

February 1, 2020

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. The City awards annual promotional grants totaling approximately \$100,000 to various organizations each year.

At this time the City of San Luis Obispo invites you to apply for grant funding 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 and 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 of July 1, 2020 – June 30, 2021.

Organizations that received promotional grants during the 2019-20 funding cycle must have complied with all reporting requirements to be considered for a 2020-21 grant.

Starting in 2018-19, the PCC implemented modifications to the grant program that will continue to the 2020-21 program. These modifications include:

- Organizations are limited to one application submission per grant cycle.
- Qualified expenses for grant funding now include: limited contracted services such as public relations, video production expenses, social media expenses directly relating to the event, expenses relating to enhancements for digital newsletters or email campaigns, and web design services. The applying organization must provide documentation that expenses for these services are directly and exclusively related to the event or program in which funding is requested.
- Elimination of the Sustainable Funding Program (sustainability track).

To be considered for a grant, organizations must attend the **mandatory** meeting on **Thursday February 6, at 4:30 pm at City Hall** and apply, using the attached application form, by **NO LATER THAN 5:00 p.m., Friday March 13, 2020**. **Late or incomplete applications will not be accepted.** The application must provide the following information:

Please submit 10 printed sets (typed, clipped, and 3-hole punched) of the attached application.

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)
- digital copy of completed application in PDF format to Chantal Burns at cburns@slocity.org

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: Molly Cano
 City of San Luis Obispo
 990 Palm Street
 San Luis Obispo, CA 93401

Grant Application Process Dates & Deadlines

Date	Time	Location	Action	Description
1-Feb	9:00 AM	www.slocity.org	Application Period Opens	Application will be available on the City's website.
6-Feb	4:30 PM	City Hall	Mandatory Application Meeting & Event Resource Fair	A mandatory application meeting followed by an event resource fair will be held to answer questions regarding the Grants-In-Aid process. THIS MEETING IS MANDATORY FOR ALL APPLICANTS.
13-Mar	5:00 PM	City Hall City Clerk's Office	Applications Due	Completed applications will be due to the City Clerk's Office by 5:00 p.m. LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.
20-May	5:30 PM	City Hall Council Hearing Room	PCC Preliminary Grant Recommendations	Committee will present its preliminary 2020-21 Grants-In-Aid recommendations to applicants at a public meeting.
7-Jul	6:00 PM	City Hall Council Chamber	City Council Consideration of Grant Recommendations	City Council will review the PCC recommendations and makes final funding decisions.

Please note, as the City's Promotional 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.

If you have any questions, please contact Molly Cano at 805-781-7165 or mcano@slocity.org.

Sincerely,

Dana Matteson
 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 comply with the final report evaluation process as requested by the Promotional Coordinating Committee.

B. GRANT CRITERIA & GUIDELINES

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. An organization may only apply for one grant per year. An organization may not submit multiple grant applications for separate events.
3. Grant requests must meet one or both 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.
4. 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.
5. 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.

6. Additional consideration will be given to organizations celebrating an anniversary or grand opening.
7. Additional consideration will be given to organizations requesting “seed money” for new events or to enter new promotional markets outside of San Luis Obispo.
8. Additional consideration will be given to events that address sustainability, diversity and inclusivity practices.
9. Amount of other City support requested and co-op opportunities that are actively pursued will be considered.
10. Demonstrated financial need is considered, although events with potential promotional benefit to the City of San Luis Obispo will be given higher consideration.
11. 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.**
12. Grants are **not** given for the following expenses:
 - a. Office overhead or staff
 - b. Equipment
 - c. Rental of space
 - d. Scholarships / Honoraria
 - e. General website maintenance and hosting
 - f. General email systems or base subscriptions
 - g. Prize giveaways and other event giveaways (ex. t-shirts)
 - h. Production expenses (ex. catering, rentals, talent expenses)

The following tiered structure will be guidelines 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.

