

2012 First Friday Grant Application for Merchants

Description

Downtown Inc offers competitive grant funding up to \$500 per month for merchants who wish to participate in First Friday. To be eligible, businesses must be located within the boundaries of York's Business Improvement District. Funds may be used for activities, entertainment, refreshments, promotional giveaways, or other items that would enhance the overall First Friday experience for downtown visitors. **No funds will be given for purchase of products for resale.**

Evaluation

Each request will be evaluated by a grant review committee consisting of representatives from Downtown Inc's board of directors, events committee, and/or staff, who will approve or deny applications at their discretion.

Requests will be evaluated based on the following criteria:

- Fits within the monthly theme
- Originality
- Impact on business's participation in First Friday
- Impact on the whole First Friday event

Payment

If your application is approved, Downtown Inc will make checks payable directly to entertainers. If you are purchasing materials or refreshments, you will be required to submit receipts for reimbursement. This will be strictly enforced.

Application Instructions & Deadlines

Applications may be completed by filling out the form below. Completed forms should be submitted to info@downtownyorkpa.com, faxed to 717-699-0241, or mailed to 1 East Market Street, Suite 202, York, PA 17401. Incomplete applications will not be considered. Late applications will not be considered. Fill out a separate application form for each request/month.

Deadlines are as follows:

First Quarter

Funding Deadline: 4 p.m. on Monday, November 28, 2011
Information Deadline: 4 p.m. on Friday, December 9, 2011

- January - Super Tailgate Party
- February -Go Red for Healthy Hearts
- March - Girls Night Out

Second Quarter

Funding Deadline: 4 p.m. on Monday, February 20, 2012
Information Deadline: 4 p.m. on Friday, March 9, 2012

- April - Jazz in the City
- May -Mamapalooza
- June - Art Crawl

Third Quarter -

Funding Deadline: 4 p.m. on Monday, May 21, 2012
Information Deadline: 4 p.m. on Friday, June 8, 2012

- July - Patriotic Days
- August - Festival of Cultures
- September - Sidewalk Sale

Fourth Quarter -

Funding Deadline: 4 p.m. on Monday, July 23, 2012
Information Deadline: 4 p.m. on Friday, August 10, 2012

- October - Eat, Drink & Be Scary
- November - Holiday Open House
- December - Light Up Night

Questions

Please contact Amanda Meyers at info@downtownyorkpa.com or 717-849-2331.



2012 Application

Business Name _____

Address _____

Contact name _____

Phone number _____

Email address _____

Website address _____

Amount requested \$_____ For month: _____

Description of how you plan to use the funding: (attach additional pages as necessary)

Does this activity fit within this First Friday's monthly theme? Yes No

If you are awarded less than the total amount requested, will you be able to provide an activity either by contributing the additional funds or modifying the activity to fit within the awarded budget? Yes No

If yes, please explain:

Signature _____ Today's date _____

Printed name _____ Title _____