

SAMPLE RESPONSE - Black Cultural Preservation Mini-Grants Program Application

NOTE: The following is an example response to the Black Cultural Preservation Mini-Grants Program Application. The details provided are intended to serve as a guide for prospective applicants.

SECTION 1:

Applicant Name: Lucy Lakeview

Applicant Title (if applicable): Events Associate

Email Address: lucy@lakeviewncc.org

Phone Number: (415) 123-4567

Are you a San Francisco resident? (You MUST be an SF resident in order to be eligible)

- Yes
- No

If yes, what is your zip code? 94112

Do you live and/or work in the neighborhood where you are planning on having the event?

- Yes, I LIVE in the neighborhood.
- Yes, I WORK in the neighborhood.
- No, I neither LIVE nor WORK in the neighborhood.
- Yes, I LIVE and WORK in the neighborhood.

Organization Affiliation (if applicable): [Lakeview Neighborhood Cultural Commission](#)

If you are affiliated with an organization, please attach an acknowledgment letter from the organization here:

An example acknowledgment letter can be found [HERE](#).

Will you be the primary/on-site contact person for the event?

- Yes
- No

Secondary Contact Name:

Jane Doe

Secondary Contact Email Address:

jdoe@gmail.com

Secondary Contact Phone Number:

(415) 424-8832

What is the best way to contact you?

- Email**
- Phone Call**
- Text**
- No preference**

Do you work as an employee for the City or County of San Francisco?

- Yes**
- No**

SECTION 2: Event Details

Which Neighborhood Will Your Event Take Place:

- Tenderloin*
- Visitacion Valley*
- Sunnydale*
- Ocean View-Merced Heights-Ingleside (OMI)*
- Lakeview*

Event Name: Lakeview Live!

Event Date: Saturday, August 27th, 2022

Event Time: 5pm-7pm

Anticipated Number of Attendees:

- >75**
- 75-150**
- 150-300**
- 300+**

Is your event FREE and open to the public?

- Yes**

No

Please categorize your event. Check all that apply:

- Music
- Education
- Health & Wellness
- Sports
- ~~Black Cultural Preservation and Empowerment~~
- Artisan Marketplace
- ~~Food Festival/Marketplace~~
- Youth & Family
- Faith-Based
- Other

Does your event occur frequently?

- Yes, this is an daily, weekly, monthly, or annual event
- No, this event is only happening once
- ~~No, but our organization wants to have this event again~~

En2action is offering technical assistance to event organizers to support successful event development and implementation. Please indicate which areas, if any, you would be needing assistance:

- I do not require technical assistance.
- ~~City Permits~~
- Vendor/Entertainer Procurement and Management
- Volunteer Procurement and Management
- ~~Outreach and Promotion~~
- ~~Event Logistics~~
- Other

Do you have experience obtaining event permits?

- ~~Yes~~
- No

Do you have experience creating invoices?

- ~~Yes~~
- No

SECTION 3 - Funding Request

Estimated Total Event Cost: \$16,753.00

Estimated Itemized Expenses (i.e. permitting fees, equipment rentals, vendor & performance stipends, etc.)

PERMITS

DPH Temporary Food Facilities Permit (4) @ \$189 each: \$756.00
SFFD Fire Permit (4) @ \$375 each: \$1,500.00
ABC Permit: \$75.00
SFMTA Street Closure Permit: \$150.00
JAM Permit: \$0.00
Sub-total: \$2,481.00

EQUIPMENT

Traffic Delineators (20) @ \$30 each: \$600
10x10' Tents Rentals (7) @ \$115 each: \$805.00
6' Tables Rentals (7) @ \$12 each: \$72.00
Tent Weight Rentals (7 sets of 4) @ \$18 each: \$28.00
48" Round Table Rentals (4) @ \$13 each: \$52.00
Bistro Chairs (24) @ \$5 each: \$120.00
Generator Rental: \$175.00
Stage Rental: \$1,400.00
Sub-total: \$3,272.00

