

2023

Forward for Fun Initiative Application

A Grant program to support new community events





City of Rockford, Illinois
Public Works Department
City Hall, 6th Floor
425 East State Street, Rockford, IL 61104
Phone: 779-348-7174 Fax: (815) 967-7058
www.rockfordil.gov



Program Overview

* This application is phase 1 of a two phase process. The information below will be used if the event is approved by the Alderman and reviewed by the Advisory Panel for conformance with the below program guidelines. After approval you will be asked to submit a site plan along with some additional information*

What is the Forward for Fun Initiative?

-A grant program to fund community events in all 14 wards in the City of Rockford through direction and participation of the Ward Alderperson.

Why was this program formed?

- As a result of the pandemic, residents have experienced higher rates of isolation and loneliness.
- Creating and supporting ward-based events will provide new reasons for residents to connect with each other while creating new experiences and community events
- Allows for economic development using locally owned businesses

Goals of this program:

- Neighbors and residents reconnect with each other following pandemic separation
- Residents meet each other while discovering their own or new areas of the city
- Support local small businesses and entrepreneurs via their participation in events as vendors (e.g., food trucks, restaurants, artists, musicians, independent retail)
- Encourage fun and innovative uses of public and private spaces throughout city
- Create new events that could become annual community celebrations

Framework for this program:

- Events should be open/welcoming to all to attend and occur in 2023
- Free admission strongly encouraged, although ticketed events allowed
 - Collaborations and partnerships are encouraged
 - Wards may collaborate to plan larger events
- Intended for new events or enhancements to existing, not meant to subsidize existing
 - Outdoor events encouraged
 - Grant funding of up to \$10,000 per ward (based on 140k in funding)
(final max amount will be total raised divided by 14 wards)
 - Multiple events per ward could be funded (total not to exceed ward max)
- Each application needs to designate a Responsible Party (organizer) and have ability to receive/expend funds (e.g., nonprofit status, bank account)
 - Avoid date overlap between these city-supported events
 - Funded events shall not promote political or partisan positions, or religious beliefs
- City rules for special events apply (e.g., liquor license, pay sales tax for food/merch, traffic control) with expedited administrative approval process.
- City staff or elected officials shall not benefit financially from program



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GENERAL EVENT INFORMATION

**PLEASE COMPLETE THE ENTIRE APPLICATION AND TYPE OR PRINT LEGIBLY.
 INCOMPLETE APPLICATIONS WILL NOT BE PROCESSED.**

Name of Event: _____

Location of Event: _____ Ward where event will take place: _____

Date(s) of Event: _____ Hours of Event: _____

Is this a New Event Existing Event If existing, how many years? _____

How will this program help, expand, or improve your event?

Is this event approved by the Alderman? Yes No Amount of funding requested \$ _____

Alderman Signature: _____

Name of Sponsoring Organization, Neighborhood Organization, or Supporting Business(es):

Event Coordinator Name: _____

Phone: _____ Email: _____

Is this event free to attend ; or ticketed If there is a fee, what is the cost? _____

Intended age groups: _____ Anticipated # of: Participants: _____ Staff/Volunteers: _____

Do you intend to involve community partners and/or any local businesses? *(if so, please list):*

What is the estimated cost for this event, and what ways will the grant be spent?

If this event creates a profit, what is the intended use of those funds?

Describe your event, and how this event achieves this program's goals



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Please answer these questions about your event to the best of your ability (more info may be required)

Does your event require road closures?	Yes	No
Does your event require you to rent a generator for electricity?	Yes	No
Will you be using any food trucks for your event?	Yes	No
Will you be using any tents larger than a 10'x10' pop-up tent?	Yes	No
Will your event be serving alcohol?	Yes	No

Budget Analysis

Example:

- \$900 - Traffic Control/Road Closures
- \$500 - Per food truck/vendor
- \$800 - 2-20'x40' tents/canopies
- \$500 - 1 day Special Event Insurance Policy
- \$250 - Misc. permits (electrical, tent, banner)
- \$500 - Table/chair rental
- \$500 - Marketing/Promotion

- \$3,950 Total

\$ _____ - _____

\$ _____ - _____

\$ _____ - _____

\$ _____ - _____

\$ _____ - _____

\$ _____ - _____

\$ _____ - _____

\$ _____ - _____

\$ _____ **Total**