

**FULLERTON REDEVELOPMENT AGENCY
REQUEST FOR PROPOSALS
FOR
DOWNTOWN EVENT FUNDING
(Fiscal Year 2009- 10)**

BACKGROUND

A key component of the Redevelopment Agency's efforts in the Central Fullerton Redevelopment Project Area is the promotion of Downtown Fullerton through the sponsorship of special events and activities which periodically attract people to the area. To help accomplish this, the Agency has extended financial assistance to local non-profit, community organizations to support public events that have the potential of drawing large numbers of people to the Downtown area thereby increasing the support of Downtown businesses and potentially increasing the City's retail sales tax revenues.

In FY 2008-09, the Agency provided support to a variety of events that attracted thousands of people to Downtown Fullerton. The Agency has budgeted \$40,000 to assist special events in FY 2009-10.

AGENCY EVALUATION OF REQUESTS FOR FUNDING

Please prepare detailed answers to the questions listed below on a separate sheet of paper. Your responses will be used by the Agency to help determine which Downtown events organized and administered by non-profit, community organizations will receive financial assistance and in what amount.

1. Describe your organization. What purpose does it serve? Is it a "Fullerton specific" group or a local chapter of a larger organization?
2. Describe your proposed event. Where will the event be located Downtown? What type of food, entertainment, and/or activities will be available at the event? Is there a charge to the public to attend the event?
3. How will the proposed event promote or "showcase" Downtown Fullerton?
4. What is the estimated number of people the proposed event is expected to attract to the Downtown area? Over how many days will it occur? What are the proposed hours of operation?
5. What is the amount of financial assistance requested of the Agency? Is the requested assistance in a form other than money (for example, does

- your request include the use of a public facility at no charge to your organization)?
6. Are there funding sources your organization will use to help finance the proposed event other than the requested Agency assistance? If yes, what are the other sources (including dollar amounts) and what percentage of the proposed event's total cost will be represented by the proposed Agency assistance?
 7. Do you believe your proposed event will generate any tax revenue? If yes, what do you estimate the types and amounts to be?
 8. To what use will proceeds (if any) generated by the proposed event be applied?
 9. Will the proposed event require any special public services (such as maintenance, police, fire, etc.)? If yes, what do you estimate the cost of those services to be and are they included in the requested assistance?

FUNDING APPLICATION DEADLINE

The submittal deadline is 4:00 p.m. on Tuesday, September 15, 2009.
Please submit answers to the foregoing questions to the address below:

Fullerton Redevelopment Agency
Attn: Nicole Coats, Project Manager
303 W. Commonwealth Avenue, 3rd Floor
Fullerton, CA 92832

For specific questions related to this Request for Proposals, please contact the Fullerton Redevelopment Agency at (714) 738-6877.