City of San Luis Obispo Cultural Grants-In-Aid Program

FY 2020-21 Modified Program Guidelines and Specification

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 the community. The City awards annual promotional grants totaling approximately $100,000 to various organizations each year. Due to COVID-19 and the restrictions on group gatherings, the PCC has temporarily modified the annual program to reflect the current environment for local community events.

During fiscal year 2020-21, applications for the modified GIA program will be accepted throughout the year and considered by the PCC monthly. Applications will be reviewed, and grants are awarded in accordance with the criteria described herein and at the discretion of the PCC.

The funding amount per grant award will be fixed per application and the program will be discontinued once the funding has been exhausted. Based on the program budget of $100,000, there is a total of 40 grants available at the funding level of $2500 each.

Modified Cultural GIA Program Specifications:

1. Use of Funds: GIA funds are to be used for the production and marketing expenses related to execution of an event or activity of cultural, social, and/or recreational benefit to the residents of the City of San Luis Obispo.

2. Ongoing or Rolling Application Period: Applications for funding through the modified GIA program will be accepted at any point throughout the year until funds are exhausted.

3. Application Submittal Deadline & Requirements: The cutoff date for application submittals is the 1st day of each month. Applications received prior to or by 12:00 pm on the first day of each month will be considered by the PCC during the next regular committee meeting. Example: Applications submitted between September 2 – October 1 will be reviewed at the October 14 regular monthly meeting of the PCC. All applications and supporting material must be submitted electronically through the digital GIA Application FORM. Incomplete applications will not be accepted.
4. **Use of Grant Funding:** Grant funding must exclusively be used to fund production and marketing expenses directly related to the event or activity. Example expenditures include service fee for virtual platform, COVID modifications, purchase of PPE, performer/artist/speaker. It is required that a minimum of 25% ($625) of the awarded funds must be spent on marketing/advertising expenses. Grants are not given for the following expenses: office overhead, staff, equipment; scholarships / honoraria; or general organization operating expenses.

5. **Awarding of a Grant:** Only one grant per event may be awarded, however organizations may be awarded up to two separate grants within the fiscal year to support different programs.

6. **Applicant Eligibility.** 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. 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. Applicant must demonstrate that it has the managerial and fiscal competence to complete the proposed project. The organization must be in good standing with the City. Final reporting and organization history will be considered in funding recommendations and during each application review. Organizations that received a prior promotional grant during a previous funding cycle must have complied with all reporting requirements to be considered for a 2020-21 grant. 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. The applicant organization must comply with the final report evaluation process as requested by the Promotional Coordinating Committee.

7. **Event Eligibility:** Events that are virtual or in-person passive are eligible for this grant. To be considered for grant funding the event or activity must meet the current State and County health and safety guidelines including but not limited to size of gathering, type of gathering, adherence to sanitization and distancing guidelines. Events that are political in nature, or represent a sole party, candidate or affiliation are not eligible. Events must support the City’s meta goal of economic recovery, stability, and resiliency and be in alignment with the City’s core values. Grant requests must be for programs and events that occur during the funding cycle of July 1, 2020 – June 30, 2021.

8. **Application Evaluation:** Applications submitted to the Promotional Coordinating Committee will be evaluated both in terms of the applicant and the grant proposal using the following criteria:
   - Organization must be a non-profit.
   - 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 and its residents.
   - Grant requests must be of cultural, social, and/or recreational benefit to the residents of the City of San Luis Obispo.
   - Events must be line with public health and safety guidelines.
   - Events must take place during the City’s fiscal year July 1 through June 30.
   - Additional consideration will be given to events that address sustainability, diversity and inclusivity practices.
   - Events must support the City’s meta goal of economic recovery, stability, and resiliency and be in
alignment with the City’s core values.

- Application must adhere to the budget requirements outlined in the use of grant funding including 25% of grant to be spent on marketing expenditures.
- Demonstrated financial need is considered, although events with potential promotional benefit to the City of San Luis Obispo will be given higher consideration.
- 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.

9. Application Disposition: Applications may be 1) Accepted or 2) Rejected by the PCC.

10. Disbursement of Funds: If the application is accepted by the PCC, the approved grant will be disbursed via check within 60 days of receiving the signed grant agreement.

11. Final Reporting Requirements. If approved for funding, a final report including an administrator’s report, statistical survey, financial report, recognition, and proof of funding must be turned in within 90 days of funded event. Final report must be received and approved prior to submitting any additional applications.

12. Minimum Requirements: If approved for funding, event organizer will be held responsible to fulfill the signed contract, final event reporting, repayment of unused or incorrectly used grant funds, and obtaining all necessary permits for event use.

13. Committee Discretion: This application does not commit the PCC to award any grant or to pay any costs incurred in the preparation of this application or to procure or contract for services or supplies. The City through the PCC reserves the right to accept or reject any or all applications received, or to cancel in part or in its entirety this application, if it is in the best interest of the City to do so. GIA funding are made available at the City of San Luis Obispo PCC’s discretion.

How to Apply: The application must be submitted in the following manner

- Completed digital application submitted electronically through the digital GIA Application FORM.
- tax exempt certification
- signed statement of limitations and payment disbursement (Attachment 4)

It is important that your application provide all the requested information. Clear, concise and original applications are best.

Applications are due on or before 12:00 noon first day of each month for consideration that month.

PCC meetings are held on the second Wednesday of each month at 5:30 p.m. unless otherwise posted. Requests for meeting attendance or questions can be sent to the City’s Tourism Manager Molly Cano at mcano@slocity.org