

WPB (Wicker Park Bucktown SSA #33)
2011 COMMUNITY GRANT POLICY + APPLICATION

Promote WPB Committee Mission:

To nurture and build public awareness of the neighborhood's unique history and culture through the sponsorship of public programs and initiatives that enhance the quality of life within the Wicker Park and Bucktown neighborhoods.

Goal of grant program:

To sponsor public programs, events, initiatives, or services that demonstrate a measurable benefit to the community and foster community growth and development within the WPB SSA district.

Who is/what activities are eligible?

Any business, organization, or individual that will be providing services, events, or activities within the SSA district is eligible to apply for a grant. Preference will be given to businesses, organizations, and individuals that reside within the district.

What can grant funding be used for/what can it not be used for?

Yes

- ✓ Direct services
- ✓ Special events
- ✓ Fundraising events

No

- ✗ Purchase, sale, distribution of alcohol
- ✗ Profit margin (in other words, in the absence of support, the program/event/etc. would only break even)
- ✗ Operating expenses or staffing of the organization

What makes an attractive proposal?

- Multiple funding sources
- For established organizations/events - demonstrated history of success
- For new organizations/events - potential to augment services/mission
- Programming that:
 - Serves a large audience
 - Serves an under-represented or underserved audience
 - Serves youth
 - Serves seniors
 - Fills a void in services in the neighborhood
 - Fosters positive community interaction
 - Promotes the area as a great neighborhood
 - Fits the mission of the Promote WPB Committee and WPB in general.

Funding parameters - 2011

WPB currently has \$60,000 budgeted for all community grants in 2011.

The committee will only be authorized to approve up to \$15,000 in grant monies per quarter, with each grant not to exceed the lesser of (a) \$5,000 or (b) 20% of the overall budget of the event, program or service. Approved funds will be allocated to the quarter in which an event or program occurs or a service is rendered. Submission of completed grant applications are encouraged well before the quarter in which your event or program is slated to begin. If funds are available and not

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granted in a particular quarter, such funds will be carried over into the following quarter. Organizations are eligible for 1 grant per year, but may submit additional grant applications during the year as the Commission has the authority to deviate from this policy by approving more than 1 grant per year. Notwithstanding the foregoing, if a grant is declined, such organization may apply for a new grant related to a different event, program or service.

The committee continues to be interested in supporting the marketing of various events in the community. The committee has analyzed the community grants approved in the past years and based on this trend, believes that the total 2011 funding for WPB Community grants should be allocated as follows:

- 25% should be used toward the arts or art-related activities
- 25% should be used toward events or festivals
- 25% should be used toward commercial/merchant events, programs or services and
- 25% should be used toward education/children's events, programs or services.

The category that a specific grant falls within is subject to the reasonable discretion of the co-chairs of the committee.

It is our intent to review this policy quarterly to determine whether it is practical and achieves the goals of the SSA. To the extent the committee wishes to amend or deviate from this policy, it will seek the approval of the Commission to do so. *PLEASE BE ADVISED THAT THIS POLICY IS SUBJECT TO CHANGE.*

Application + Post-Event Requirements:

- Appropriate permits, aldermanic/city approvals (Please supply copies.)
- WPB logo included in any print or web materials having to do with the event sponsored.
- If funding is awarded, it will be paid out in two installments: 90% of the funding awarded will be paid prior to the event date/start of programming, and the final 10% of the funding awarded will be paid after successful review of a post-event report (a copy of this report is attached for you reference to the end of this document).
- The Promote WPB Committee will not review any applications from an organization, business, or individual that has an "open" grant, i.e. the post-event report has not yet been reviewed and the final 10% payment has not been issued.
- A post-event report is due by the 15th of the month following the event, at the latest. If sponsorship is requested for an ongoing or long-term service or program, a quarterly or monthly report will be required.
- The post-event final report form is attached at the end of this packet, and for your reference, the final report should include the following information:
 - Samples of marketing materials, particularly those with reference to WPB
 - Attendance
 - A description of goals attained; measurements
 - A description of the successes of the event as well as the challenges, and how improvements can be made for subsequent events
 - Money raised
 - Testimonials from attendees or others who benefited from the event.

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Application process:

- Applications are due the 15th of the month. If the 15th of a given month falls on a weekend, the applications are due the Friday prior to that weekend.
- Complete applications will be reviewed at the regularly scheduled meeting of the Promote WPB committee in the month they are received.
- Once applications have been reviewed, the program committee reserves the right to request additional information by email.
- If the application is complete, applicants can expect a response in approximately 30 days.
- Application deadlines are non-negotiable; late applications may be considered the following month.
- PLEASE NOTE: It is in your organization's best interest to submit your application well in advance of your event/start of programming. The Promote WPB Committee makes every effort to review the applications received each month; however, an application may be reviewed over the course of two or more months if additional information is requested, if the committee is unable to meet, etc.

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WPB COMMUNITY GRANT APPLICATION

Organization Name:

Organization Address:

Organization Website:

Applicant Contact Information:

Name

Street

City

State ZIP

Daytime phone

Evening phone

Email address

Event/program/service Information:

Date(s)

Location(s)

Cost (total budget amount for event, project, etc.)

Amount of support desired (please provide both dollar amount and percent of total budget)

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Please respond to the following questions:

1. Describe your organization – mission, goals, structure, brief history, etc.
2. Describe the event/programming/service.
3. What is the project budget?

Please supply a copy of your event or program’s budget that shows both sources of funding and all expenditures, or use the format provided below.

Project Budget

Expenses	
Operating Expenses	
Outside Services	
Supplies/ Equipment	
Marketing (please itemize)	
(etc)	
Wages/Labor	
Other	
Total Expenses	\$
Income	
Admission/Box Office	
Contracted Services/Earned Income	
Other Revenue	
Sponsors	
Corporate/Foundation	
Private Contributions	
Government Support	
Total Cash Income	\$
In-Kind Contributions (describe)	
(etc)	
Total In-Kind Contributions (estimated value)	\$
Total Income	\$
Profit	
Anticipated Profit [Income-Expenses](if any)	\$

4. What other funding sources will be used?
5. If this funding is granted, what exactly will it be used for?
6. If a profit is anticipated, what will it be used for?
7. What is the cost to attendees of the event/program/service?

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8. What partners are involved in the planning and execution of the event/programming/service?
9. How does the event/programming/service fit with the mission of this committee and WPB?
10. How does the event/programming/service benefit the neighborhood overall?
11. How will the event/programming/service benefit your organization?
12. What are the goals/mission statement of the event/programming/service?
13. How will you measure the success of the event and whether the goals were attained?
14. What population or who does the event/programming/service serve?
15. How will the event/programming/service be advertised and promoted?
16. Has this event/programming/service taken place before? When? Where? What was the most recent budget? If there was a post-event report generated, please supply a copy. If not, please indicate attendance numbers, profit, any testimonials, etc in your response.

Please submit this application and attachments to:

WPB Community Grant Application
ATTN: Eleanor Mayer, AICP
WPB Program Associate
1414 N Ashland Ave
Chicago, IL 60622

For more information, call or email:

773.235.6385
eleanor@wickerparkbucktown.org

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WPB Community Grants Final (Post-Event) Report

A note on completing Post-Event reports: For clarity, please address the following items in order, list your organization's event, name, location and date at the header/top left of each page, and keep your narrative to two (2) double sided pages.

Please review your event or program by providing the following information:

1. Event Marketing:

- Share testimonials from attendees or others who benefited from the event.
- Present samples of all marketing materials, particularly those with reference to WPB
- Include copies of three (3) items that demonstrate public review, listings, and promotion of your event or program.

2. Attendance:

- Who attended the event? What was the audience response to your project/event/program? How do you measure your audience?
- Number of Individuals benefitting from the program in attendance_____.

3. Goals & Metrics:

- Provide a description of goals attained; measurements used to determine if goal was met.
- Please include any money raised by your event or program (e.g. Was there a profit? How will it be used?) and complete the *Financial Report* table below.

Financial Report

Expenses		<i>Fill in Amount Spent (in \$)</i>
Labor/Wages		
Outside Services		
Supplies/Equipment		
Marketing		
Other		
Total Expenses		\$
Income		<i>Fill in Amount (in \$)</i>
Admission/Box Office		
Contracted Services/Earned Income		
Other Revenue		
Sponsors		
Corporate/Foundation		
Private Contributions		
Government Support		
WPB Community Grant		
Total In-Kind Contributions (estimate value)		
Total Income		\$
Profit		
[Income-Expenses]		\$
Anticipated use for profit (if any):		

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4. Implementation:

- How was the program carried out? Were there deviations from the original program description? If so, why?

5. Evaluation

- Evaluate the event in terms of accomplishment, its success for the organization, and impact on the audience.
- A description of the event or program's challenges, and how improvements can be made for subsequent events. E.g. what would you do differently next time?

For Promote WPB Committee Use only:

Staff review _____

Date _____

Committee Approval _____

SSA