MARKETING AND PROMOTION

Printed and Digital Collateral Design; Graphic Designer: \$300
Printed Collateral: \$250
Distribution Staff Stipends (2) @ \$200 each: \$400
Sub-total: \$950.00

ACTIVITY VENDORS

Children's Activity Vendor Stipends (2) @ \$225 each: \$450
Sub-total: \$450.00

ENTERTAINMENT

Artist/Musician Stipends (3) @ \$600 each: \$1,800
Sub-total: \$1,800.00

FOOD VENDORS:

Guaranteed Minimum (4) @ \$800 each: \$3,200.00
Sub-total: \$3,200.00

EVENT STAFF

On-site event coordinator (1) @ \$55/hr: \$330

On-site event support (2) @ \$40/hr: \$240

On-site photographer: \$300.00

Sub-total: \$870.00

SECURITY

On-site security staff (6) @ \$45/hr: \$1,620

Sub-total: \$1,620

SANITATION/WASTE MANAGEMENT

ADA Compliant Portable Toilet (2) @ \$200 each: \$400.00

Handwashing station (2) @ \$225 each: \$450

3-Bin Waste System (2) @ \$120 each: \$360

Sub-total: \$1,210.00

INSURANCE

General liability insurance (\$2M Umbrella): \$900.00

Sub-total: \$900.00

TOTAL PROJECTED COSTS: \$16,753.00

Funding Request Amount (Please note: Funding requests must not exceed \$7,500): \$7,500

Based on your estimated itemized expenses, how will grant funding be allocated?

- Eligible expenses include: City permits, equipment rentals, marketing and promotional collateral, space rentals, activities, and vendor and artist/performer payments
- Ineligible expenses include: Personal expenses external to event, payments issued to Mini-Grant applicant

If awarded, we plan to use \$7,500 to cover activity, equipment rental, vendor, entertainment, and marketing/promotional costs.

Equipment: \$1,400

Stage Rental: \$1,400

Activities: \$450

Children's Activity Vendors: \$450; Two (2) stipends of \$225 for two (2) activity vendors

Food Vendors: \$3,200

Guaranteed minimums: \$3,200; Four (4) stipends of \$800 for four (4) food vendors

Entertainment: \$1,800
Artist Stipends: \$1,800; Three (3) stipends of \$600 each

Marketing and Promotions: \$650
Printed Collateral: \$250; covering printed flyers and postcards
Distribution: \$400; Two (2) stipends of \$200 for two (2) distribution staff

Please identify any additional sources of funding. If you do not have additional funding sources at this time, please ensure that you have all funds committed.

Additional funding sources include a \$5,000 Community Events grant and \$2,000 from our event sponsors. We plan to fundraise the additional \$2,253 needed to ensure we cover our total anticipated cost of \$16,753.00.

We hope that Lakeview Live! becomes a well-attended, highly-anticipated annual event that can be sustained through increased event sponsorships and donations.

SECTION 4

Please answer each question completely using no more than 2500 characters per question.

Please provide a clear description of how you will successfully implement your proposed event. Complete responses will include the following:

- A description of previous experience executing neighborhood events. If you do NOT have previous event planning experience, please describe your capacity and any relevant experience to successfully implementing the proposed event.
- A clear project timeline and plan for execution by your proposed event date.

Lakeview Neighborhood Cultural Commission has experience successfully planning and executing various community events that are on a similar scale to our proposed event, Lakeview Live! We have previously put on multiple street fairs in the neighborhood, with around 100-130 attendees each. These events include the Lakeview Community Pop-Up Market, a seasonal artisan marketplace designed to provide sales and brand recognition opportunities for neighborhood vendors, and the Lakeview Block Party series, a series of neighborhood block parties featuring performances from Lakeview-rooted entertainers, activities led by neighborhood residents, and local food vendors and small-business owners. Our team members are experienced in conducting community outreach, event planning, and facilitating neighborhood-rooted, family friendly events and activities in partnership with different community based organizations, such as Lakeview Gardens, Lakeview Senior Jazz Center, and neighborhood stakeholders.

