



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **Downtown Long Beach Alliance Community Events Microgrant Guidelines & Application**

Thank you for your interest in submitting a proposal for possible funding for your Downtown Long Beach community event! The Downtown Long Beach Alliance (DTLB Alliance) is grateful for local businesses and community organizations that produce and coordinate diverse, inclusive, and engaging events that activate our neighborhoods.

This document includes key guidelines, scoring criteria, and a link to the application.

Please note that there is a total of \$5,000 available for this cycle of DTLB Alliance Community Microgrants. Be sure to review the [DTLB boundaries](#) to ensure your event is in the service area. Community events must be **free and open to the public** to be considered.

### **Key Guidelines for Applications**

When submitting your application, please follow these guidelines:

- Proposals should be submitted using the grant application provided in this document.
- **Proposals not fully completed will not be accepted.**
- **The DTLB Alliance is not responsible for the organization of your event.**
- All funding proposals must be supported by at least one **Downtown representative (City, elected official, ratepayer, partner with ratepayer, active Downtown business license)**. Please include the name and contact information of the representative who is familiar with and supportive of your proposal.
- The DTLB Alliance reserves the right to adjust the cycles based on the availability of funds. Awards are not guaranteed.
- This application is for events from **Oct. 1, 2024 - March 31, 2025:**
  - Sept. 4, 2024 - Application process opens
  - Sept. 22, 2024 - Deadline to submit
  - Sept. 27, 2024 - Grant notifications
- Funds will not be awarded to those acting as a vendor at an existing DTLB Alliance event. DTLB Alliance events are on the following dates:
  - Oct. 12
  - Nov. 2
  - Nov. 21
  - Dec. 31
  - Jan. 18
  - Feb. 8
  - March 14
- Awards will be made by the DTLB Alliance Special Events & Sponsorship Committee and key staff on a case-by-case basis. There will also be either a staff or committee member representative from the Economic Development and/or Marketing Committees.
- 5 awardees will receive a \$1,000 grant (\$5,000 total per cycle).
- Awardees have 7 days to acknowledge the award, or it will be given to the next in line.
- Should a DTLB Alliance Special Events & Sponsorship Committee Member apply, they must recuse themselves from the selection process for the cycle they are applying for.
- If a sponsorship is awarded, 75% of the funds will be provided 30 days prior to the event in the form of direct payment of an invoice or reimbursement of the invoice. The remaining 25% of funding will be provided following your



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completion of the post-event/program report submitted to The Alliance, within 30 days of the event's conclusion.

- Awards are non-transferable if the original event is canceled or deviates from the originally proposed event. Date changes are acceptable, as long as the event is within the cycle dates.
- Sponsorship funds can be allocated to equipment, product, entertainment, marketing/advertising, and City services. It is not applicable to administrative and event management fees.
- While not required, supplemental materials are an option and can be provided at the time of submission. Supplemental materials can include but are not limited to the following:
  - Background information and/or resume/biography of event producers/coordinators
  - List of all sponsorship packages available including associated benefits
  - Samples of collateral and advertising materials if available, including any past events of a similar nature
- All awarded applicants will be required to provide a post-event/program report to receive the remaining funds. Report instructions are noted on the application - please review them prior to submitting the application to ensure your organization can meet the report requirements.

### **Application Scoring Criteria**

Once the deadline has occurred, the Special Events & Sponsorship Committee will begin a thorough review process. The process will include the following criteria and their weighted percentages:

- Diversity, Equity, Inclusion & Accessibility (DEIA) Impact - a narrative on how your event or program will be inclusive and accessible (ex: accessible restrooms, marketing in a variety of communities, a diverse group of event content providers, etc.)
- Geography of events in Downtown
- Marketing elements and reach, including social shares plan
- Audience/participants numbers including how many people from outside of Downtown
- Sponsorship benefits and deliverables
- Experience with event/program production
- General impact on Downtown and/or Downtown businesses

**[CLICK HERE TO APPLY.](#)**