

Guidelines for funding requests through the Downtown Development Authority (DDA) whereby the event/activity(s) are based, or in support of, the Village of Elk Rapids.

DDA Mission Statement:

The DDA is empowered to study the economic conditions and trends in the defined districts, analyze the causes of those trends, and undertake the community long-range planning to envision future economic vibrancy of their downtowns and the defined DDA plan areas. We are committed to prepare plans and undertake improvement projects to catalyze economic development toward that envisioned future.

Objective:

To create a strong and vibrant community to attract business, talent and ideas — the Village of Elk Rapids.

Who may request funding support:

Qualifying organizations and businesses that are planning events/activities within the DDA district boundaries which promote increased visitor traffic, economic activity, and the positive image of the Village of Elk Rapids.

Generating a request:

Included in the request will be an overview of the purpose that outlines:

- Requestor and Event Date(s)
- General description of the event and DDA District(s) possibly affected
- Target audience – Type and estimated number
- Planned marketing/advertising communications
- Who will be directly involved in implementing the event? (businesses, organizations)
- Potential participation, how other businesses, organizations or the village may be involved
- Approval of any/all applicable permits or special variances required for the event
- Method in which the results of this effort will be measured or quantified
- Detailed budget estimate of expenses

Timeline for a request:

All funding requests must be submitted in writing and presented to the DDA for review/approval during the regular scheduled DDA meeting, or at least 45 days before the planned event. It is understood that the amount awarded/approved by the DDA may not be the full amount requested.

Financial parameters for requested funds:

It is understood that funds are not to be used for food, door prizes, gifts or entertainment. Approved funds will be distributed through the DDA when receipts for the event are submitted along with an actual/estimated summary of the results obtained.

Promoting the Village of Elk Rapids:

By acceptance of requested funds, it is understood that the “Elk Rapids Downtown Development Authority” will be listed as a supporter/sponsor of the event, and use of current marketing graphics, wordmarks and slogans will be incorporated into promotional materials fully or partially funded by the DDA.

Elk Rapids DDA Funding Request Application (Format)

Please complete all information and return for review to the active Chair of the DDA as identified with the Village of Elk Rapids.

Person/Organization Submitting Application: _____

Date of Submission: _____

General description of the event/activity and how the funding will be used:

Target audience of this event/activity – Type and Estimated Number:

Planned marketing/advertising communications:

Who will be directly involved in implementing the event/activity? (Businesses, organizations):

Potential participation, how other businesses, organizations, or the village may be involved:

Approval of any/all applicable permits or special variances required:

Method in which the results of this effort will be measured or quantified:

***Please attach the budget detail of the total estimated event expenses.**