Our project timeline is below:

Phase 1: Permits, Partnerships, Rentals

1. Begin applications for SFFD, ABC, and SFMTA permits (Week of June 13-June 17)
2. Identify and reach out to potential CBO partners (Week of June 20-June 24)
3. Identify and reach out to potential food vendors (Week of June 20-June 24)
4. Identify and reach out to potential activity vendors (Week of June 20-June 24)
5. Identify and reach out to potential entertainers (Week of June 20-June 24)
6. Confirm equipment rentals for the event date (Week of June 20-June 24)
7. Submit permit applications for SFFD, ABC, and SFMTA (Week of June 27-July 1)
8. Confirm CBO partnerships, food + activity vendors, and entertainers (Week of July 4-July 8)

Phase 2: Outreach & Promotion

9. Develop outreach list and marketing collateral (Week of July 4-8)
10. Identify outreach events and opportunities (Week of July 4-July 8)
11. Share draft marketing materials with partners, vendors, and entertainers for review (Week of July 11-July 15)
12. Finalize marketing collateral and send to printers (Week of July 18-July 22)
13. Distribute printed collateral, publish the event online, and promote via social media (July 25-August 26)

Phase 3: Implementation

14. Convene weekly planning meetings with partners, vendors, and entertainers leading up to the event (July 25-Week of August 22)
15. Ensure equipment and miscellaneous event supplies are purchased and ready (Week of August 8-August 12)
16. Create a run of show and share with partners, vendors, entertainers, and team (Week of August 15-August 19)
17. Event Day! (August 27)

Please provide a clear description of the event for which you are requesting funding.

Complete responses will answer the following questions:

- What is the purpose of your event?
- What activities will take place?
- Who are your key neighborhood partners? What will their involvement be?
- How will your event strengthen and empower your neighborhood's Black community and cultural identity?

Lakeview Live! is a neighborhood concert and food festival, featuring performers and food vendors from Lakeview and the surrounding area. Our purpose in organizing the event is to cultivate neighborhood pride, highlight the history and impact of Lakeview’s Black community, and provide opportunities for income generation, increased brand awareness, and stronger connections to community members. Through our event, we intend to provide a safe, family-friendly space for our neighbors to connect, learn, and experience joy. We hope that Lakeview Live! will become a highly-anticipated, annual event that will also draw attendees from outside the Lakeview neighborhood.

Key activities include live performances from three local performers, food for purchase from four local food vendors, and arts & crafts activities for children. We will prioritize partnering with Black-business owners and vendors, with the intention of investing in Lakeview's Black residents and business owners. Black, Indigenous, People of Color (BIPOC) vendors and partners will also be welcomed.

We will operate collaboratively throughout the entire event planning and implementation process, and intend to work with different neighborhood associations, collaboratives, community-based organizations, and engaged residents. Lakeview Neighborhood Cultural Commission will leverage its strong partnerships and relationships with neighborhood residents, small-business owners, and organizations to ensure event success. Key neighborhood partners include: Lakeview Historical Society, Lakeview Cultural Preservation Project, and Lakeview Senior Center. We will collaborate with our partners to cultivate a list of Lakeview-rooted entertainers, food businesses, and children’s activity partners - with special intention to feature Black performers and Black-owned businesses. Our partners will also help ground the event planning process and ensure that the event is rooted in community desires and supports enhanced understanding of Lakeview’s Black community among the neighborhood's youth, honors neighborhood elders, and supports our neighborhood’s Black-owned businesses.

SECTION 5 - Attachments

OPTIONAL: Please attach any letters of support from key neighborhood partners here: (Note: Letters of support are not required but are highly encouraged for individuals who do not have previous experience planning neighborhood events)

OPTIONAL: Please attach any marketing collateral for your proposed event here: