



January 5, 2012

Dear Belleville Area Organizations,

The City of Belleville Downtown Development Authority recognizes the value of events and activities that bring people to our downtown. The DDA provides funds to area organizations which produce wonderful celebrations, festivals, and family events in our traditional Downtown on the Lake. These activities benefit downtown businesses, bring the community together, and introduce visitors to unique Belleville experiences.

The Belleville Downtown Development Authority has prepared the enclosed Application Form for organizations requesting DDA funds for downtown events and activities. Please use this Application Form to submit funding requests. Forms can also be downloaded from the website: [www.belleville.mi.us/dda](http://www.belleville.mi.us/dda). Also attached is a sample scoring sheet, showing how the DDA reviews the information provided in your application.

***Two copies of your Application should be mailed or dropped off at the DDA office no later than Wednesday, February 29, 2012.*** A committee will review applications and make recommendations to the DDA as part of the budgeting process for the next fiscal year. Approved requests will be included in the July 1, 2012 - June 30, 2013 DDA budget.

*Please remember that if your organization has received DDA event funding previously, a final report on the event and how DDA funds were used must be submitted to the DDA office prior to any new applications being considered.*

If you have questions, or need help completing the form, please contact DDA Administrator Carol Thompson, at 734-646-0504. Please note that organizations submitting requests after February 29, 2012 and the 2012-13 budgeting process, may be considered on a case-by-case basis at the discretion of the DDA Board.

We look forward to working with you,

*Kerreen Conley*

Mayor, City of Belleville  
Chair, Belleville Downtown Development Authority

**2012 APPLICATION FORM – DUE WEDNESDAY, FEBRUARY 29, 2012**

Date received \_\_\_\_\_  
Meeting review date \_\_\_\_\_  
Recommendation \_\_\_\_\_

**BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY**

**ORGANIZATION REQUEST FOR DDA FUNDS**

Please reply to each section completely. Additional sheets may be attached. **Submit two copies** to the DDA office, City Hall, 6 Main Street, Belleville, MI 48111. For assistance call Carol Thompson at 734-646-0504.

Submission Date \_\_\_\_\_

Name of Organization \_\_\_\_\_

Organization Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone Number (s) \_\_\_\_\_

Name of person(s) in charge of event \_\_\_\_\_

**I ORGANIZATION MISSION OR PURPOSE**

**II EVENT DESCRIPTION** Please describe the activity for which you are requesting DDA funds, including date(s), location(s); Who and how many will be participating; and List local businesses and organizations involved and what services they are providing for the proposed activity:

**III DOWNTOWN BENEFIT** Please describe ways the proposed activity will benefit Belleville's Downtown?

**IV BUDGET** Please attach an itemized budget for the event. Explain how DDA funds will be spent.

Total Cost of Activity \$ \_\_\_\_\_

DDA Funds Request \$ \_\_\_\_\_

Other sources of income, please describe:

**V EVENT PROMOTION** How will the event be advertised and publicized? How will you reach an audience/participants?

**VI FUNDING RECOGNITION** How will the DDA's participation be recognized?

**CITY OF BELLEVILLE  
DOWNTOWN DEVELOPMENT AUTHORITY**

**Scoring Organization Request for DDA Funds**

Name of Organization \_\_\_\_\_

Review Date \_\_\_\_\_ Reviewer \_\_\_\_\_

Have complete report(s) for PREVIOUS DDA funding been submitted?    yes \_\_\_\_\_ no \_\_\_\_\_

SCORE	CRITERIA	APPLICATION SECTION	
	<p><b>0 - 10 points</b></p> <p>Is information complete? Is it a good plan? Does group have experience producing similar activities? Provides service/entertainment for public? How are local businesses and organizations involved?</p>	<p><b>Organization Mission or Purpose</b> <b>Event Description</b> for which you are requesting DDA funds, including date(s), location(s); who and how many will be participating; and List local businesses and organizations involved and what services they are providing for the proposed activity.</p>	
	<p><b>0-15 points</b></p> <p>Does activity promote Downtown Belleville? Support local businesses/ economic development? Does it introduce visitors to the Downtown?</p>	<p><b>Downtown Benefit</b> Describe ways the proposed activity will benefit Belleville's Downtown?</p>	
	<p><b>0- 10 points</b></p> <p>Is the budget thorough, and reasonable for expenses and income? What support other than DDA is included in the budget?</p>	<p><b>Budget</b> <i>Please attach an itemized budget for the event. Explain how DDA funds will be spent.</i></p> <p>Total Cost of Activity    \$ _____ DDA Funds Request        \$ _____ <b>Other sources of income</b>, please describe:</p>	
	<p><b>0-10 points</b></p> <p>Is there a good publicity plan - timely, good outreach, creative? Is publicity targeted to intended participants?</p>	<p><b>Event Promotion</b> How will the event be advertised and publicized? How will you reach an audience/ participants?</p>	
	<p><b>0 - 5 points</b></p> <p>Use of Downtown Belleville logo and recognition on publicity and printed materials, and at the event.</p>	<p><b>Funding Recognition</b> How will the DDA's participation be recognized?</p>	
	<p><b>Total Score ( 50 possible)</b></p>	\$	<b>Recommended Funding</b>