Second Tier: Up 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 visitor information in its mailings and marketing outreach.

Third Tier: Up 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 its 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.

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.
 - 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 (parades or large special events only).
 - g. Description of how your agency will acknowledge the City in your promotional materials.
 - h. Organization's website URL
- 2. Your organization's most recent complete annual 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, clipped & 3-hole punched) of item # 1

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

Submit Digital Copy to cburns@slocity.org

LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

Completed applications are due to the City Clerk's Office on
Friday, March 13, 2020 by 5:00 pm

GRANT APPLICATION FORM

**DATE(S) OF
EVENT:** _____

**NAME OF
EVENT:** _____

**EVENT
LOCATION:** _____

NAME OF ORGANIZATION: _____

ADDRESS OF ORGANIZATION: _____

WEBSITE URL: _____

NAME OF EVENT CONTACT PERSON: _____

NAME OF ORG. CONTACT PERSON: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

TOTAL AMOUNT REQUESTED: _____

PURPOSE OF GRANT REQUEST: (Word Limit: 100 max)

Please complete the entire application, answering all requests for information.

1. Provide a brief description of the event or activity. (Word Limit: 100 max)

2. Provide a brief description of your organization and its cause including how the project or activities support the overall goals of the organization. (Word Limit: 250 max)

3. Will your event be taking place within the City of San Luis Obispo?

Yes ___ No ___

Venue Name: _____

Venue Location: _____

4. Has a City permit been issued for your event or have you contracted the venue for your event date?

Yes ___ No ___

Note: Event applicants shall be responsible for securing a separate Special Event Permit with the City. For use of City facilities, venues, or services, applications must be received no later than 90 days in advance and can be accepted up to 1 year in advance. The application form can be found at the [link](#) provided. Application and fees are payable to the City of San Luis Obispo and can be submitted directly to the Parks and Recreation Department located at 1341 Nipomo Street, San Luis Obispo, CA 93401.

5. Is this the first year the event will take place? Yes ___ No ___

If yes, skip to question number 9.

An annual event or performance with a new speaker, musician or show title is not considered a new event.

6. How many years has the event taken place?

7. Where has it taken place previously?

8. What was the historical attendance?

9. What is the expected event attendance?

10. Expected percentage of in-county vs. out-of-county attendees:

11. Who is your target audience?

12. Do you sell tickets or is it a free event?

Tickets____ Free____

If tickets are required, please provide the price range. _____

13. Describe any collaborative efforts with other agencies relative to this project. (Word Limit: 100 max and bulleted list is acceptable.)

14. Describe any sustainability practices related to the event. (Word Limit: 100 max and bulleted list is acceptable.)

15. Describe how the organization will encourage inclusive participation from diverse populations. (Word Limit: 100 max and bulleted list is acceptable.)

16. Overall Program Budget: Provide a detailed budget for the whole program/event, listing all available **income and expense** sources. Attach a separate sheet if more space is needed.

Source	Income	Expense
TOTAL		\$

17. Media Plan: Provide a detailed Media Plan including traditional and online media. Attach a separate sheet if more space is needed.

Media Outlet	Type & Frequency	Cost of Advertising

Example:

LA Times Online	Banners / 1,000 impressions	\$ XXXXX
The Tribune	½ page ads / 3 times	\$ XXXXX

18. Funding Request: Indicate total amount requested from the City of San Luis Obispo. Use the chart below to **prioritize** the list of individual line items including media plan making up the total request. Attach a separate sheet if more space is needed.

Total Amount Requested: \$ _____

Prioritized Project Component	Amount
Total	\$

19. Provide your crowd control and safety plan (parades or large special events only).

20. Describe how your organization will acknowledge the City's support in your promotional materials.
(Word Limit: 100 max and bulleted list is acceptable.)

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

**Return Grant Application to:
Promotional Coordinating Committee
Attn: Molly Cano
City of San Luis Obispo
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, 2020 through June 30, 2021**.
- 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.

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 _____