



NORTH MIAMI CRA
COMMUNITY REDEVELOPMENT AGENCY

Events and Promotions Assistance Program

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NMCRA Events and Promotion Assistance Program

The North Miami Community Redevelopment Agency (NMCRA) would like to showcase the vibrancy and variety of experiences a visitor can have and assist in the development of new events and promotions that will benefit established businesses. This grant is available **only** for the Downtown NoMi corridor, which has been identified by the NMCRA as priority and advantageous to its mission, goals and objectives. This program is provided to assist those events that need support. Similar programs may be created for other targeted corridors as deemed necessary by the NMCRA.

The program offers financial and promotional support to new and emerging events and promotions.

Requests/proposals from businesses or merchant associations within CRA boundaries will be reviewed according to the evaluation criteria in this document. This program is available on a first come first served basis, and subject to funding availability. All grant requests must be approved by the NMCRA prior to the expenditures for an event to be eligible for reimbursement. The NMCRA reserves the right to reject requests.

Background

The NMCRA Plan & Downtown Branding & Marketing Plan call for investment in special events and promotions of the existing Downtown North Miami (NoMi) corridor to support existing businesses and attract new ones. The NMCRA and merchants are working to create a welcoming environment that is a gathering place for people of all ages and interests.

This program is also designed to strengthen existing events and encourage new ones. NoMi businesses are uniquely qualified to develop and host events and promotions that directly benefit NoMi businesses and the surrounding neighborhoods. The NMCRA is launching several events and promotions to focus on a particular sector, evening or experience within the Downtown NoMi area. The NMCRA wishes to support additional events and promotions that will strengthen the arts, entertainment, dining and retail sectors of Downtown NoMi. The desired result is a coordinated offering of events and promotions that:

- Enhance the image of Downtown NoMi as safe and clean
- Enhance the image of Downtown NoMi as a cultural destination
- Expand programming for Downtown NoMi
- Celebrate the vibrancy and unique assets of Downtown NoMi
- Engage the Downtown NoMi community through participation in events
- Strengthen Downtown NoMi businesses
- Showcase the various experiences and neighborhoods surrounding Downtown NoMi
- Increase the frequency or length of visits to the area
- Ensure diversity and distinctiveness in the events offered
- Draw targeted audiences into Downtown NoMi businesses and arts venues
- Enliven public spaces at times when the spaces are ordinarily unused

Assistance

The NMCRA will provide:

1. Funds ranging from \$100 to \$1,000 per request and will be limited to reimbursement of up to 50% for actual expenses of up to \$1,000. (i.e. if event expenses are \$2,000 or greater the maximum grant amount will be \$1,000)
2. Downtown NoMi Branding Campaign graphic elements and standards for usage
3. An announcement of the event to area businesses and customer database through email
4. A listing of the event on the NMCRA calendar, website and social media pages

The applicant will provide:

1. A budget including expenses, revenues, funding sources
2. A CRA application describing the event/promotion and completed city Special Events application (*if required*).
3. Clean up, security, planning, staffing and management of the event.
4. A Recap of the event per the form attached including description of the event, the planner's evaluation of the event, photos and/or video of the event and recommendations for future events.

Eligibility

Applicant must be a Downtown NoMi business or a NOMAD member in good standing with the City of North Miami and possess up to date local/county/state licenses. Events must be located within the Downtown NoMi corridor, as defined by the CRA and meet the evaluation criteria included in this document.

Requirements

Funded events/promotions will be required to work with Downtown NoMi businesses and the CRA.

The participating event/promotions will be required to use the NMCRA logo and the Downtown NoMi Branding Campaign standards and colors, as well as marketing elements in their printed materials, with the CRA having approval on placement and size.

Evaluation

Proposals submitted will be evaluated based upon the quality of the proposal and the following strategies and requirements:

1. Benefit to Downtown NoMi:
 - a. There is a direct benefit to the Downtown NoMi businesses, as defined in the application.
 - b. The event/promotion creates a positive image for the area.
 - c. The event will enhance Downtown NoMi's reputation as the center of art, culture, entertainment, shopping, dining, education and urban life.
 - d. The event/promotion is coordinated with the Downtown NoMi Branding Campaign and directs attendees to the CRA website (northmiamicra.org).
 - e. The event is located in the Downtown NoMi corridor.

Evaluation Continued...

2. Ease and Ability of Production:
 - a. The organization coordinating the event has the capacity to carry out the event/promotion.
 - b. The event is pedestrian friendly.
 - c. All general organizational elements (security, promotion, staffing, clean up and organization) are managed by the event organizer.
 - d. The funds provided by this program will leverage other funds and are used for costs that are incurred by the event.
3. Broad Popularity
 - a. The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Political or religious programming is *not* eligible.
 - b. The event is open to the public and free of charge.
4. Coordination and Collaboration
 - a. The event is coordinated with the NMCRA (Public Information Officer (PIO)/Social Media)
 - b. The event collaborates with Downtown NoMi businesses. Opportunities are created to encourage interaction between businesses and the event attendees.
 - c. For merchant promotions, participation is available to all merchant businesses within the defined Downtown NoMi corridor. The applying group is united by either:
 - i. geographic boundaries within Downtown NoMi.
 - ii. a common theme within the area (example: restaurants, retail, etc.).
 - d. Special attention will be paid to efforts that collaborate with other initiatives and resources in the community and other Downtown NoMi stakeholders.
5. Expansion and Diversity of the Downtown NoMi Calendar
 - a. The event is new or emerging.
 - b. The event will assist in creating a vast menu of Downtown NoMi programming and give people a new reason to come to the corridor that currently does not exist.
 - c. The event will bring diverse clientele into Downtown NoMi or bring people into the area at a new time.

Submittal and Timing

The NMCRA will accept and review applications from organizations for events and promotions assistance on a regular basis. Please allow one month for normal processing. The NMCRA retains the right to reject any and all proposals.

Application can be completed online at www.NorthMiamiCRA.org or downloaded and emailed to cragrants@northmiamifl.gov.

Proposals should outline planned events according to the form attached. Proposals will be evaluated based upon the evaluation criteria listed in this document by NMCRA staff.

Downtown NoMi Corridor Events and Promotion Application

Event/Promotion Name: _____

Date of Event: _____

Location of Event: _____

Business or Organization: _____

Address: _____

Phone: _____

Contact Name: _____

Email: _____

On a separate page:

1. Please outline the proposed event.
2. Explain how your event will comply with the evaluation criteria, as described in the Grant Guidelines.
 - a. Benefit to Downtown NoMi
 - b. Ease and Ability of Production
 - c. Broad Popularity
 - d. Coordination and Collaboration
 - e. Expansion and Diversity of the Downtown NoMi calendar of event
3. How will you measure success?
4. Attach the event budget, with expenses, income and sponsors identified.

Please allow one month for processing of the request. The NMCRA retains the right to reject any and all proposals.



Downtown NoMi Events and Promotions Event Evaluation Form

Event/Promotion Name: _____

Date of Event: _____

Location of Event: _____

Business or Organization: _____

Contact Name: _____

Was the event successful? Please provide a brief description:

Was the event beneficial for Downtown NoMi? Please provide a brief explanation:

Did Downtown NoMi businesses participate in the event? If so, please list them.

How did the event comply with the evaluation criteria?

Please attach copies of all collateral materials created and used for this event.
Provide pictures and videos if available.

