



# Special Service Area (SSA) 27 Community Events & Placemaking Grant Program 2019 Guidelines and Application

*Released December 4, 2018*

## 1. Description

The Community Events & Placemaking Grant Program (the “Program”) is funded by Lakeview Special Service Area 27 (“SSA 27”) and administered by the Lakeview Chamber of Commerce (“Chamber”) to serve the commercial and residential district within the SSA 27 service boundaries listed in Section 2. The goal of the Program is to support the development of more events and public programming serving our community through grants and other technical assistance. The Program furthers the organization’s goals to create memorable experiences and promote the neighborhood, providing support and funding for organizations or individuals planning special events, ongoing public programming and creative placemaking activities.

**Applicants that meet all Program requirements outlined in this document may receive a grant of up to \$5,000. Funding is limited and applications must be submitted by February 15, 2019 to receive consideration.** The SSA 27 Board of Commissioners reserves the right to accept new applications after this deadline if additional funding becomes available. Applicants whose grant requests are approved will be required to submit a Post-Event Report within 60 days of the completion of the event or project as outlined in Section 6.

SSA 27 manages the public spaces listed below and seeks to increase activity and programming in these spaces. Organizations and businesses seeking outdoor space for programming are strongly encouraged to apply to use these spaces; however, all applications for programming that takes place within the SSA boundaries listed in Section 2 will be considered.

- Southport and Paulina Plazas at the Lakeview Low-Line: Located at the auxiliary exits of the Southport and Paulina CTA stations, these spaces under the ‘L’ tracks feature pea gravel hardscapes and paved pathways, murals, seating and landscaping. The spaces are ideal for pop-up markets, art showcases, or performances, but projects should take into consideration noise.
- People Spots: People Spots are temporary decks that extend the sidewalk into the street to create seasonal public spaces with landscaping and seating to be enjoyed by pedestrians. These intimate spaces can host small gatherings and performances. 2019 locations to be announced.
- The Lincoln Hub: This public space at Lincoln/Wellington/Southport combines traffic calming, pedestrian improvements and public art to create a memorable focal point for the Lincoln Avenue corridor in Lakeview. Painted corner bump-outs provide space to host street performers, vendors or other pop-up activities for passing pedestrians to enjoy.

## 2. Grant Eligibility Requirements

All projects must:

1. Take place between April 1 and December 31, 2019.
2. Take place within SSA 27 or on an adjacent side street with the project abutting SSA 27. The SSA 27 boundaries include:
  - Belmont Avenue (Ravenswood to Racine)
  - Lincoln Avenue (Addison to Diversey)
  - Ashland Avenue (Addison to Diversey)
  - Southport Avenue (Byron to Belmont)
3. Take place in an outdoor public space OR engage multiple local partners if taking place indoors.
4. Meet Program guidelines; projects are subject to review by the SSA 27 Board of Commissioners.
5. Comply with all applicable city, state and federal laws, permitting and requirements.
6. Recognize SSA 27 in print or web materials having to do with the event.

**Ineligible:** Grant funding may NOT be used for the following:

1. Profit margin. Projects that would return a net profit without grant funding may NOT receive funding. Exceptions may be considered for 501(c)(3) fundraisers.
2. Purchase of alcohol.
3. Indoor events hosted by one business.
4. Multiple applications from same organization. Organizations may receive one grant per year.

The SSA 27 Board of Commissioners reserves the right to reject any questionable budget estimates, as well as implement such additional Program rules and regulations as it deems reasonable. Additional conditions that may determine Program eligibility are outlined below.

## 3. Grant Amounts

**Applicants that meet all Program requirements outlined in this document may receive a grant of up to, but not to exceed, a total of \$5,000.** Grants are awarded only after the project is approved by the SSA 27 Board of Commissioners. If funding is awarded, it will be paid out in two installments: up to 90% of funding awarded may be paid prior to the event date/start of programming, with the remainder of the funding to be paid no more than 30 days after successful review of a Post-Event Report. The upfront percentage is subject to change by the SSA 27 Board of Commissioners for each project.

Due to the high volume of applications anticipated, the SSA 27 Board of Commissioners may award a grant at an amount less than the allowable maximum, or no grant at all. Preference shall be given to:

1. Projects with multiple funding sources and projects that do not require the maximum of \$5,000.
2. Organizations and individuals with a demonstrated history of success.
3. Applicants that articulate a marketing plan that will maximize their project's reach.
4. Creative and innovative ideas and projects involving the arts.
5. Partnerships between organizations or businesses.
6. Projects that engage a large audience or serve an under-represented audience.
7. Projects throughout SSA 27 in an attempt to accomplish geographic diversification.
8. Projects that fill a void or need in the neighborhood and clearly meet the mission of SSA 27.
9. Applicants that demonstrate that funding assistance is necessary to complete the project.

