



DowntownRaleigh
Alliance

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“POP”: Program Our Plazas

Summary of Program

Objective: To create interactive events which bring vibrancy to Market and Exchange plazas, in downtown Raleigh.

The program goals:

- To help incubate and facilitate innovative and entrepreneurial ideas and creativity in downtown.
- Help facilitate and attract events which will provide needed/desired programming within downtown public plazas.
- Help provide a public platform for entertainment, recreation, goods, and services to downtown residents, employees, and visitors.
- Promote the plazas while simultaneously providing a venue for various downtown merchants, vendors, entertainers, and organizations.
- Improve the overall quality of life in Downtown Raleigh through public events to bring value through various services, goods, and programming.
- The program aims to create an inclusive and welcoming environment to residents, downtown employees, and citizens from all walks of life.

Types of event subjects eligible include but are not limited to:

- Cooking/culinary, nature/wildlife, design, science/discovery, art/visual, teaching/education, public performance, music, agriculture/gardening, multimedia, craft/maker markets, health/fitness, literature, Recreation, Startups, and more.
- **Priority is put on events which are: Interactive, Innovative, Educational, Creative, and showcase a dynamic variety of components.**

Just a few examples of possible programming include:

Vendor Craft Market: feature local crafters from various different disciplines, showcasing their products and also displaying how the products are designed, manufactured, and finished.

Art Installation: feature a local artist creating an art project, this could consist of them creating the project onsite, displaying it for the public, then a discussion with the public.

Live Performance: various public performances could apply: musical, theatrical, comedy, dance, or other. One important consideration is to include possible complimentary discussion and an interactive component for the public.

Fitness classes: this could include yoga, CrossFit, Pilates, biking, or another physical activity in the health realm. Classes could be done throughout the event period, onsite include a local juice or food vendor, and also ensure to discuss the benefits of the program and incorporate education into the programming.



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“POP”: Program Our Plazas Application

Applicant Summary:

Date of Application:

Name of business/organization:

Type of business: (Non-Profit, Business, Educational, Individual)

Address of business/organization:

Contact name:

Contact email:

Contact phone:

Website:

Event Information:

Description of proposed event:

Objective/mission of event:

Proposed Time:

(Wednesday 5-8pm) (Friday 11am-2pm) (EITHER)

Grant Component

Are you applying for the \$250 reimbursement grant?

(Yes) or (No)

If so, what event costs do you foresee related to your event and why should you be considered for this grant?
(Marketing/advertising are **not** valid items for reimbursement. These events are marketed through DRA and the City of Raleigh, the reimbursement is for event related costs.)