



ATHENS DOWNTOWN DEVELOPMENT AUTHORITY  
COMMUNITY ENHANCEMENT PROGRAM

The Community Enhancement Program (CEP) is a partnership between the Athens-Clarke County Unified Government (ACC) and Athens Downtown Development Authority (ADDA) that allows the ADDA to host an annual calendar of quality events using downtown Athens as a community stage. CEP funds are made possible by the ADDA. These community events are intended to enhance the image of the community and provide benefits to the downtown community, its visitors and citizens.

PROGRAM GUIDELINES

**Eligibility** Applicants must be a qualified non-profit organization or a qualified unit of the Athens-Clarke County Unified Government or the Athens Downtown Development Authority.

Event must be held in downtown Athens, Georgia.

Events must be at least 50% free and open to the public.

If the format of your event changes, you must submit an updated budget to reflect those changes.

Event must take place between July 1, 2021, and June 30, 2022.

**Event must recognize in all advertising, marketing, and promotional materials that funding is made possible by a grant from the Athens Downtown Development Authority.**

**Priorities** Diversity of events  
Attendance and impact of events

**Funding Request** **Requests must be made by Sunday, February 28, 2021, for the following fiscal year funding cycle.**

Requests must be made on the application form, available at [www.downtownathensga.org](http://www.downtownathensga.org). An itemized budget, number of event attendees, and positive impact to downtown Athens must be provided as part of the application. Application must be completed and all required information provided in order to be considered for funding.

Funds may be requested within 30 days of the event.

\$15,000 is the maximum amount for a funding request. Requested funds cannot be more than 50% of the event budget. Priority will be given to events that would not be possible without CEP funding.

After the event is held, a report must be submitted that documents how the CEP funds were used, and compliance with program guidelines. Failure to submit report may disqualify the event from future funding consideration.

\*These are guidelines only; the ADDA reserves the right to determine events to recommend to ACC for funding.