

**Parking and Business Improvement Program  
Request for Funding FY 2021/22**

<b>Name &amp; Address of Applicant:</b>	
City of South Gate, Parks and Recreation Department, 4900 Southern Ave. South Gate, CA 90280	
<b>Select one:</b>	
Non-profit organization	
Private Business	
<b>Name of Proposed Activity,Event or Decoration:</b>	
<b>South Gate Art Walk</b>	
<b>Proposed Event Address/Location:</b>	
Tweedy Mile, 1-3 blocks between San Gabriel and San Miguel Ave	
<b>Proposed Event Date &amp; Hours:</b>	
Saturday, October 2nd, 12-4pm	
<b>Purpose of Proposed Event, Activity or Decoration:</b>	
<p>The South Gate Art Walk will be a family friendly, fun filled, creative event featuring local artists, artisans, and merchants primarily from South Gate, with some from the surrounding SELA cities. This event will activate the mile and draw attention to local businesses. The Cultural Arts Coordinator will conduct outreach to Tweedy Mile businesses through a mailed notice and by attending a Tweedy Mile Association meeting to field questions about the art walk and provide suggestions for participation. Businesses will be encouraged to have a sidewalk sale, to create special promotions for the event and have outdoor dining. We will have service oriented booths from non-profit partners and sponsors such as the SELA Artists Guild, Budding Artists, Latinas Art Foundation, Art Space HP and the Azalea Center. Our non profit parnters will provide hands on art making experiences. If enough funding is raised, we will also include performances by local bands or a DJ.</p>	
<b>Select the eligible category that the proposal falls under:</b>	
1. Decoration of Public Place	
2. Promotion of Public Events	x
3. General Promotion of Retail Trade Activities	
<b>Proposed Budget Items</b>	<b>Amount</b>
Closure of Tweedy Mile	\$6,000
Performer Fees	\$500
Marketing and Promotion (postcards mailed to 24,000 residents)	\$3,000
Banner on Tweedy Mile (needs to meet all specifications required by the City)	\$500
Notices mailed to business owners (approx. 500 notices to all Tweedy Mile business owners)	\$300
<b>Total</b>	<b>\$10,300</b>