

## Sunset Activation and Event Mini-Grant Application

The Outer Sunset is an up and coming neighborhood in San Francisco with thriving businesses choosing to make the Parkside their home. There's a lot of pride amongst the citizens here, and special cultural, food and art events are growing every year.

Supervisor Katy Tang, through the Office of Economic and Workforce Development, and People of Parkside Sunset Association (POPS), has established a mini-grant program for the Greater Sunset Area to organize and execute local neighborhood events to celebrate the unique cultural heritage and exciting businesses that are springing up.

We are looking to fund and execute special events throughout the Sunset that honor and bring to life the community of the district. The events should be inclusive, family-themed events and occasions created to promote local businesses and bring people together. These events can range from a school event for youth, parents and teachers, to block parties, to neighborhood business district promotional activities. These celebrations can include anything from planned, new, or ongoing events, to simple and thoughtful events.

### How do I submit a Proposal?

**Step 1.** Have an idea for a Sunset Neighborhood event? Or an existing event that is already planned? Great! Work with your neighbors, neighborhood or POPS to complete an event budget, description and event logistics outline for the event. Pick up an application from a POPS Member or the Assistant Administrator. ([asst.admin@sf-pops.com](mailto:asst.admin@sf-pops.com) )

**Who can submit:** The Chief Organizer of the event

**Step 2.** Complete and Submit an Application. Make sure the name and contact information of your Chief Organizer is placed on the application, as it's required. You are invited to submit an application for a project that will take place in The Sunset District. The Proposal should be for an event meant to celebrate the uniqueness Greater Sunset Community. Proposals must be submitted within the financial quarter that the event is to be held. Submit proposals to [asst.admin@sf-pops.com](mailto:asst.admin@sf-pops.com).

**Application Package:** includes application, budget, description and event logistics outline.

People of Parkside Merchants Association will review applications on the 1<sup>st</sup> Thursday of every month at the Taraval Police Station at 7pm.

**Financial Quarters:** Q1 October 1 - December 31, Q2 January 1 - March 31, Q3 April 1 - June 30, Q4 July 1 - September 30

**If your application is granted**, the first grant payment of 50% of the budget will be delivered 30 days after the day of the acceptance email. This is to be used as seed money to get you started. The remaining 50% of your budget will be disbursed after the event has taken place.

**Step 3.** Hold your event and make sure to save documentation such as event flyers, social media posts, photos and / or video. After the event please submit an overview of successes and areas that need improving from the event, metrics to gauge the event by such as number of people attending and/or number of businesses participation. Include whether you would like to see this continue as an annual event next year.

**Step 4.** Submit final post-event report to POPS, payment of the remaining 50 % will come 30 days after the report has been submitted. (submit report to: [asst.admin@sf-pops.com](mailto:asst.admin@sf-pops.com))

**Grant Payment Structure** | 30-day monthly cycle: pre-event application process, 1st application package submitted, vendor is accepted to the grant program, 1st grant disbursement of 50 % of the total amount delivered, actual event date, 2nd set of deliverables submitted, 2nd grant disbursement delivered (completing the total grant payment)

**Contact information to submit an application:**

Paul Mansfield  
POPS Assistant Administrator  
[asst.admin@sf-pops.com](mailto:asst.admin@sf-pops.com)  
415-722-0616

945 Taraval Street  
Suite 350  
San Francisco, CA 94116

**Mini-Grant Application Forms**

Chief Organizer's Name \_\_\_\_\_

Organization (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Title of Proposal: \_\_\_\_\_

Total Event Budget \_\_\_\_\_ Mini-Grant Amount Request \_\_\_\_\_

In the space below ONLY, please describe your event and/or activity proposal, including your goals and vision for the project.

In the space below ONLY, please describe the budget for your project. How will your event bring family-friendly, children, and youth activities to the neighborhood?

How will your event organizer interact with neighborhood vendors and support local businesses in your corridor?

POPS will request photographs, flyers, social media posts and other related information about the celebration, if awarded. In the space below ONLY, please outline how you will measure success.

Once the event is all over and your organization is finishing up the expense report (budget sheet), a Post-Event Report is required. It is to contain a summary of the event that took place. And could talk about what succeed, how it could be improved, and considerations for making it an annual event.