**Los Alamos MainStreet - Small Projects Application**

**Downtown Promotional Projects through June 30, 2022**

**GENERAL INFORMATION**

**Eligibility**

LACDC, through its Los Alamos MainStreet Program, is seeking applications for assistance with marketing/advertising of events/promotions to be held in or support downtown Los Alamos or White Rock between now and June 30, 2022. Grant recipients can either be hosting an activity in the downtown district of Los Alamos or White Rock, or make a compelling case for why their event will promote downtown businesses to event attendees. Applicants can also use the funds for special purchases to better market their business to residents and locals, including outdoor seating equipment or other marketing materials, if the promotions will help drive people to the downtown district(s).

Los Alamos MainStreet promotes community events/projects in the downtown such as Los Alamos ScienceFest, the Fair & Rodeo Parade, Trick-or-Treat on MainStreet, and WinterFest in order to build community and sense of place in our downtown. If the event or activity for which you’re applying won’t reside in the MainStreet district (Los Alamos or White Rock) you must indicate a specific and tangible plan to drive visitors/event participants to the downtown(s) area and document the results in the Final Report due to Los Alamos MainStreet.

Applications for funding of $1,000 or less are being accepted. Applications are invited from businesses, clubs, and community organizations. A separate application must be provided for each event or series of events. This money is to be used for promotional items, to include but not limited to, print materials (flyers, t-shirts, banners, etc.), radio advertising, television advertising, outdoor seating or other storefront initiative to better attract people downtown. Other promotion material opportunities could be accepted by special request. It is a MATCHING grant for the marketing (advertising) of the event or initiative, not the entire event.

Applications for events may be submitted to Lauren McDaniel by email at lauren@losalamos.org. There is no deadline and applications are accepted on a rolling basis.

**APPLICATION FORMAT**

Proposals must use the attached form, “Application for Funding Assistance - Los Alamos MainStreet.”

**PROPOSAL EVALUATION CRITERIA**

Proposals will be evaluated on the following criteria and weighted points:

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| --- | --- |
| **Criteria** | **Weighted Points** |
| 1. PROMOTIONAL IMPACT FOR DOWNTOWN: number of participating businesses (more is better), perceived impact of promotional plan, anticipated community participation/attendance
 | 40% |
| 1. ECONOMIC BENEFIT: direct impact on MainStreet Businesses (more points may be awarded for weekend events that may include an overnight stay in Los Alamos)
 | 30% |
| 1. COST/LEVERAGE: including cost of event, amount requested, in-kind benefit and support, matching funds
 | 30% |

**CONDITIONS**

Los Alamos MainStreet reserves the right, at its sole discretion, to accept or reject any application. Los Alamos MainStreet also reserves the right, at its sole discretion, to request additional information from any or all respondents. Los Alamos MainStreet will utilize a volunteer panel to evaluate and select applications for funding. Events will be evaluated as received. Questions should be directed to Lauren McDaniel, LACDC. All applicants will be notified by email of the decision made about their application along with a memorandum of understanding that needs to be signed and logos to be used on promotional material.

**Matching funding will be provided as reimbursement of marketing (advertising) expenditures ONLY**. Documentation of marketing expenditures will be required to receive reimbursement. Applicants receiving funding will be required to provide a brief final report summarizing results of the event to the Los Alamos MainStreet following the event/project. Funding must be used and invoice with documentation of expenditures and final event report must be submitted to LACDC **within 45 days after the funded event/project.**

This application is for the fiscal year July 2021 through June 2022. **Events/projects that take place after May 1, 2022 shall have final reports submitted no later than June 1, 2022 or by a date agreed upon by Event Holder and Los Alamos MainStreet.**

Promotional materials and event publicity must acknowledge sponsorship by Los Alamos MainStreet and Los Alamos County. The MainStreet program will provide a logo and statement for inclusion in promotional materials. Logo must be large enough to be easily readable.

Individuals or organizations wishing additional information regarding this request for applications should contact Lauren McDaniel, 505.661.4844 or lauren@losalamos.org.

***Example Promotions and Events*** *(These are examples only. We are providing these to help stimulate ideas about what can be possible. Please do not limit your ideas based on the examples. Creativity is very much hoped for and welcome)*

1. Co-op advertising to promote downtown businesses

2. Holiday events and sales promotions

3. Outdoor Art Festivals

4. Concerts

5. Film Festivals

6. Grand Openings

7. Taste of Los Alamos

8. Destination brochures

9. Dollar Days

10. Scavenger Hunts

11. Clean Up Days

12. Story Telling

13. Art Stroll

14. Student Discount Day

15. Book Signings

16. Moonlight Movies

17. Bike-a-Thon

18. Auctions

19. Shopping Promotions

20. Full Moon Shopping Night

21. First Night events

22. Contests

23. Exhibition sporting events

24. Participation sporting events and tournaments

25. Educational and cultural events

**Application for Funding Assistance**

**Los Alamos MainStreet**

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

**Contact Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Mailing Address (for mailed check, if selected as grant recipient):**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Title of Project/Event:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date(s) of Project/Event:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Total Marketing Cost of Project/Event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Amt. Requested:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Part 1:** Describe your project or event in 100 words or less (include project/event title and objectives.)

**Part 2**: Answer the following questions.

1. How does your project/event promote and enhance Downtown Los Alamos or White Rock? If your event will not be hosted in the Downtown area(s), please specify how you will drive visitors/participants to downtown businesses and how you plan to document results.

2. How will the project/event be promoted?

3. What economic benefit will it provide to businesses in the downtown area? Include the expected total number of attendees. How was the attendance estimate made?

4. Does your project/event involve collaborative businesses or partners **(minimum 5 downtown businesses recommended – the more the better)**? Briefly specify their names and roles

5. What will the funding provided by MainStreet be used for?

6. List other fund/resource sources that will support this project/event. For “in-kind” resources, provide your estimate of the value. What percentage of the total cost of the project/event is being requested from Los Alamos MainStreet.

7. Is this a new or ongoing project/event? If ongoing, briefly describe previous history (attendance/participation, does it attract out of town visitors, etc.) **OR,** if this is a new project/event, describe prior experience or expertise in coordinating similar projects/events, of the individual(s) or entity requesting funds.

**Final Report**

***(To be submitted with itemized request for payment, receipts or other documentation of expenditures, and copy of ads/promotional materials showing inclusion of MainStreet acknowledgement)***

|  |  |
| --- | --- |
| **Project/Event Name:** |   |
| **Project/Event Date:** |   |
| **Amount Awarded by MainStreet:**  |  |
| **To Whom Should Check Be Made Payable To? Please Also List Address if it is to be Mailed. Otherwise, Pickup at 190 Central Park Sq., Los Alamos is Expected.** |  |
| **Names of Participating Businesses and Organizations**  |  |
| **Estimated** **Number of Attendees:** |   |
| **Describe project/event outcomes in terms of promotional impact for downtown, economic benefit, and leveraging of MainStreet funding provided:** |  |
| **Estimated Total Cost of Project/Event:** | $ |
| **Estimated Total Marketing****Cost of Project/Event:** | $ |
| **Requested Matching Amount of Marketing Funding from MainStreet (up to 50%):** | $ |