

Downtown Smithfield Development Corporation Joint Effort Marketing (JEM) Grant

FACT SHEET

What is the DSDC Joint Effort Marketing (JEM) Grant?

- An incentive for organizations or other collaboratives in Smithfield to use Downtown Smithfield as a venue for organizing and hosting events and activities specifically targeted to attract visitors from a different geographic area or a new demographic audience to Smithfield.
- Provides a matching (reimbursement) grant up to 25% of the total cost of approved projects, up to \$500 but no less than \$50, for advertising and marketing, new events, existing events, and promotions.
- Encourages development of activities and events that promote Downtown Smithfield as a destination and support the vision for downtown Smithfield established by its citizens.

Who may apply for the grant?

Any collaboration of one or more non-profit organizations or Downtown Smithfield businesses that will organize and host the event. Applicants are strongly encouraged to partner with at least one downtown business or organization.

What activities are eligible?

Any event or activity that will result in promoting downtown Smithfield as a destination for visitors with priority given to events and activities that highlight the unique and special character of downtown Smithfield's history and culture.

What expenditures qualify?

Eligible expenditures include: Advertising design/production; direct mail pieces; print media: magazines, newspapers, newsletters; public relations campaigns: media kits, press releases, and postage costs.

Ineligible expenditures include: Establishing a new organization; activities restricted to members of a particular group or organization; purchase of equipment; expenses incurred before grant approval or after payment of award; personnel expenses/organizational overhead; items funded by other sources (i.e., sponsorships, in-kind donations).

Who makes the decision to approve or reject a request?

The Downtown Smithfield Development Corporation Promotions Committee, which is a sub-committee of the Downtown Smithfield Development Corporation Board of Directors.

What is the process for applying for a grant?

- 1.) Meet with the Downtown Smithfield Development Corporation Director.
- 2.) Complete application including required support materials.
- 3.) A meeting, to which the applicant is invited to attend, is held the third Tuesday of each month where the Promotions Committee members consider applications.
- 4.) Applicant is notified of acceptance, acceptance with conditions, or rejection of application.
- 5.) Any changes to approved expenditures must be approved by the DSDC office in writing.
- 6.) Within 30 days of event completion, applicant sends copies of paid statements, event evaluation, copies of any advertisements or media coverage, and a minimum of three (3) digital photographs of event to DSDC office.
- 7.) DSDC office inspects completed work and disburses grant funds, provided work was completed in accordance with the application.

What other conditions apply?

- Grants are based on the entire scope of the project. All work must be eligible and approved expenditures, or the total grant award is void.
- An open invitation must be extended to all downtown businesses to participate in the event.
- All applications must be approved prior to commencement of the event or activities.
- All promotional materials must acknowledge that marketing support was provided by the Downtown Smithfield Development Corporation Joint Effort Marketing Grant.
- Assurance made by city staff or committee members regarding applications should not be construed as binding. All applications are reviewed and approved on their merit by the entire committee.
- Grant approval or changes to the scope of work in an approved project will be conveyed in writing.

Example

Organization X (a non-profit organization that promotes awareness for a particular illness), Organization Y (a high school service club), and Organization Z (a downtown business) partner together to organize a 5K through the downtown area, to benefit Organization X. The organizers will invite all downtown businesses to participate in a corresponding retail promotion and/or sponsorships (i.e., donating a percentage of sales on day of event to the cause). The organizers plan to advertise the event in Endurance Magazine (a free regional endurance running magazine) and other newspapers in the surrounding area. The collaborative plans to spend \$1,500 on advertising the event. Upon satisfactory completion of application and submission of all support materials, the Promotions Committee will examine the application and recommend, recommend with conditions, or deny awarding the grant. Within 30 days of the completion of the event, the applicant will then submit all paid statements, a minimum of three digital photographs of the event, and a completed event evaluation form supplied by the DSDC. Upon satisfactory review, the applicant will receive a reimbursement, which in this case would not exceed \$375.

Please submit all inquiries regarding the JEM Grant to:

Sarah Edwards
Executive Director
200 S. Front Street
Smithfield, NC 27577
(919) 934-0887
sarah@downtownsmithfield.com

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Application

Event Name: _____

Location and Date: _____

Name of Organizer(s): _____

Mailing Address: _____

Telephone: _____ Email: _____

On a single page, please describe what your plans are for implementing the event/activity. Include the following categories: Project Description, Project Goals, How you plan to utilize downtown Smithfield as a venue, How you plan to invite participation from downtown businesses, Marketing/Media Plans and Impact/Results Include an executive summary/synopsis of event/activity on the lines below

Please Check:

- I have attached a single page description of the event/activity with the requested information.
- I have attached a signed copy of the guidelines for the DSDC Joint Effort Marketing (JEM) Grant indicating that
- I have read and understand the program's requirements and intend to follow the program guidelines.
- I understand that grant funds can be used only for the project described in the application.
- I also understand that this application only applies for work that is done **after** review from the Promotions Committee, and that any work completed **before** review will not be funded through this grant. I also agree to inspection of my business records to document all work done on this project.
- I understand that copies of paid statements, event evaluation, and a minimum of three (3) digital photographs must be submitted and approved before the award will be paid.

Signature of Applicant

Date