



## SSA19 Event Sponsorship Program

### Program Goals:

The goal of the program is to support unique and high-quality community programs and events that will draw visitors and customers to the Howard Street & Jarvis Square Special Service Area and support businesses within the district boundaries.

### Program Guidelines:

Applicants that meet all requirements outlined may receive a grant of up to 20% of the total budget for the event or program, not to exceed \$2,500.

Preference will be given to events or programs that:

- Are organized or hosted by two or more area businesses or a community organization or nonprofit entity
- Are able to draw large audiences to Jarvis Square or Howard Street
- Include Howard Street or Jarvis Square businesses among the event vendors, venues, or performers
- Can be promoted through digital marketing and local media outlets
- reflect the neighborhood's cultural diversity, and
- are supported by multiple funding sources

### Eligibility:

In order to be eligible for funding from the SSA, the event or program being funded must take place within the boundaries of Howard Street and Jarvis Square SSA19, which includes the Chicago portion of Howard Street from Sheridan to Ridge, Paulina from Rogers to Jonquil, and Jarvis from Ashland to Greenview, (see map [here](#)). Sponsored events must be open to the general public.

Eligible expenses include marketing, supplies, venue or equipment rental, permitting, insurance, and payments made to artists or performers. SSA sponsorship may not NOT be used to fund profit margin, administrative or operating expenses, political fundraisers, or the purchase, sale, or distribution of alcohol or cannabis.

Funding will not be approved for political campaign events or fundraisers, events taking place outside of the SSA boundaries or events that have taken place prior to submission of a funding request.

### **Application & Approval Process:**

Applications for funding must be reviewed and voted on by the SSA19 commission. This group meets monthly on the 3rd Wednesday unless this date falls on a public or religious holiday. Applicants should plan to submit their proposal for funding a minimum of 1-2 months prior to the date of the proposed event. In order to have your proposal considered for funding, it should be submitted to RPBA at least 1 week prior to the commissioners meeting (1st Wednesday of the month in which you want to be considered). Depending on demand, budget, and the discretion of the SSA commissioners, the SSA commission may vote to approve less than the requested amount or none at all.

Applications must be submitted online:

<https://airtable.com/appBaGslZEjPqOdCA/shrhvxKVtP4oa81xv>

### **Post-Approval Requirements:**

After the SSA commission votes to approve an event, the applicant will be notified by email. Applicants are required to include the SSA logo in any print or online materials promoting the sponsored event or program, and must share any event flyers, links, or social media content with RPBA at least 2 weeks prior to the event date.

Following the conclusion of the event, the applicant is required to submit a post-event report to RPBA and the SSA commission within 30 days. The post-event report includes:

- event attendance numbers or estimates
- photos and/or videos from the event
- Final budget numbers
- A review of what went well