



SOUND CHECK



LIVE ENTERTAINMENT GRANTS

The City of Champaign is launching *Sound Check*, a Live Entertainment Grant Program that reimburses downtown businesses for hosting live entertainment events.

This year-round program reimburses businesses \$250 per qualifying event, with additional \$500 Community Connections bonus that is available for events that demonstrably attract and serve diverse audiences.



Application Process Overview

- Pre- Event Application
- Event Promotion
- Post Event Submission
- Reimbursement

Program Periods

- Summer Period: July 8 - October 31, 2025
- Winter Period: November 1, 2025 - February 28, 2026
- Spring Period: March 1 - June 30, 2026



APPLICATION & REIMBURSEMENT



Pre-Event Application

Business Information Requirements

- W9 (if not already registered)
- Your business name and contact
- Event title and description
- Event date
- Event start/end times
- Performer name and link to website/social media
- Cover charge
- Marketing materials (optional)

Expected Expenses Requirements

- List performer fees to be paid for event
- Other event expenses (sound equipment rental, temporary staging or seating, etc.)
- Requested reimbursement

Pre-Event QR Code



Post-Event Reimbursement Request

Community Connections Bonus Verification

- Describe how the Community Connections bonus was met
- Business owner signature

Event Attendance & Impact

- Approximate total attendance
- Hour of peak attendance
- Actual cover charge
- Revenue during event
- Average revenue for this date/time

Performer Verification

- Performer name and contact info
- Performer fee paid
- Performer signature

Additional Expenses with Receipts

- Total additional expenses
- Describe additional expenses
- Evidence of event marketing

Post-Event QR Code





COMMUNITY CONNECTION BONUS



To qualify for the \$500 Community Connection bonus, events must meet one or more of the criteria listed below and/or receive City staff approval.

Community Partnerships: Partner with local nonprofit or community organizations through co-branded marketing, donating a portion of event proceeds, or collaborative programming.

- A coffee shop partnering with Community Choices for a sensory friendly music session
- A restaurant donating a portion of event proceeds to the local VFW
- A bookstore collaborating with Books for Prisoners for a poetry reading/book drive

Cross-Promotion: Partner with minority-, women-, or other socially disadvantaged owned-businesses through joint marketing efforts, special discounts or promotions, or co-hosted events.

- A restaurant offering discounts at the Furniture Lounge for event attendees
- A coffee shop featuring products from a Suzu's Bakery during a book club
- A bookstore cross-promoting with a Greener Goods Shop + Refillery

Inclusive Programming: Event demonstrates a commitment to diversity by hiring minority, women, or socially disadvantaged artists, using multilingual marketing materials, offering accessibility accommodations such as ASL interpreters or wheelchair access improvements, or by aligning the event with broader cultural celebrations.

- A restaurant hosting Hispanic musicians (Ex: Lys Allen) or using multilingual marketing materials for an event during Hispanic Heritage Month
- A bar providing a sign-language interpreter during a comedy performance



COMMUNITY CONNECTION BONUS



Below is a non-exhaustive list of potential community groups to contact regarding performances for the Community Connection Bonus:

Directory					
Community Connection	Name	Contact	Phone	Email	Website
Community Partnership:	Faith Recovery Women in Transition LLC	Yvonne Bright	217-202-7856	faithrecovery5@gmail.com	n/a
	Uniting Pride	Aiden Novinska	217-898-5235	info@unitingpride.org	https://www.unitingpride.org/
	La Casa Cultura Latina	Jennifer Philbeck	217-333-4950	lacasa@illinois.edu	https://lacasa.illinois.edu/
Cross-Promotion:	Art Coop	Anna Peters	217-352-4562	artcoopinc@gmail.com	https://theartcoop.com
	Planted	Kristyn McReaken & Riley Ramirez	217-974-1880	plantedcu@gmail.com	https://plantedcu.com/
	The Savvy Vegan Doll LLC	Lamiea Wilson	217-351-9841	lamieawilson@gmail.com	n/a
Inclusive Programming:	Afro D	Pete Shungu	617-413-3325	afrodglobalsoundwaves@gmail.com	https://afrodglobalsoundwaves.com
	40 North 88 West	Elsie Hedgspeth	217-351-9841	ehedgspeth@40north.org	https://40north.org/
	ASL Interpreter	Heidi Alyson Johnson	207-451-3984	heidi.a.johnson4954@gmail.com	https://idhhc.illinois.gov/sign-language-interpreters/directory.html

Follow this link [CDAP List](#) for additional Cross-Promotion examples. If you believe a business is eligible for Champaign Diversity Advancement Program (CDAP) but is not listed, follow this [link](#) to register the business.