## 4. Application Process

To apply for a grant and receive consideration, applicants must complete and submit the attached application by February 15, 2019 via email to [ssa27@lakeviewchamber.com](mailto:ssa27@lakeviewchamber.com) or by mail to:

Lakeview Special Service Area 27  
c/o Lakeview Chamber of Commerce  
1409 W. Addison St.  
Chicago, IL 60613

Individuals who are considering whether to apply for the Program are strongly encouraged to contact the Chamber to discuss Program eligibility prior to completing an application. Please email [ssa27@lakeviewchamber.com](mailto:ssa27@lakeviewchamber.com) or call (773) 472-7171 for assistance.

## 5. Review Process

The SSA 27 Board of Commissioners will review and accept or reject each completed application in its sole and absolute discretion, including determination as to which proposed projects meet the Program guidelines, which projects will provide the most positive impact on the community, which projects have the most need for funding assistance, and how much funding to award. *There is a strong preference for projects with multiple funding sources, and projects seeking less than 50% of their funding from SSA 27.* Applicants may be asked to clarify elements of projects if requested by the SSA 27 Board of Commissioners, or to adopt recommended changes to projects as a condition for receiving grant funding. The application may be voted on in the next SSA Commission meeting, or if the SSA 27 Board of Commissioners has questions about the application, a vote may not take place until a future meeting. Within ten business days of the Commission meeting at which the application was voted upon, the applicant will be sent an approval letter stating the grant amount awarded for the project (the "Approval Letter") or an explanation of why the application was not approved.

## 6. Post-Event Report

Approved applicants are required to submit a Post-Event Report within 60 days of the completion of the event or project. Failure to do so may result in the applicant forfeiting the final payment. *The Chamber reserves the right to request additional documentation, including paid invoices or receipts evidencing payment of any relevant project expenses, prior to issuing final payment.*

The Post-Event Report must include the following:

- Samples of marketing materials, particularly those including the This is Lakeview logo.
- Photo(s) from the event.
- Estimated attendance at the event.
- Number of local partner organizations or businesses included in the event.
- A description of the successes of the event as well as the challenges, and how improvements can be made for subsequent events.
- A final copy of the Project Budget Summary Worksheet, found in the application attached to this document, and a detailed budget attachment showing budget vs. actual financials, including gross revenue, gross expenses, and net income.

# Lakeview SSA 27: Community Events & Placemaking Grant Program Application

## APPLICATION CHECKLIST

Please ensure that the following items are included in your application. **Incomplete applications will not be considered for approval by the SSA 27 Board of Commissioners.**

- This Completed Application Form
- Project Budget Summary Worksheet and Detailed Budget Attachment
- Signed Statement of Understanding

## APPLICANT INFORMATION

\_\_\_\_\_  
*Organization/Business Name, if applicable*

\_\_\_\_\_  
*Contact Name*

\_\_\_\_\_  
*Title, if applicable*

\_\_\_\_\_  
*Phone*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*Mailing Address*

\_\_\_\_\_  
*City*

\_\_\_\_\_  
*State*

\_\_\_\_\_  
*Zip*

## PROPOSED PROJECT

**Brief Description of Event or Project** *(attach additional sheets if necessary):*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Date(s):** \_\_\_\_\_

**Location(s):** \_\_\_\_\_

*Must be located within the boundaries of Special Service Area (SSA) 27.*

**Anticipated Number of Attendees:** \_\_\_\_\_

**Cost to Attendees:**

- Free and open to the public
- Ticketed (Ticket cost: \$\_\_\_\_\_)

*With rare exceptions, SSA 27 will NOT approve funding for ticketed events.*

**SUPPORT REQUESTED**

**Total grant requested:** \$ \_\_\_\_\_ ( \_\_\_\_\_ % of total project budget)

Minimum amount of funding needed from SSA 27 to execute project: \$ \_\_\_\_\_

Amount of funding needed up-front before project start (max. 90%): \$ \_\_\_\_\_

**Other Types of Support Requested:**

- Use of SSA-managed public space/permitting support
- Marketing assistance
- Other technical assistance: \_\_\_\_\_

**NEED & IMPACT STATEMENT**

Please describe why support is needed, how funds will be used, and how you anticipate your project will positively impact our community. Attach additional sheets if necessary.

---

---

---

---

---

---

**MARKETING PLAN**

Please describe in detail how you plan to promote your project to engage a large audience or serve an under-represented audience. Attach additional sheets if necessary.

