



## Edgewater SSA #26 Event Funding Grant

The mission of Special Service Area #26 (SSA #26) is to sustain the vibrancy of Edgewater's commercial corridors and to maintain a safe, clean, and aesthetically pleasing and culturally distinct environment for residents and visitors. The Edgewater Chamber of Commerce, the service provider for SSA #26, has an interest in providing financial support to events and activities that promote the commercial districts within the SSA #26 boundaries. The goal is to both attract residents and people who live outside of Edgewater to events that help drive foot traffic to local businesses, create positive buzz about the neighborhood, and foster a sense of community.

Any business, organization, or individual that will be programming a community event within SSA #26 is eligible to apply for a grant. Preference will be given to businesses, organizations, and individuals that reside within the district. See the description below and attached map. The boundaries include:

- East and west sides of North Broadway from Foster on the south to Devon on the north
- South and north sides of Berwyn from Broadway to Winthrop
- South and north sides of Bryn Mawr from Broadway to Kenmore
- South and north sides of Ridge from Broadway to Magnolia
- South and north sides of Thorndale from Broadway to Winthrop
- South and north sides of Granville from Broadway to Kenmore
- South and north sides of Devon from Broadway to the first alley west of Glenwood

Note: Due to the ongoing COVID-19 pandemic, we are accepting applications for virtual and in person events.

Submission of a completed grant application is recommended well before your event is scheduled to start. If a grant is declined, the same organization may apply for a new grant related to a different event. **Applications due by Friday, April 1, 2022.**

### Ineligible Expenses

The grant cannot be used for the following:

- The purchase, sale, or distribution of alcohol
- Profit margin (i.e. in the absence of support, the program/event would break-even)
- Operating expenses or staffing of the organization
- Purchase of prizes



Applications will be considered in the order that they are received until all the event funding is disbursed for the fiscal year. If the list of applications received before the next SSA Commission review exceeds the amount of funding for the program, a lottery will be held to determine the order of events selected. The SSA #26 Commission reserves the right to increase or decrease funding depending on demand, and to award a grant at an amount less than the allowable maximum in order to maximize the number of events that receive funding.

### **Eligibility Requirements**

1. The application must be approved by the SSA #26 Commission before the event starts.
2. The applicant must fully and timely comply with the requirements and deadlines set forth in the application.
3. The applicant must be the entity paying for the event.
4. If the event is held on or in a property, the applicant must provide written consent from the property owner if they are not the owner.
5. Must be in a location within the SSA boundaries that is free and open to the public.
6. Preference will be given to events that activate public spaces.
7. Preference will be given to applicants with a demonstrated history of success
8. The applicant must provide proof of proper City permits for the event.
9. To the extent that the applicant is supplying their own materials or labor for the event, profits and overhead are not eligible expenditures for the grant.
10. The City of Chicago's Department of Planning and Development (DPD) has declared that SSA Commissioners are eligible to apply for event funding, provided they meet all other Program eligibility criteria and abstain from reviewing and voting on all funding applications from when they apply until their check is approved and processed.

### **Application and Post-Event Requirements**

The application package must be sent to the Edgewater Chamber of Commerce. Incomplete applications will not be considered for approval by the SSA Commission. Application and post-event requirements include the following:

1. Completed application form
2. Copies of applicable permits, Aldermanic/City approvals.
3. Edgewater Chamber of Commerce logo must be included in any print or online materials promoting the event.
4. If funding is awarded, it will be paid out in two installments, with funding awarded both before and after the event's completion following a review of a post-event report.
5. The SSA #26 Commission will not review any applications from an organization, business, or individual that has a currently "open" grant (for example, the post-event report from a previous grant allocation event has not yet been submitted and reviewed).
6. Individuals receiving a grant must submit a W-9 to the Edgewater Chamber of Commerce. Grants will not be issued until a W-9 form is received.



7. A post-event report is due within 30 days of the event's date. If sponsorship is requested for an ongoing or long-term program, additional reports may be required.
8. The post-event final report form is attached at the end of this packet, and for reference, the final report should include the following information:
  - a. Samples of marketing materials, particularly those with reference to the Edgewater Chamber of Commerce
  - b. Attendance count
  - c. A description of goals attained; including any quantitative measurements
  - d. A description of the successes of the event as well as the challenges, and how improvements can be made for subsequent events
  - e. Funds raised
  - f. Testimonials from attendees or others who benefited from the event

## Review Process

**Completed applications must be submitted by Friday, April 1, 2022.** After the completed application is received, it will be reviewed by the SSA Commission, which will review and accept or reject each application in its sole and absolute discretion. The applicant may be asked to clarify elements if requested by the Commission. If the Commission has questions about the application a vote may be postponed until a future meeting.

Review criteria are as follows:

- Fits the mission of the Edgewater Chamber of Commerce
- Supports non-profit and volunteer organizations
- Serves the Edgewater community, in particular an underserved and historically under-represented audience
- Fosters positive community interaction
- Reflects the spirit of Edgewater, and encourages people to further explore the neighborhood and visit local businesses
- Helps position Edgewater as an inclusive community that welcomes diversity
- Positively affects surrounding SSA #26 businesses

Within 10 (ten) business days of the Commission meeting at which the application was voted upon, the applicant will be sent a conditional approval letter stating the grant amount they can expect to receive or an explanation why the application was denied.

