

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

Name & Address of Applicant:	
Tweedy Mile Association, 3848 Tweedy Blvd. Ste B2-567, South Gate, CA 90280	
Select one:	
Non-profit organization	X
Private Business	
Name of Proposed Activity, Event or Decoration:	
Christmas Window Decoration Contest	
Proposed Event Address/Location:	
TWEDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
<p>All Tweedy Miles Merchants are invited to decorate their windows with special lighting exhibiting their business products and services. This makes the boulevard beautiful and inviting. People come out of the houses to walk the boulevard and purchase displayed items on the way. The first, second and third winners are awarded with \$300, \$200 and \$100 respectively. We have women from the community serve on the committee to choose the winners.</p>	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	Amount
Gifts to winners	\$600
	\$
	\$
	\$
	\$
	\$
Total	\$600

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Non-profit organization	x
Private Business	
Name of Proposed Activity, Event or Decoration:	
Christmas Street Lights Vendor Contract with Pacific Decorating Company	
Proposed Event Address/Location:	
TWEEDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
Installation and repairs of Christmas lights on Tweedy Mile.	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	x
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	
Proposed Budget Items	Amount
Christmas Street Lights Vendor Contract with Pacific Decorating Company	\$7,891
	\$
Total	\$7,891

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Non-profit organization	X
Private Business	
Name of Proposed Activity, Event or Decoration:	
Dia de Los Muertos/Day of the Dead	
Proposed Event Address/Location:	
TWEDDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
<p>This is a family event. TMA puts together a show to bring people out to the boulevard. Business windows are decorated to entice walking by customers. At the event location people are invited to bring their own dia de la muertes memories. Music and food is served.</p>	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	Amount
Music	\$300
Food	\$1,000
Decorations & marketing	\$1,500
Giveaways	\$1,000
	\$
	\$
Total	\$ 3,500.00

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Non-profit organization	X
Private Business	
Name of Proposed Activity, Event or Decoration:	
Christmas on Tweedy, Gift Drawing, Art on Tweedy	
Proposed Event Address/Location:	
TWEEDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
<p>All business on Tweedy Miles are provided a drawing box with the drawing tickets. Big flyers are posted at every business door. All customer can participate by filling out the drawing tickets. Most important parts are customer name, phone number and name of the business where they filled out the ticket. All the boxes are picked up about one to two weeks before Christmas. Drawing is held in the presence of other board members. Business are notified about the winner and the winner is notified about the business. Only one winner per businesses. This is one of the great way to bring customer in, stay in, conversation starter, explaining services and products and advantages of neighborhood small businesses. And for some people this might be one of the few gifts that would be wrapped that year. A kids art event is arranged by TMA. A local artist is invited to spend time with kids and bring artists out from inside of these kids. Kids enjoy coloring and drawing. Kids love to participate in the drawing contest. Top three winners are provided with special awards. Rest of the kids also get toys. Kids love to gather around the Clown and watch tricks. Little kids ride is also a favorite stop. Food, drinks and water are served. This is a family event. Parents, kids and other family members come out to enjoy Christmas spirit. The families hanging out help businesses with extra sales.</p>	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	
Toys	\$1,500
Carnival Rides	2,000
Food	\$1,000
Total	\$4,500

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Non-profit organization	X
Private Business	
Name of Proposed Activity, Event or Decoration:	
Music & Radio on the Boulevard	
Proposed Event Address/Location:	
TWEDDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
<p>TMA is working on bringing Music and Radio to the boulevard. This is a monthly event on the boulevard. Depending upon the participation by the merchants, it could be a fortnightly event. Merchants can submit their applications to have event at their location. First come first serve. Main expense will be the gifts for the event participant. These participant are bringing life to the event by dancing or other talents. This can encourage others to participate and should increase the crowd at future events. Permits will be acquired for each event.</p>	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	
Entertainment once a month for businesses	\$3,600
	\$
	\$
	\$
	\$
	\$
Total	\$ 3,600.00

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Non-profit organization	X
Private Business	
Name of Proposed Activity, Event or Decoration:	
POSADA	
Proposed Event Address/Location:	
TWEEDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
<p>It is a cultural event. People get together and walk the boulevard with Mayor, Councilperson, and even Chief of police. Some people attending Posada do not know what Tweedy Miles Merchants offer. This does not only bring community together but walking thru the business, people get more acquainted with the Tweedy Merchants and their products. Merchants can display their specialty products thru window displays or sidewalk.</p>	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	Amount
Mariachi	\$400
Dancers	\$350
DJ	\$300
Giveaways	\$150
Flowers	\$300
Sanitizers and Masks	\$200
	\$
	\$
	\$
	\$
Total	\$ 1,700.00

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Private Business	
Name of Proposed Activity, Event or Decoration:	
Printing for events throughout the Year	
Proposed Event Address/Location:	
TWEDDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
For different stationary and printing cost though out the year.	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	Amount
Printing of flyers, posters, notices and marketing materials	\$1,200
	\$
	\$
	\$
	\$
	\$
Total	\$ 1,200.00

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Non-profit organization	X
Private Business	
Name of Proposed Activity, Event or Decoration:	
Sidewalk Sales	
Proposed Event Address/Location:	
TWEDDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
Blanket license is purchased by TMA for all merchants for the whole year. Merchants can bring their customer luring product & services outside their business. Merchants decorate their businesses and put together special displays. This is advertised on media and with big posters at every Tweedy Miles Merchant window. Merchants have prepacked food and drinks for passing by customers.	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	Amount
City Permit	\$107
Deposit for Damages	\$300
	\$
	\$
	\$
	\$
Total	\$ 407.00

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Private Business	
Name of Proposed Activity, Event or Decoration:	
Thanksgiving Food Giveaway	
Proposed Event Address/Location:	
TWEEDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
<p>All business on Tweedy Miles are provided a drawing box with the drawing tickets. Big flyers are posted at every business door. All customer can participate by filling out the drawing tickets. Most important parts are customer name, phone number and name of the business where they filled out the ticket. All the boxes are picked up about one to two weeks before the Thanksgiving. Drawing is held in the presence of other board members. Businesses are notified about the winner and the winner is notified about the business. There is only one winner per business. This is one of the great way to bring customer in, stay in, conversation starter, explaining services and products and advantages of neighborhood small businesses. A turkey alongwith basket full of Thanksgiving cooking supplies and other dinner associated food. This might be a great meal that some families have had in a while.</p>	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	Amount
Turkeys and food perishables	\$2,500
	\$
Total	\$ 2,500.00

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Non-profit organization	X
Private Business	
Name of Proposed Activity, Event or Decoration:	
Tweedy Bucks	
Proposed Event Address/Location:	
TWEEDY BLVD	
Proposed Event Date & Hours:	
TO BE DETERMINED	
Purpose of Proposed Event, Activity or Decoration:	
<p>TMA prints Tweedy Bucks and distributes it to the public participating in TMA business promoting events. These are printed in the denomination of \$1, \$5, \$10, and \$20. These Bucks could be used as real dollars at any business. It does not matter if it is grocery, kids diapers or meal at a restaurant. If their purchase cost more than the Tweedy Bucks they have, customer can use Tweedy Bucks as part of the payment. All businesses are provided with big posters for their windows letting customers know that they accept Tweedy Bucks. This brings in extra sales for the businesses that accepts Tweedy Bucks. These merchants can turn in these Bucks to TMA for a payment in the form of a checks. Merchants and customers are already calling LaVerne for Tweedy bucks.</p>	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	Amount
Printing	\$200
Reimburse merchants for bucks	\$1,800
	\$
	\$
	\$
	\$
Total	\$ 2,000.00