

February 1, 2016

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 grants totaling approximately \$90,000 to approximately 25 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, July 1, 2016 – June 30, 2017.

Organizations that received promotional grants during the 2015-16 funding cycle must have complied with all reporting requirements to be considered for a 2016-17 grant.

To be considered for a grant, organizations must have attended the **mandatory** meeting on Wednesday **February 10, 2016**, at 5:00 pm in the Council Chamber and apply, using the attached application form, by **NO LATER THAN 5:00 p.m., Friday March 11, 2016**. **Late or incomplete applications will not be accepted.** The application must provide the following information:

Please submit 10 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)

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

Please note the following dates:

1. **February 1, 2016** - Application information available on the City's website at www.slocity.org/culturalGIA.
2. **February 10, 2016 at 5:00 p.m., Special Meeting of the PCC** - An informational workshop will be held in the Council Chamber 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.**
3. **March 11, 2016** - Completed applications will be due to the City Administration Office by **5:00 p.m.** **LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**
4. **May 18, 2016 at 5:30 p.m., Special Meeting of the PCC** - Committee will present its preliminary 2016-17 Grants-In-Aid recommendations to applicants at a public meeting (all applicants will be notified of this meeting by email).
5. **June 2016** - City Council reviews PCC recommendations and makes final funding decisions.
6. **July 2016** – Grant contracting with organizations.
7. **August 2016** - Grants available to approved organizations when fully executed agreements are returned.

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

Sincerely,

Sasha Palazzo
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. 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 will be given to 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 / Honoraria
 - e. Website design and maintenance
 - f. Mailing expenses
 - g. Email systems
 - h. Video production
 - i. Prize give-aways

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 (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 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.

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.

Sustainable Funding Program

If an organization receives continuous funding from PCC, Grants In Aid, it will be placed on the Sustainable Funding Program tract. The Sustainable Funding Program will allow an organization to receive up to 8 years of GIA funding. The intention of the Sustainable Funding Program is to provide initial support to local organizations as their event becomes more established in the City of San Luis Obispo and the organizers have the opportunity to cultivate new community partners and secure ongoing diverse funding options in order to become self-sustaining.

Recipients on the Sustainable Funding Program can anticipate a reduction in GIA funds. After four years of funding Grants In Aid award amounts may be reduced by one third each year for a maximum of four years or as budgets allow. As organizations/events advance from the Sustainable Funding Program the PCC will have greater opportunity to fund different organizations and foster new program events for the City of San Luis

Obispo. Once an event has advanced from the Sustainable Funding Program, the PCC will offer the event the opportunity to receive the In-Kind Promotional Support from the City of San Luis Obispo.

In-Kind Promotional Support

The PCC acknowledges that once an event advances from the Sustainable Funding Program, the event may wish to receive support from the City in a non-monetary manner. The PCC has created an In-Kind Promotional Support package to offer post sustainable funded events that may include:

- Inclusion in the SLO Happenings campaign promotions
- Inclusion in the #ShareSLO campaign promotions
- Event listing on SanLuisObispoVacations.com
- Limited PR Support: Inclusion in the activity round-up press releases
- Use of City/ Tourism logo
If the event meets certain criteria defined by the City, the event may be provided with the City's Tourism logo and/or City emblem
- Letter of Support endorsing the event to be used to seek other event funding or grants
If the event meets certain criteria defined by the City, the event may be provided with a letter of endorsement

To qualify for the In-Kind Promotional Support package, the event must have advanced from the Sustainable Funding Program and must complete the required portion of the GIA application annually. As with the GIA funding applications, the PCC will review the application for consideration prior to awarding the package.

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

LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

Completed applications are due to the City Administration Office on
March 11, 2016 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 CONTACT PERSON: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

TOTAL AMOUNT REQUESTED: _____

In-Kind Promotional Support Only

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

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

**Indicates required questions for In-Kind Promotional Support package applicants*

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 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 13

6. If not, how many years has it 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. 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		\$

15. 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	\$

16. 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

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

18. 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, 2016 through June 30, 2017.**
- 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 _____