

# Downtown Event Marketing Support

Funded by the Downtown Cape Girardeau Community Improvement District



The Downtown Cape Girardeau Community Improvement District (CID) is providing matching funds for marketing & advertising of events held in downtown Cape Girardeau in order to build community and a vibrant sense of place within the district. The purpose and goal for these matching funds is to enhance new and existing downtown events promotion and to bring people to Downtown Cape.

## What is the Downtown Cape Girardeau CID?

The Downtown Cape Girardeau CID was established in 2014 to finance a number of public services and improvements through a 1/2 cent sales tax within the district. Generally, the CID boundaries include Water, Main, and Spanish Streets in the Riverfront area and Broadway Street from the Mississippi River to Park Street. Increasing vibrancy through special events is among the district improvements included in the Downtown Cape Girardeau CID's 5-year plan.

## Is my event eligible for funding?

To be eligible for matching funds, your event must:

1. Take place within Downtown Cape Girardeau
2. Be a new event, or if it is an existing event, it must have a new or added element or expense of marketing
3. Be planned and managed by a qualifying established business or organization, or include a qualifying established business or organization as a major partner
4. Be in good standing with the City of Cape Girardeau
5. Events must be open to the public and cannot be a private event or an in-store event

## What are matching funds?

Matching funds are funds that are set to be paid in equal amount to funds available from other sources. This is a dollar-for-dollar match. Ex: Spend \$100 in event marketing and advertising, and get an additional \$100 to spend on event marketing and advertising.

## How much in matching funds can I request?

You may request funding between \$250.00 and \$1,500.00 depending on the scale and anticipated budget of your event.

## When is the deadline for applying?

Matching funds are to be used during the fiscal year July 2019 through June 2020. Note that the review process could take up to one month, so please plan accordingly. Applications will be accepted anytime during the 2020 Fiscal Year (July 2019 - June 2020).

## Who decides if my event is approved for funding?

Applications will be reviewed by the Executive Director, Marketing & Communication Coordinator, and Events Coordinator of Old Town Cape, Inc.

## How do I apply?

Fill out the attached application. Completed applications and additional questions can be sent to:

jordynruble@oldtowncape.org  
(573) 334-8085

338 Broadway Street, Ste. 401 Cape  
Girardeau, MO 63701

## What happens if I am awarded matching support?

Marketing pieces and advertising (where appropriate) must include the Downtown Community Improvement District Logo provided by the CID. You will be asked to furnish proof of payment for all dollar-for-dollar funds expended.

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## Application

Requesting Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Special Event Name: \_\_\_\_\_

Event Date(s): \_\_\_\_\_ Event Time: \_\_\_\_\_ am/pm to \_\_\_\_\_ am/pm

Event Location: \_\_\_\_\_

Special Event Details: *What are your location specifics? How many people do you expect to attend? Where will attendees park? What are your plans for cleanup? Any other additional details you'd like to add? Please be as specific as possible. Attach additional pages as needed.*

Participating Businesses: *Are there other businesses or organizations involved? Which, if any, downtown businesses or organizations are participating in the event? Are there downtown businesses planning to be open for extended hours during your event?*

Other funding sources: *List other sponsors, in-kind donations, etc. List any and all anticipated or confirmed.*

Type of event: *Is your event a new or existing event?*

- My event is new
- My event is an existing event with an added marketing element, expense, or enhancement

Event Expenses:

1. *What is the overall budget of this event? (Estimate if necessary)*

2. *What is the overall marketing budget for this event and what marketing and advertising items will this cover? (Excluding grant requested amount)*

3. *What marketing and advertising items will the CID Event Marketing Support cover?*

Total Amount Requested: \$ \_\_\_\_\_

If your application is accepted, you must:

1. Have all necessary licensing and permits approved and on file before funds will be allocated. Old Town Cape, Inc. and the Downtown Cape Girardeau CID reserve the right to request copies of all applicable business, food/drink licenses and/or special event permits prior to releasing funds.
2. Include the Downtown Cape Girardeau CID logo on all promotional materials and advertising paid for with the dollar-for-dollar match. The logo will be provided by Old Town Cape.
3. Provide a final report summarizing event results and a detailed expense report within 45 days following of the event.
4. Provide proof of funds expended.
5. Grant funds will be distributed upon completion of items 3 & 4.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FOR OFFICE USE ONLY**

Approved for \$ \_\_\_\_\_  Rejected because:

Notes:

\_\_\_\_\_  
Old Town Cape, Inc. Representative

\_\_\_\_\_  
Date

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## Report Form

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Special Event Name: \_\_\_\_\_

Event Date(s): \_\_\_\_\_ Event Time: \_\_\_\_\_ am/pm to \_\_\_\_\_ am/pm

Event Location: \_\_\_\_\_

Event Marketing Expenses: Include all receipts, copies of marketing and advertising materials, as well as marketing plan.

Final estimated count of people in attendance:

List of other sources of funding including, but not limited to: Donations, Sponsorships, and Partnerships: