

March 6, 2009

Dear Interested Organization:

The City of San Luis Obispo's Promotional Coordinating Committee (PCC), under direction of the City Council, recognizes that cultural, social and recreational organizations make significant contributions to the overall quality of life in the City of San Luis Obispo. Accordingly, the City sponsors a Grants-In-Aid program to promote such activities within our community.

Please be aware that at the March 3, 2009 Council meeting, the City Council only *conceptually* approved the grant funding for 2009-10. Given the budgetary constraints facing the City at this time, it is not certain that the grant funding will be available.

At this time the City of San Luis Obispo invites you to apply for a promotional grant to be awarded as part of this program.

To be considered for grant funding, organizations must have non-profit status (Articles of Incorporation, 501(c)(3) or (c)(6) status, Federal ID number and Tax Exempt Notification) prior to grant submittal. They must also have clearly stated goals, be able to demonstrate that their financial management practices are sound and insure accountability. The City is unlikely to fund new projects which duplicate or conflict with existing programs, services or events. Project collaboration among organizations is encouraged.

Grant requests must be for programs and events that occur during the funding cycle, July 1, 2009 – June 30, 2010.

Organizations that received promotional grants during the 2008-09 funding cycle must have complied with all reporting requirements to be considered for a 2009-10 grant.

To be considered for a grant, organizations must apply using the attached application form **NO LATER THAN 5:00 p.m., April 17, 2009**. Late or incomplete applications will not be accepted. The application must provide the following information:

Please submit 10 sets (typed and clipped) of the attached application (a Word version is available upon request). Additionally, please submit one copy (clipped) of the following:

- your organization's financial statement
- by-laws
- tax exempt certification
- a listing of all officers and staff
- signed statement of limitations and payment disbursement (Attachment 4)

PLEASE DO NOT SUBMIT OTHER SUPPLEMENTAL MATERIALS WITH THE REQUESTED APPLICATION OR BIND/STAPLE YOUR APPLICATION MATERIALS.

It is important that your application provide all the requested information. Clear, concise and original applications are best. Ten copies of your original application should be hand delivered or mailed to:

Promotional Coordinating Committee
Attn: April Richardson
City of San Luis Obispo Administration
990 Palm Street
San Luis Obispo, CA 93401

Please note the following dates:

1. **March 6, 2009** - Application information available for pickup or on the City's website at www.slocity.org/specialactivities.
2. **March 18, 2009 at 5:30 p.m., Special Meeting of the PCC** - An informational workshop will be held in the Council Hearing Room (Room 9) at City Hall, 990 Palm Street, to answer questions regarding the Grants-In-Aid process. **This meeting is mandatory for all applicants, as the PCC will elaborate on the grant criteria to be applied. *Please note that the grant criteria have changed and a tiered system will be applied for the grant recommendation.***
3. **April 17, 2009** - Completed applications will be due to the City Administrative Office by **5:00 p.m.** **LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**
4. **May 27, 2009, at 5:30 p.m. Special Meeting of the PCC** - Committee will present its preliminary 2009-010 Grants-In-Aid recommendations to applicants at a public meeting (all applicants will be notified of this meeting by email).
5. **June 2009** - City Council reviews PCC recommendations and makes final funding decisions.
6. **August 2009** - Grants available to approved organizations.

If you have any questions, please contact Brigitte Elke at 781-7151.

Sincerely,

Cate Norton
Chairperson, PCC

**PROMOTIONAL COORDINATING COMMITTEE
GRANT APPLICATION ASSESSMENT CRITERIA**

Applications submitted to the Promotional Coordinating Committee will be evaluated both in terms of the applicant and the grant proposal using the following criteria:

A. APPLICANT CRITERIA

1. Applicant organization must have a clearly stated purpose and function and be responsible for the planning and provision of a cultural, social or recreational program/event.
2. Applicant must demonstrate that it has the managerial and fiscal competence to complete the proposed project. Repeat applicants must have a successful history of using prior grant funds, as evidenced by a completed and accepted Final Report.
3. The organization must have non-profit status as defined in Section 501(c)(3) or (c)(6) of the Internal Revenue Code (no exceptions made).
4. The organization must give evidence that it has pursued other sources of financial support, and that it has examined and weighed the financial ability of the target population to support its program or event.
5. The organization must extend its program to the general public and may not exclude anyone by reason of race, religion, sex, national origin, sexual orientation, age, physical, mental or economic status.
6. The applicant organization must be willing to participate in a final report evaluation process as requested by the Promotional Coordinating Committee.

B. GRANT CRITERIA

1. Priority will be given to events that take place in the City of San Luis Obispo or events of special benefit to the City of San Luis Obispo.
2. Grant requests must meet one or both of the purposes below:
 - Of tourism promotion advantage to the City of San Luis Obispo and/or;
 - Of cultural, social, and/or recreational benefit to the residents of the City of San Luis Obispo.
3. Events and programs must take place during the City's fiscal year July 1 through June 30. Priority will be given to events that take place in "non-peak" tourism months (October through March) and bring people to San Luis Obispo.
4. Priority will be given to requests pertaining to marketing and promotional efforts for the event in order to drive visitors and tourists to the City of San Luis Obispo.
5. Additional consideration will be given to organizations celebrating an anniversary or grand opening.
6. Additional consideration for organizations requesting "seed money" for new events or to enter new promotional markets outside of San Luis Obispo.
7. Amount of other City support requested and co-op opportunities that are actively pursued will be considered.

