

## **MARKETING EXTERNAL FUNDING AND CONTRIBUTION POLICY OF THE CITY OF YPSILANTI DOWNTOWN DEVELOPMENT AUTHORITY**

The purpose of the marketing external funding and contribution policy guidelines is to assure that the Ypsilanti Downtown Development Authority maintain prudent, transparent, effective and ethical methods to disburse funds to organizations and businesses seeking assistance specifically to market events, goods, or services. The YDDA will only consider requests for contributions for programs and events that promote one or more of the YDDA districts as a place to work, play, or live and are not meant to support single business specific events and/or programming.

### **Objectives**

- Obtain the best value for the Ypsilanti Downtown Development Authority funds using a competitive process that is both open and transparent to the general public
- Conduct business in such an open manner that potential users of Ypsilanti Downtown Development Authority funds will recognize the fairness of the system
- Encourage competition which will help ensure that the Ypsilanti Downtown Development Authority will secure the best value possible
- Give due consideration to ethical standards, quality standards, and real value rather than price alone
- To establish and build good relations with suppliers and the community

### **Authority**

The Ypsilanti Downtown Development Authority Board reserves the right to waive all or any part of this policy under special exigencies to be specified and determined by a two thirds (2/3) majority of the Board.

### **Policy**

Marketing is the process of communicating the value of a product to customers, for the purpose of selling goods or services. Promotion is raising customer awareness of a product or brand. Approved contributions can be made up to \$300, with at least 25% of total cost being paid for by requesting entity. Monies awarded must be used for printing, design, advertising, photography, and marketing related areas subject to the YDDA Board. Requests for support less than \$100 can be approved at the YDDA Executive Director's discretion. Contributions will be limited to one award per program and requests should be submitted between 45-60 days prior to the stated need to allow for review.

To submit a request, please provide the following in written form to the Ypsilanti Downtown Development Authority office:

- Organization/business name
- Name and brief explanation of event or marketing campaign
- Explanation of how the money will be used
- Identify target audience
- Effect on downtown district(s)/new audience

**Ypsilanti Downtown Development Authority**  
**YDDA Marketing and Promotion Contribution Application**

Ypsilanti DDA  
1 S. Huron  
Ypsilanti, MI 48197  
734.482-9762

Applicant/Name	
Mailing Address	
Phone Number	
E-Mail	

Program/Campaign Title: \_\_\_\_\_

\_\_\_\_\_

Program/Event/Campaign Estimated Cost: \_\_\_\_\_

Please provide a short description of the program, event, or campaign: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will YDDA funds be used? \_\_\_\_\_

\_\_\_\_\_

What is your target audience? \_\_\_\_\_

\_\_\_\_\_

What impact will this have on the DDA or district? \_\_\_\_\_

\_\_\_\_\_

By submitting this application I (we) affirm that the information provided herein is true and accurate to the best of my (our) knowledge;

I (we) Understand that if my (our) application is approved that I (we) will ensure that the Ypsilanti Downtown Development Authority (YDDA) will be formally recognized and acknowledged as a supporter of this program, event, or campaign in all press releases, websites, and/or printed materials.

Name	
Signature	
Date	