Promotional Coordinating Committee’s 2020-21 Modified GIA Program

Frequently Asked Questions

1. How many grants will be available?
   A total of 40 grants are available at the funding level of $2,500 each.

2. Does my event need to be held in San Luis Obispo? What if it’s virtual?
   Yes. To qualify for grant funding your passive event must be held in the City of San Luis Obispo or in the adjecet area including Edna Valley region, Cal Poly or Cuesta area. For virtual events, since the location of the event itself is not relevant, the registered address of the non-profit organization must be located in the City of San Luis Obispo.

3. What is considered a “passive event”?
   Events must always adhere with County and State guidelines. An example of a passive event is an outdoor art installation that is marketed and invites guests to view the installation over a period but does not promote a group to congregate or gather in one specific moment.

4. What are examples of a cultural, social, and recreational program?
   Events or activities that help support and promote the community values of cultural, social, and/or recreational importance. Examples of a social event could be an educational event, a cultural event could be a celebration of cultural activities here in within the City, and a recreational event could be a virtual fun run.

5. Are fundraising events eligible for this grant?
   Yes, but please keep in mind that the event must be open and available for the public to participate and not limited to an exclusive member group.

6. Can you apply for an event that already occurred?
   No. You cannot apply for an event that has already occurred.

7. Would an event series or recurring event qualify for the grant?
   Yes. If the event is a part of an ongoing series that is currently happening or has yet to happen. However, the grant cannot be used retroactively or for events that have already occurred. Additionally, and should grant availability and reporting timelines allow, an organization may apply for multiple single event grants within a series instead of applying for the full series. Refer to question 10 for reporting restrictions.

8. What is the expected timeline from applications being reviewed to approved if awarded?
   Applications are accepted throughout the 2020-2021 fiscal year and will be reviewed by a subcommittee of the PCC who will make a recommendation to the full PCC advisory body for considerations until available grants are depleted or at the direction of the PCC. Each monthly application is due by 12:00 p.m. on the first day of each month. The regularly scheduled PCC meeting takes place on the second Wednesday of each month at 5:30 p.m. Events that are approved and awarded funding will be notified within a week of the PCC meeting.
9. What is the expected timeline to receive any awarded grant funds if approved?
   Those awarded funds will begin the contract processing directly after being notified of being
   awarded funds. After signing the contract, the next component is the releasing of funds which
   will be mailed and paid for by check. The expectation is funds should be in hand by the end of
   the month that your organization is awarded funds in, but is depended on how swiftly your
   organization is able to move through the contract process with the City via DocuSign.

10. Can multiple applications be submitted within the same monthly cycle?
    No. An organization can submit one application per monthly cycle. Please note that final reports
    for any previously funded events must be submitted and approved prior to submitting a new
    event application.

11. What are examples of items that are not allowed to be used with the awarded grant money?
    Grant funds cannot be used on expenses such as office overhead or staff, equipment, space
    rentals, scholarships or honoraria, general website maintenance and hosting, and general email
    systems or base subscriptions.

12. What if the organization has a second event scheduled within 90 days of the first event that was
    awarded funds?
    Processing timelines may restrict the opportunity, so it is imperative to complete the final report
    immediately after your first completed event to allow enough time for approval prior to the next
    application cycle. Final report approval is expected to take no longer than 30 days from
    submission.

13. Do funds need to be spent within 90 days of receiving the award?
    No. The funds simply need to be spent within the execution of the event.

14. Will applications be reviewed on a first come basis or will the applications be considered
    according to date of event?
    Event applications will be considered during the month that they are submitted and not
    necessarily based on when their event takes place. The PCC does have discretion to fund or not
    to fund events during each monthly cycle.

15. If the County and State regulations shift to allow in person events or outdoor performances will
    this grant program allow for new events to apply that fit within the guidelines?
    The PCC will review the shifting guidelines and will consider adjustments to the grant guidelines
    and criteria at that point in time.

16. Will there be a way to track how many awards are still available throughout the fiscal year?
    Yes. The City of San Luis Obispo’s website will be updated monthly as well as the PCC’s agenda
    packets.