## Emergency Amendment & Extension Process

If unforeseen circumstances are to arise during the event planning process that would result in the event not being held, an extension or amendment may be granted. If the applicant does not wish to request an extension or amendment and the event is not held, the applicant will be responsible



for repayment of the grant if funds have already been distributed. Changes to the approved scope and grant amount, as well as event extensions or amendments may require approval by the SSA Commission. The SSA Commission's decision as to grant an extension or amendment to a previously-approved event shall be in its sole and absolute discretion. If the applicant moves ahead with the event before a vote is made, the event will no longer be eligible for a grant.

#### Grant Request and Distribution

If funding is awarded, it may be paid out in one or two installments, with funding awarded both before and after the event's completion, following a review of a post-event report. Once the event has taken place, the applicant must request the remaining grant amount (if applicable) by submitting a request to the Edgewater Chamber of Commerce in writing along with submission of the post-event report.

After the request has been received, a grant check will be sent within 30 days after the request has been made, pending a favorable review of the post-event report and fiscal year availability of funds. In some cases, applicants who complete the request in the later part of the fiscal year may not receive funds until the first part of the following fiscal year.

#### Resources

Information on permits is subject to change. Please consult the City of Chicago for official information about permits. The Edgewater Chamber of Commerce and its agents accept no responsibility for information that is no longer accurate.

[https://www.cityofchicago.org/city/en/depts/bacp/sbc/building\\_permits.html](https://www.cityofchicago.org/city/en/depts/bacp/sbc/building_permits.html)

#### Barricade Permits

Events that will impact the public way requires a permit issued by the Chicago Department of Transportation. For more information, visit:

[http://www.cityofchicago.org/city/en/depts/cdot/supp\\_info/regulations\\_for\\_constructioninthepublicway.html](http://www.cityofchicago.org/city/en/depts/cdot/supp_info/regulations_for_constructioninthepublicway.html)

**Applications due by Friday, April 1, 2022.** Completed application and all attachments may be submitted via email or mailed to:

Frank Kryzak  
Economic Development Manager  
Edgewater Chamber of Commerce  
1210 W. Rosedale  
Chicago, Illinois 60660  
frank@edgewater.org



## Edgewater SSA #26 Event Funding Application

Event Name \_\_\_\_\_

### Organization Information

\_\_\_\_\_  
*Organization Name, Website, and/or Social Media Handles*

\_\_\_\_\_  
*Organization Address*

### Applicant Contact Information

\_\_\_\_\_  
*Name*

\_\_\_\_\_  
*Address if different from above*

\_\_\_\_\_  
*Phone Number*

\_\_\_\_\_  
*Email Address*

### Proposed Event Information

\_\_\_\_\_  
*Date(s)*

\_\_\_\_\_  
*Location(s)*

\_\_\_\_\_  
*Total Cost*

\_\_\_\_\_  
*Total Amount of Funds Requested*

*\*Please complete the following questions below or on a separate sheet of paper*



1. Describe your event. Explain how the event fits with the mission of the Edgewater Chamber of Commerce.

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2. What is the objective of the event and what population(s) will it serve?

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3. Describe your organization (mission, goals, brief history, etc.)

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4. Explain how your event will directly benefit other SSA businesses, including anticipated number of SSA businesses that will directly benefit from the event.

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5. Event income and expense budget. Within Income, list anticipated sponsorships (including this one), grants and in-kind donations. May be attached separately.

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6. If the event is funded, list the specific uses for the funds.

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7. What partners are included in the planning and execution of the event?

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8. How do you plan on advertising and promoting the event?

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Signature

Date



## Edgewater SSA #26 Post-Event Report

Please address the following items in a separate document for your post-event report.

### Attendance

1. *How many people attended the event?*
2. *How many people attended each day of the event if it was hosted over multiple days?*
3. *Provide any demographic information on event attendees that you may have collected.*
4. *Provide any other relevant information on event attendance.*

### Marketing

1. *How many media mentions did the event receive?*
2. *How many print and/or digital marketing materials were distributed?*
3. *Provide any testimonials from event attendees, participants, or nearby businesses.*
4. *Provide copies or samples of marketing materials distributed for the event.*
5. *Provide copies of any media mentions received for the event.*

### Evaluation

1. *Describe the degree to which the event was successful for the organization, attendees, and the community.*
2. *Describe any improvements that need to be made for future events.*
3. *How many SSA businesses benefited directly from the event? Provide any qualitative or quantitative data.*

### Goals and Metrics

1. *Provide a description of goals and if they were met using quantitative and/or qualitative data.*
2. *Please provide details on any profit made by the event and how that money will be used.*
3. *Complete the following financial information sheet.*

Completed report may be submitted via email or mailed to:

Frank Kryzak  
Economic Development Manager  
Edgewater Chamber of Commerce  
1210 W. Rosedale  
Chicago, Illinois 60660  
frank@edgewater.org





## Edgewater SSA #26 Event Funding Financial Information Sheet

Expenses (in \$)
Labor/Wages
Outside Services/Contract
Supplies/Equipment
Marketing/Promotion
Other
Total Expenses

Income (in \$)
Admission Donations
Contracted Services/Earned Income
Sponsorship(s)
Grants
In-Kind Contributions
Other
Total Income

Profit (in \$)
Total Profit (Income minus Expenses)
Anticipated Use of Profit

## Edgewater SSA #26 Map

