

*Supporting community events is a vital part of the Lindsay Downtown BIA’s mission to create a lively, welcoming, and vibrant downtown core. By endorsing local organizations, businesses, and/or individuals that want to create, organize and host events, the LDBIA helps attract visitors, increase foot traffic, and foster a sense of community. These events not only enhance the character and appeal of downtown Lindsay but also provide tangible benefits to local businesses through increased visibility and patronage. Through this program, the LDBIA aims to encourage a diverse range of activities that celebrate our downtown’s unique spirit while strengthening its economic and social vibrancy.*

**WHAT**

This program provides community organizations, local businesses and individuals the opportunity to use Lindsay’s vibrant downtown as an event “venue”. Successful applicants would receive financial assistance (up to \$2000) from the LDBIA.

**WHEN**

Event applications must be received before the application deadline and the event must be scheduled to occur within the current calendar year.

**WHERE**

Eligible events must take place within the geographically defined area of Lindsay Downtown as indicated in the map below. Events taking place on private property must have approval from the property owner. Events taking place on municipal property must include the appropriate municipal permission and permits where required.

**HOW**

Proposed event applications will be considered and approved by the LDBIA’s Marketing Committee on the criteria of community inclusivity and overall benefit to the downtown and our member businesses. Successful applications will add to the variety of events and activations coordinated by the LDBIA and not conflict with any of those existing events and activations.

**THE FINE PRINT**

Examples of eligible costs include advertising (print and digital), event supplies and rentals, and entertainer fees. Renumeration for any time spent coordinating the event is not an eligible expense.

Any extra insurance fees are not eligible; however, some coverage may be available through the LDBIA’s existing insurance – please contact the Executive Director for more information.

Any detailed information required to clarify these guidelines and restrictions is available any time; as is any information and assistance with necessary licensing and permits.

Funds will be issued to the successful applicant in advance of the event and will be contingent upon the detailed budget supplied in the application and also the required final budget reconciliation and post-event report.



**THE APPLICATION**

**DETAILED DESCRIPTION OF THE EVENT:**

**PROPOSED EVENT DATE(S):**

**PURPOSE OF THE EVENT, AND HOW IT WILL BENEFIT THE COMMUNITY, AND THE DOWNTOWN SPECIFICALLY:**

**PROVIDE TEXT OF A SAMPLE SOCIAL MEDIA POST OF HOW YOU WOULD ADVERTISE YOUR EVENT TO THE PUBLIC:**

**APPROXIMATE ANTICIPATED ELIGIBLE COSTS:**

ITEM	COST (\$)

**POTENTIAL REVENUE OR INCOME SOURCES:**

ITEM	COST (\$)

**TOTALS:**

TOTAL ELIGIBLE COSTS:	
TOTAL INELIGIBLE COSTS:	
TOTAL ANTICIPATED REVENUE:	
TOTAL REQUESTED FROM THE LDBIA (up to \$2000 maximum):	

**CONTACT INFORMATION**

**Name of Main Organizer, Business or Organization:**

**Name of Main Contact (if different):**

**Email Address:**

**Phone #:**

**Date of Application:**