

Special Event Sponsorship Request

FUNDED BY THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT



Old Town Cape is partnering with the Downtown Cape Girardeau Community Improvement District (CID) to provide financial support for special events held in downtown Cape Girardeau in order to build community and a vibrant sense of place within the district. Are you interested in applying for funding for your event? See below for details.

What is the Downtown Cape Girardeau CID?

The Downtown Cape Girardeau CID was established by the City Council of the City of Cape Girardeau 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.

What is Old Town Cape?

Old Town Cape is a community-driven, nonprofit organization that utilizes the Four Point Main Street Approach™ to preserve, promote, revitalize and enrich the historic, cultural, and economic landscapes of downtown Cape Girardeau, Missouri. The Old Town Cape district reaches from West End Boulevard to the Mississippi River and Route 74 to North Street, covering 130 blocks with more than 300 businesses and 900 residents. Old Town Cape is contracted to assist in providing public services and improvements outlined by the Downtown Cape Girardeau CID.

Is my event eligible for funding?

To be eligible for funding, your event must:

1. Take place within the Downtown Cape Girardeau Community Improvement District
2. Be a new event or have a new added element or expense
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. Do one or more of the following:
 - a. Recruit businesses to downtown
 - b. Increase the number of people living downtown
 - c. Develop the arts downtown
 - d. Engage people ages 40 and under
 - e. Encourage placemaking and connectivity

How much funding can I request?

You may request funding between \$250.00 and \$750.00 depending on the scale and anticipated budget of your event. Funding provided by the Downtown Cape Girardeau CID should not be the event's only source of funding.

When is the deadline for applying?

This application is for the fiscal year July 2016 through June 2017 and can be submitted any time prior to your event. Note that the review process could take up to one month, so please plan accordingly. If your event takes place after May 1, 2017, you may submit an application for preliminary review, but may be asked to resubmit another application closer to the date of your event.

Who decides if my event is approved for funding?

A review committee will determine whether your event qualifies for funding. The committee consists of a representative from the Downtown Cape Girardeau CID, Old Town Cape, the Cape Girardeau Convention & Visitors Bureau and the City of Cape Girardeau. The decision is made based upon the projected impact for downtown and available funds.

How do I apply?

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

418 Broadway
Cape Girardeau, MO 63701

katieamrhein@oldtowncape.org
(573) 334-8085



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Requesting Organization: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

Special Event Name: _____

Event Date(s): _____ Event Time: _____ a.m./p.m. to _____ a.m./p.m.

Event Location: _____

Special Event Details- What are your plans for cleanup? What are your location specifics? How many people do you expect to attend? Where will attendees park? Etc. Please be as specific as possible. Attach additional pages as needed.

Participating businesses- Are there other businesses involved? Which downtown businesses are participating in the event? Are there downtown businesses planning to be open for extended hours during your event?

Other funding sources- Does your event have other sponsors, in-kind donations, matching funds, etc.?

Type of event- Is your event an image building or cash register ringing event?

- ☐ My event will make downtown a more appealing place to live, work and play
- ☐ My event will increase sales in downtown businesses

Event Outcomes-*How will your event:*

- ☐ Recruit businesses to downtown
- ☐ Increase the number of people living downtown
- ☐ Develop the arts downtown
- ☐ Engage people ages 40 and under
- ☐ Encourage placemaking and connectivity

Event Expenses- *What is the overall budget of your event?*

Requested Funding-*What will CID Special Event Sponsorship cover specifically (ex: Print Marketing Materials, Catering, Venue Reservation Fees, etc.) ? What is the anticipated cost of this portion of your event?*

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.
2. Acknowledge sponsorship by including the Downtown Cape Girardeau CID logo on all promotional materials and include sponsorship in all publicity. The logo and statement for inclusion 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.

Applicant Signature: _____ Date: _____

FOR OFFICE USE ONLY

☐ Approved for \$_____ ☐ Rejected because:

Old Town Cape Representative

Date