

**Main Street Business Improvement District (BID) &
Downtown Sioux Falls, Inc. (DTSF)
Winter 2022 Event Grant Program**



Downtown Sioux Falls, Inc. (DTSF) leads the downtown community by championing diverse experiences, economic growth, and a healthy environment. We plan and support events that promote Downtown, collaborating with organizations to advance its vitality.

As a way to promote activities in the winter months, DTSF and BID have collaborated to provide a \$5,000 grant to an organization that meets the qualifications to execute a winter event based on the criteria below.

Criteria for Sponsorship:

1. Event/s shall be held entirely within the Downtown District ([map](#)).
2. New and emerging events downtown will be given priority for funding.
3. Grant funds may be obtained for annual traditions or events that have broad popularity and attract a diverse audience if the funding is used to expand or improve the event, or to reach new patrons.
4. Events that benefit and bring economic impact to downtown businesses will be given higher priority.
5. Event will take place between January 1 and March 1, 2022.
6. Event must be open to the public.
7. The applicant must cooperate with all rules and regulations including city permits, insurance requirements and law enforcement.
8. Event must be open to all ages.
9. Grant funds will be paid out following proof of expenditures made.
10. Grant funds shall not be used to pay salaries.
11. Grant funds shall not be used for political or religious events.

If approved, the sponsored organization may receive promotional support in our e-newsletter, social media and other resources in addition to our contribution. We can also offer advice for obtaining permits, security, site selection, and basic logistics. [The Main Street Business Improvement District reserves the right to withhold funding for non-compliance of the above criteria.](#)

Approval Process: Applications are accepted from September 7 to September 24, 2021. All requests for funds are considered and reviewed by a committee made up of BID Board Members, DTSF Board Members, DTSF staff and City of Sioux Falls staff. Applicants will be notified by October 4, 2021 with approval or denial or your submission.

If approved, a Final Grant Report shall be submitted within 60 days after the event date. Final Reports must include documented recap of the project, approved invoices/receipts for reimbursement and evidence of proper crediting of DTSF/BID. Final payment will be sent upon receipt of the final grant report.

Disclaimer: By accepting our sponsorship for this event, your organization will agree to consider Downtown vendors. We do not require the use of local vendors in every case. However, supporting these vendors will influence our level of support for your event. We are not responsible for selecting participating organizations, performers, businesses, or vendors. This is the sole responsibility of event organizers and promoters. We may seek to recover grant funds or withhold final payment if funds are misused. The committee has the right to not approve any grant submission if all criteria are not met.

2022 Grant Application Form

Organization Name: _____ Date Submitted: _____

Name of Organization through which funding will be allocated. (this will be the name on the W-9)

Organization Mission Statement:

Number of Organizations Full Time Employees: _____

Event/Program Name: _____ Event Date: _____

Event Hours & Location: _____

Is this a new event? YES or NO

If no, how many years has the event been held in the community: _____

Event Contact _____

Address: _____

Phone: _____ E-Mail: _____

Please provide a brief description of the event, including primary objective, a brief history (if applicable), and the way the funds you are seeking will be utilized. Please be specific.

If this is a recurring event, how will the funds be used to expand or improve the event to expand the event? _____

How does the project or event benefit downtown?

Please list any downtown businesses that you will utilize for your event and downtown businesses at which you plan to spend your allocations: _____

Amount you are seeking \$ _____

Projected Attendance: _____ Target Audience: _____

Projected Revenue: _____ Admission Price: \$ _____

If this is a fundraiser, what do the proceeds benefit? _____

Total Event Budget: _____ **A budget proposal for the event must be submitted with the application.*

How will you measure the success of this event/program?

Please list specific recognition opportunities and benefits available to the sponsors for this event (inclusion in print materials, presence at event, signage at event, advertising space, web recognition, billboard, broadcast, tickets, etc.)

Please list other potential sponsors committed to this project, including media sponsors:

Please list previous event organizing experience:

I certify that all preceding organization information (including the legal name, address, and certifications) is accurate and complete as of today's date. I agree to comply with all rules and regulations including city permits, insurance requirements and law enforcement. I acknowledge that any information that is found to be inaccurate or incomplete could possibly delay or disqualify any funding that this organization might receive.

Name/Title of person who prepared this document:

Signature _____ Date _____

Title

Printed Name

Please return this completed form and all attachments to Downtown Sioux Falls, Inc.:
Email: events@dtsf.com,

or

Mail to:
Downtown Sioux Falls, Inc.
Attn: Sarah Anderson
230 South Phillips Avenue
Suite 306
Sioux Falls, SD 57104.

By submission of this application, the applicant acknowledges and agrees that all grants, awards and other financial contributions made by the Main Street Business Improvement District are considered and awarded at the sole discretion of the Board of Directors and that the Board of Directors may consider any and all factors, information, and circumstances it deems relevant even if not included or requested in this application.