

The BID Signature and New Event Grant Program was designed to support key downtown signature events annually and one time support to help launch new downtown events with the ultimate outcome of attracting local and surrounding community to visit our downtown and build awareness and/or traffic to local businesses.

Signature Event Grant:

The objective of the Signature Event Grant Program is a grant designed to encourage new businesses to our downtown and help retain current businesses. To attract local and surrounding community to visit our downtown and build awareness and/or traffic to local businesses. BID focuses on supporting key signature events downtown annually and one time support to help launch new downtown events. Applications are accepted for consideration at the March and August BID Board Meetings.

Sponsors: The matching grant program is funded by an allocation of funds from the Business Improvement District (BID). BID is funded through an assessment system that levies a special assessment against property owners within the Business Improvement District.

Process:

1. Please submit the below form to bid@downtownjanesville.com or BID drop box at BID c/o JCVB, 20 S. Main, Janesville, WI 53545
Direct any questions to BID Executive Director, bid@downtownjanesville.com
2. Applicants are encouraged to apply early. Funds are limited and will be allocated on a first come/first-reviewed basis. Depending on the quantity and quality of the applications, the entire fund could be completely allocated to one event.
3. Those approved to receive funds consider it as sponsorship. BID logo should be used on appropriate collateral mediums.
4. Recap of event, including how dollars were used, attendance of event vs expected, etc. to be presented back to BID Board within 90 Days of event.

Events will be evaluated on the following: • The quality of the planning put into coordinating the promotion • Event is held within the BID Boundaries • Time of the year • Uniqueness/innovation of an event in serving as a draw for visitors • Potential of promotion becoming self-supporting • Event draws county, state, or regional media exposure • New or increased business for the downtown • Matching funds from the applicant

Organization Hosting Event:

Date of Answer Needed:

Type of Organization: (non-profit, group, etc.)

Event Lead Name:

Event Lead Phone and Email:

Goal of the Event:

How is success measured?

Funds Requested of BID: \$ (if various levels, please attach the sponsorship document)

Total Event Sponsorship Goal:

Sponsorship benefits provided to BID:

Event Location:

Number of years the event has been hosted:

If an already occurring event, please attach any past event info.

Estimated Number of Attendees:

Is this a ticketed event:

Have you already received your City of Janesville event permit?

General Event Information: (Attach if more room is needed)

Please submit any supporting materials.