



**LOS ALAMOS  
MAINSTREET**

## **Los Alamos MainStreet - Small Project Application Downtown Promotional Projects through June 30, 2017**

### **GENERAL INFORMATION**

LACDC, through its Los Alamos MainStreet Program, is seeking applications for assistance with marketing/advertising of events/promotions to be held in or support downtown Los Alamos between now and June 30, 2017. Los Alamos MainStreet promotes community events/projects in the downtown such as Los Alamos ScienceFest – The Secret City Unlocked, the Fair & Rodeo Parade, Trick or Treat on MainStreet, and Winterfest in order to build community and sense of place in our downtown.

Applications for funding of \$1,000 or less are being accepted. Applications are invited from businesses, clubs, and community organizations. A separate application must be provided for each event or series of events. This money is to be used for promotional items, to include but not limited to, print materials (flyers, t-shirts, banners, etc.), radio advertising and television advertising. Other promotion material opportunities could be accepted by special request. It is a MATCHING grant for the marketing (advertising) of the event, not the entire event.

Applications for events may be submitted to Suzette Fox, 109 Central Park Square, Los Alamos, NM 87544.

### **APPLICATION FORMAT**

Proposals must use the attached form, “Application for Funding Assistance - Los Alamos MainStreet”.

### **PROPOSAL EVALUATION CRITERIA**

Proposals will be evaluated on the following criteria and weighted points:

<b>Criteria</b>	<b>Weighted Points</b>
1. <b>PROMOTIONAL IMPACT FOR DOWNTOWN:</b> number of participating businesses (more is better), perceived impact of promotional plan, anticipated community participation/attendance	40%
2. <b>ECONOMIC BENEFIT:</b> direct impact on MainStreet Businesses (more points may be awarded for weekend events that may include an overnight stay in Los Alamos)	30%
3. <b>COST/LEVERAGE:</b> including cost of event, amount requested, in-kind benefit and support, matching funds	30%



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## CONDITIONS

Los Alamos MainStreet reserves the right, at its sole discretion, to accept or reject any application. Los Alamos MainStreet also reserves the right, at its sole discretion, to request additional information from any or all respondents. Los Alamos MainStreet will utilize a volunteer panel to evaluate and select applications for funding. Late summer and fall events will be evaluated as received. For winter events and activities selection of applications to be funded will occur by **June 1, 2017**. Questions should be directed to Suzette Fox, LACDC. All applicants will be notified by email of the decision made about their application along with a memorandum of understanding that needs to be signed and logos to be used on promotional material.

**Matching funding will be provided as reimbursement of marketing (advertising) expenditures ONLY.** Documentation of marketing expenditures will be required to receive reimbursement. Applicants receiving funding will be required to provide a brief final report summarizing results of the event to the Los Alamos MainStreet following the event/project. Funding must be used and invoice with documentation of expenditures and final event report must be submitted to LACDC **within 45 days after the funded event/project**.

This application is for the fiscal year July 2016 through June 2017. **Events/projects that take place after May 1, 2017 shall have final reports submitted no later than June 1, 2017 or by a date agreed upon by Event Holder and Suzette Fox.**

Promotional materials and event publicity must acknowledge sponsorship by Los Alamos MainStreet and Los Alamos County. The MainStreet program will provide a logo and statement for inclusion in promotional materials. Logo must be large enough to be easily readable.

Individuals or organizations wishing additional information regarding this request for applications should contact Suzette Fox, 505.661.4844 or [suzette@losalamos.org](mailto:suzette@losalamos.org).



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## Application for Funding Assistance

### Los Alamos MainStreet

**Requesting Organization:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Title of Project/Event:** \_\_\_\_\_

**Date(s) of Project/Event:** \_\_\_\_\_

**Total Marketing Cost of Project/Event:** \_\_\_\_\_ **Amt. Requested:** \_\_\_\_\_

**Part 1: Describe your project or event in 100 words or less. (Include project/event title and objectives.)**

**Part 2: Answer the following questions.**

1. How does your project/event promote and enhance Downtown Los Alamos?
2. How will the project/event be promoted?
3. What economic benefit will it provide to businesses in the downtown area? Include the expected total number of attendees. How was the attendance estimate made?
4. Does your project/event involve collaborative businesses or partners (**minimum 5 downtown businesses recommended – the more the better**)? Briefly specify their names and roles.
5. What will the funding provided by MainStreet be used for?
6. List other fund/resource sources that will support this project/event. For “in-kind” resources, provide your estimate of the value. What percentage of the total cost of the project/event is being requested from Los Alamos MainStreet.
- 7.
- . Is this a new or ongoing project/event? If ongoing, briefly describe previous history (attendance/participation, does it attract out of town visitors, etc.) **OR**, if this is a new project/event, describe prior experience or expertise in coordinating similar projects/events, of the individual(s) or entity requesting funds.



## Final Report

*(To be submitted with itemized request for payment, receipts or other documentation of expenditures, and copy of ads/promotional materials showing inclusion of MainStreet acknowledgement)*

<b>Project/Event Name:</b>		
<b>Project/Event Date:</b>		
<b>Names of Participating Businesses and Organizations</b>		
<b>Estimated Number of Attendees:</b>		
<b>Describe project/event outcomes in terms of promotional impact for downtown, economic benefit, and leveraging of MainStreet funding provided:</b>		
<b>Estimated Total Cost of Project/Event:</b>	\$	
<b>Estimated Total Marketing Cost of Project/Event:</b>	\$	
<b>Requested Matching Amount of Marketing Funding from MainStreet (up to 50%):</b>	\$	



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***Example Promotions and Events*** (These are examples only. We are providing these to help stimulate ideas about what can be possible. Please do not limit your ideas based on the examples. Creativity is very much hoped for and welcome)

1. Co-op advertising to promote downtown businesses
2. Holiday events and sales promotions
3. Outdoor Art Festivals
4. Concerts
5. Film Festivals
6. Grand Openings
7. Taste of Los Alamos
8. Destination brochures
9. Dollar Days
10. Scavenger Hunts
11. Clean Up Days
12. Story Telling
13. Art Stroll
14. Student Discount Day
15. Book Signings
16. Moonlight Movies
17. Bike-a-Thon
18. Auctions
19. Shopping Promotions
20. Full Moon Shopping Night
21. First Night events
22. Contests
23. Exhibition sporting events
24. Participation sporting events and tournaments
25. Educational and cultural events