



**DOWNTOWN  
GREENSBORO**

## **DOWNTOWN GREENSBORO, INC.**

### **SPARK GRANT**

#### **GUIDELINES + APPLICATION**

*(Updated 9.13.22)*

Downtown Greensboro, Inc. (DGI) is interested in supporting unexpected, fun and exciting projects in Downtown Greensboro that create buzz, community involvement and vitality. Sometimes big ideas do not need a lot of money to get off the ground. Nor do they need a lot of time to plan and complete. However, these smaller types of activities can often help to improve a neighborhood and make it a better place to live, work and play. How can you help to improve downtown and make it a better place to live, work and play? Allow us to spark your idea into action!

#### **GUIDELINES:**

- Applicants may be individuals, businesses or nonprofits.
- Grant recipients may request up to \$3,000.
- Grant Requirements:
  - The application must propose a new project, program or initiative (“Project”) in Downtown Greensboro (i.e. not an existing project, program or initiative of the applicant).
  - Consistent with DGI’s mission, the Project must demonstrate the potential for long-term impact on Downtown Greensboro.
  - DGI staff will review the applications and proposed Projects. A phone call may be scheduled with the applicant to discuss their request.
  - The Project must be completed within one year of grant notification. Otherwise, funds must be returned to DGI.
  - 100% of the grant funds must be used to implement the Project. No portion of the grant funds shall be used for general operations of a nonprofit or business.
  - The grant recipient shall be responsible for implementing the Project. The Project shall not depend upon the use of DGI staff.
  - If selected for a grant, the Project shall not be modified or altered without written approval of DGI.
  - The Project shall not constitute a fundraiser/profit generator for the grant recipient. The Project shall not involve an admission charge for participants/attendees.
  - Independent vendors (i.e. not the grant recipient) may be allowed to sell drinks, food or other products (e.g. arts, crafts, etc.) at the Project provided that such independent vendors (i) will further the purpose of the Project; (ii) have all proper licenses under all applicable laws; (iii) have sufficient insurance with adequate coverage for potential liabilities; (iv) will collect and remit to the State of North Carolina any applicable sales taxes; and (v) shall be subject to prior review and approval by DGI. Any fees collected by the grant recipient from independent vendors shall be expended in furtherance of the Project.
  - The grant recipient shall submit a one-page written summary to Downtown Greensboro, Inc. within 3 months after the project is implemented. The report shall include the following at a minimum: (1) after photo(s) of the Project and (2) summary of the major aspects of the Project (i.e. use/visits by the community; media coverage; other community projects, outcomes, etc.).
  - The grant recipient should post the project on social media and tag @downtowngreensboro, #DGSO.



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Please email Spark Grant application and any photos and supporting materials to Rob Overman, Director of Strategic Initiatives, [rob@downtowngreensboro.org](mailto:rob@downtowngreensboro.org).

#### **CONTACT INFO**

Name of Organization:

Mission Statement of Organization:

Organization Website (if applicable):

Contact Name at Organization:

Contact Direct Phone Number (preferably cell):

Contact Email:

If you are not an organization, tell us about yourself: (200 words)

#### **PROJECT INFO**

Project/Event Title:

Projected Project Date(s):

Project Location:

Project Website/Social Media:

Total Project Budget:

Request for Spark Grant Funding (*must not exceed 5K*):

Has this project ever been done before? Y/N

If Yes, how will yours be different? (100 words)

Describe your project: (200 words)

How will your project create a spark for downtown? (200 words)

What future idea(s) do you think your project will spark in downtown? (200 words)

How will your project have a lasting impact on downtown? (200 words)

If your project involves the use of independent vendors to sell food, drinks, or other products, please explain how such independent vendors will further the purpose of your project. (200 words)



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#### **BUDGETS**

Upload Detailed Budget here (be as specific as possible):

Please list all other organizations/grants you are requesting funds from, and the amounts you are requesting:

#### **MARKETING**

Organization Facebook URL:

Likes:

Organization Twitter URL:

Followers:

Organization Instagram URL:

Followers:

How will you market your event? (200 words)

#### **IMPACT ON DOWNTOWN**

Estimated Number of Attendees who will visit downtown during the project:

Estimated Number of Adults who will visit downtown during the project:

Estimated Number of college students who will visit downtown during the project:

Downtown Partners or Merchants that will be involved:

How will your event draw first time visitors to Downtown Greensboro?

**Please attach any images that may be helpful in reviewing your project to your grant application submittal.**