---

---

---

---

---

---

**PROJECT BUDGET**

Please attach a detailed project budget, showing your anticipated gross revenue, gross expenses, and net income with as much clarification as possible, and summarize your budget using the Budget column on the Project Budget Summary Worksheet on the following pages.

**PROJECT BUDGET SUMMARY WORKSHEET**

Summarize your budget using the Budget column on the worksheet below. Complete the Actuals column after your project has concluded and resubmit a final copy of this worksheet with your Post-Event Report. If a line item does not apply to your project, write "N/A" or "\$0" in the space provided.

**Revenue:**

	BUDGET	ACTUALS
		<i>Complete this column <u>after</u> your project has concluded.</i>
A. SSA 27 Grant: <i>This should match the amount you requested above in your application, or for actuals, the amount that was approved.</i>	\$ _____	\$ _____
B. Other Sponsorships and Grants: <i>Total amount of sponsorships and grants <u>not including</u> the SSA 27 Grant.</i>	\$ _____	\$ _____
C. Admission/Entrance Fees: <i>Total amount of revenue earned from charging people fees to attend your event or project.</i>	\$ _____	\$ _____
D. Vendor Fees: <i>Total amount of revenue earned from charging vendors (ie. farmers, exhibitors, etc.) fees to participate in your event or project.</i>	\$ _____	\$ _____
E. Sales: <i>Total amount of revenue earned from sales of merchandise, food, drink, etc.</i>	\$ _____	\$ _____
F. Other Revenue: <i>Total amount of any other revenue. <b>Please describe other revenue sources below, if applicable.</b></i>	\$ _____	\$ _____
_____		
_____		
_____		
<b>G. Gross Revenue:</b> <i>Sum of lines A through F.</i>	\$ _____	\$ _____

**Worksheet continues on the next page**

**Expenses:**

	BUDGET	ACTUALS
<b>H. Supplies:</b> <i>Total amount of expenses related to supplies or equipment needed for your event or project.</i>	\$ _____	\$ _____
<b>I. Outside Services:</b> <i>Total amount of expenses paid to subcontractors and outside vendors.</i>	\$ _____	\$ _____
<b>J. Labor:</b> <i>Total amount of wages paid to employees or event staff.</i>	\$ _____	\$ _____
<b>K. Marketing/Communications:</b> <i>Total amount of expenses related marketing and communications efforts promoting your event.</i>	\$ _____	\$ _____
<b>L. Administrative:</b> <i>Total amount of expenses related to permits, insurance or other administrative fees.</i>	\$ _____	\$ _____
<b>M. Other Expenses:</b> <i>Total amount of any other expenses. Please describe other expenses below, if applicable.</i>	\$ _____	\$ _____
_____		
_____		
_____		
<b>N. Gross Expenses:</b> <i>Sum of lines H through M.</i>	\$ _____	\$ _____

**Income:**

<b>O. Net Income:</b> <i>Subtract line N from line G.</i>	\$ _____	\$ _____
--	----------	----------

**STATEMENT OF UNDERSTANDING**

The applicant (undersigned) acknowledges that he or she has read the entire Community Events & Placemaking Grant Program Guidelines and Application and agrees to fully comply with the guidelines and procedures of the Program, including any required documentation and other terms and conditions. Furthermore, applicant agrees to:

- Complete all aspects of the event or project in accordance with the approved application
- Recognize SSA 27 as a sponsor of the event or project
- Provide Post-Event Report at completion of event or project

**APPLICANT AGREES TO INDEMNIFY AND HOLD HARMLESS THE LAKEVIEW CHAMBER OF COMMERCE, ITS AFFILIATES, AND ITS RESPECTIVE OFFICERS, DIRECTORS, AGENTS, AND EMPLOYEES FROM ANY AND ALL CLAIMS, DEMANDS, LOSSES, CAUSES OF ACTION, DAMAGE, LAWSUITS, JUDGMENTS, INCLUDING ATTORNEYS’ FEES AND COSTS, ARISING OUT OF, OR RELATING TO, ANY EVENT, CONDITION, CONTRACT, OBLIGATION, ACT, OMISSION, NON-FULFILLMENT, NON-ASSUMED LIABILITY, BREACH, INACCURACY, OR NON-FULFILLMENT OF ANY REPRESENTATION, WARRANTY, COVENANT, OR AGREEMENT WITH THE COMMUNITY EVENTS & PLACEMAKING GRANT PROGRAM, OR WITH RESPECT TO ANY OF THE TERMS OF THIS AGREEMENT. THIS PROVISION SHALL SURVIVE THE DURATION OF THIS AGREEMENT.**

\_\_\_\_\_  
*Applicant Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Applicant Name (Please Print)*

\_\_\_\_\_  
*Applicant Title, if applicable*