budget amount for event, project, etc.) - Must tie to worksheet below.

Amount of support requested (please provide both dollar amount and percent of total budget)

Event Description

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.*
3. *How does the event fit with the mission of Uptown United?*
4. *How does the event benefit the neighborhood overall?*
5. *If this funding is granted, what is the specific use for these funds?*
6. *If a profit is anticipated, what will it be used for?*
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?*
12. *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.*

Budget

Supply a copy of your event's budget that shows both sources of funding and all expenditures. If applying for a multi-neighborhood event, please provide a breakdown of the specific programming planned for Uptown.

Statement of Understanding

The applicant (undersigned) agrees to fully and timely comply with the guidelines and procedures of the Uptown United Community Events Grant Program and the outlined specifications as agreed to by the applicant and the local SSA Commission. It is understood by the applicant that copies of permits are required documentation, and that they have read the entire Community Events Grant Program Application and agree to be fully bound by their terms and conditions. **APPLICANT RELEASES AND AGREES TO DEFEND AND INDEMNIFY UPTOWN UNITED (TOGETHER WITH THEIR OFFICERS, DIRECTORS, AND AGENTS), THE LOCAL SSA COMMISSION, AND THE CITY OF CHICAGO FROM ALL CLAIMS AND CAUSES OF ACTION OF ANY KIND (KNOWN OR UNKNOWN) IN CONNECTION WITH THIS COMMUNITY EVENTS GRANT PROGRAM.**

Applicant Signature

Date

Applicant Name and Title (please print)

Applicant's SSN or Company's FEIN #

Application Checklist

Use this checklist to verify that all required materials are included in your application:

- Completed Application Form*
- Event Description*
- Budget*
- Supplemental Documents (if necessary)*

Community Events Grant Program Timeline

Below is an outline of steps describing the process and timeline for the Community Events Grant Program.

- STEP 1: Applicant submits completed application and all required documentation to Uptown United.
- STEP 2: The Uptown SSA Commission reviews application, and, if funds are available, conditionally approves (or denies) the event and amount of grant.
- STEP 3: Uptown United sends applicant conditional approval letter (or denial).
- STEP 4: Applicant executes event, with all required permits.
- STEP 5: Applicant requests the remaining grant amount (if applicable) and submits post-event report.
- STEP 6: Uptown United distributes remaining grant funds to applicant.

Uptown Special Service Area #34



COMMUNITY EVENTS GRANT: POST-EVENT REPORT

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. Preview your event by providing the following information:

Event Marketing

- *Share testimonials from attendees or others who benefited from the event.*
- *Present samples of all marketing materials, particularly those with reference to Uptown United.*
- *Include copies of three (3) items that demonstrate public review, listings, and promotion of your event.*

Attendance

- *Who attended the event?*
- *What was the audience response to your event?*
- *How do you measure your audience?*
- *What was the number of individuals benefitting from the event in attendance?*

Goals & Metrics

- *Provide a description of goals attained; measurements used to determine if goal was met.*
- *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 on the next page.*

Implementation

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

Evaluation

- *Evaluate the event in terms of accomplishment, its success for the organization, and impact on the audience.*
- *Include 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?*

Submit your post-event report to:

Uptown United, Attn: Justin Weidl, 4753 North Broadway, Suite 822, Chicago, IL 60640
or digitally via email to: justin@exploreuptown.org

COMMUNITY EVENTS GRANT: POST-EVENT REPORT

Financial Report

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