8. Demonstrated financial need is considered, although events with potential promotional benefit to the City of San Luis Obispo will be given higher consideration.
9. Past grant performance of the organization is considered. **Please note that integration of the City's logo and the City's support of the event are imperative in order to receive grant funding for a consecutive year.**
10. Grants are **not** given for the following expenses:
 - a. Office overhead or staff.
 - b. Equipment.
 - c. Rental of space
 - d. Scholarships

The following tiered structure will be applied to establish the grant amount:

First Tier: Up to \$3,000

Organization of local reach with a cultural, social, and recreational benefit to the residents of San Luis Obispo. The organization agrees to place the City's logo on all its marketing material and its website (if one is available).

Second Tier: \$3,001 to \$7,500

Organizations that reach countywide and bring patrons to San Luis Obispo. The events have a distinct benefit to the City's residents, but also drive traffic from around the county to the City for the event. The organization agrees to incorporate the City's logo on marketing material and its website. In addition, the organization will include City of San Luis Obispo visitors and tourism information in its mailings and marketing outreach.

Third Tier: \$7,501 to \$12,000

The organization effectively brings patrons from outside the county to San Luis Obispo and has the means to drive tourism to the City.

In addition to the integration of the City's logo on marketing material and website, the organization will include City of San Luis Obispo visitors and tourism information in its mailings and marketing outreach and allow physical presence of City Tourism at the event. The organization is encouraged to submit a proposal to that effect.

Please note: as the City's Grants-in-Aid program is considered by the Promotional Coordinating Committee each year funding is provided, all applicants will have to compete for funding anew every year.

APPLICANT: Please use this as a checklist for your application. It does not need to be submitted with the application. Everything on this checklist is required, unless otherwise indicated.

- 1. Grant Application Form
 - a. Description of project or activities to be supported by the grant
 - b. Description of who will benefit from the project, including any tourist attraction potential it may have.
 - c. Description of any collaborative efforts with other agencies relative to this project.
 - d. The total amount requested, including a prioritized breakdown of individual line items within that total.
 - e. Detailed budget for the project, indicating expenditures to be supported by the grant and expenditures supported by other grant sources.
 - f. Crowd control safety plan, if appropriate (parades or large special events only)
 - g. Description of how your agency will acknowledge the City in your promotional materials.
- 2. Your organization's financial statement
- 3. Your organization's by-laws
- 4. Your organization's tax-exempt certification
- 5. A listing of all officers and staff
- 6. A signed statement of limitations and payment disbursement (Attachment 4)

NOTE: Please do not bind or staple your application materials.

Submit 10 sets (typed and clipped) of item # 1

Submit 1 set (clipped) of items # 2-6

LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

Completed applications are due to the City Administration Office on
April 17, 2009 by 5:00 pm

GRANT APPLICATION FORM

DATE(S) OF EVENT: _____

NAME OF ORGANIZATION: _____

ADDRESS OF ORGANIZATION:

NAME OF CONTACT PERSON: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

TOTAL AMOUNT REQUESTED: _____

PURPOSE OF GRANT REQUEST (State as briefly as possible):

4. Indicate total amount requested from the City of San Luis Obispo, including a prioritized list of individual line items making up the total. Include any in-kind contributions from the City (i.e. facility or park, etc.).

Project Component	Amount
TOTAL	\$

5. Provide a detailed budget for the whole project, listing all available support sources (attach if necessary).

Source	Amount
TOTAL	\$

6. Provide your crowd control and safety plan, if appropriate (parades or large special events only).

7. Describe how your organization will acknowledge the City's support in your promotional materials. (A standardized City logo is available upon request.)

Be sure to include all supplemental materials as requested. Thank you.

Return Grant Application and Supplemental Materials to:

**Promotional Coordinating Committee
Attn: April Richardson
City of San Luis Obispo Administration
990 Palm Street
San Luis Obispo, CA 93401**

**PROMOTIONAL COORDINATING COMMITTEE
STATEMENT OF LIMITATIONS AND PAYMENT DISBURSEMENT**

Please read the following document and sign to indicate that you have read and understand it.

Limitations:

This grant application does not commit the sponsor to award a grant or to pay any costs incurred in the preparation of this application or to procure or contract for services or supplies. The Promotional Coordinating Committee reserves the right to accept or reject any or all applications received, to fund on a line item basis, to negotiate with all qualified applicants, or to cancel in part or in its entirety this application, if it is in the best interest of the City to do so.

Payment of Funds:

All duties, obligations, and disbursements of funds are to be governed by the provisions of the agreement between the City and the applicant receiving funds.

- An applicant awarded funds shall enter into a contractual agreement with the City of San Luis Obispo for stated programs for the **current grant period July 1, 2009 through June 30, 2010.**
- The payment schedule will be stated in the contractual agreement.
- The contracting agency will agree to provide reports in such form and detail as may be required by the City and the PCC to monitor contract performance prior to payment for programs.
- Contracting agency will provide City with an annual audit by an independent auditor to be approved by the City, if the City should so request.

(Sample copies of standard City contract forms are on file with the City Clerk.)

I, _____, (printed or typed name of authorized applicant organization representative), have read the above statement and fully understand its contents and implications. I further attest that all the information contained in this application is accurate to the best of my knowledge.

Signature _____

Date _____

Title _____

Applicant Organization _____