

Community Promotional Fund Application

APPLICANT INFORMATION:

Name of applicant: _____

Name of organization or group represented: _____

Mailing address: _____

Contact phone number(s): _____

Non-Profit? **Yes** **No** If no, are you partnering with a non-profit: _____

PROJECT DESCRIPTION:

Name of Event: _____

Amount requested: \$ _____

What will the funds be used for and/or what are the waiver of fees for? _____

When will the activity take place? _____

Where will the activity take place? _____

Why are the funds/waiver of fees/in-kind services needed? _____

How many Barstow area residents are involved with this organization? _____

How many spectators will watch this activity? _____

Please describe how this activity will benefit Barstow. If additional space is necessary, please attach additional sheets:

Community Promotional Fund Application

With this application, please attach the following:

1. A detailed budget stating the total cost of the activity or event, all sources and amounts of funding, and all expenses;
2. A description of the organization's or group's purpose or objective.
3. A copy of the organization's non-profit determination.

By signing below, I declare that I have read the City's Community Promotional Fund Policy and agree to all its terms and conditions. I agree that there is a formal process in place to conduct background checks on all employees and volunteers who work with persons under the age of 18 years and senior citizens. I understand that an incomplete application will not be accepted and that the organization or applicant will not be considered for funding. (If the application is being submitted on behalf of an organization or school, an additional signature is required.)

Signature of Applicant

Applicant Name (printed) & Date

School Principal or Organization
President/Director Signature
(if applicable)



CITY OF BARSTOW
Administrative Policy Manual

Policy Number: 50-01
Date Established: April 7, 1997
Date Revised: August 19, 2013
City Manager Approval: Charles C. Mitchell

SUBJECT: COMMUNITY PROMOTIONAL FUND POLICY

PURPOSE: To establish guidelines for funding and supporting events that provide social and economic benefits and/or recognition to the community.

GENERAL POLICY

The Community Promotional Fund process provides funding and resources for community-based organizations, schools and individuals that develop events and programs to meet new and continuing social and economic needs and trends, promote community collaboration, and/or bring recognition to the community.

PROVISIONS

A. Program Guidelines

1. The City can provide financial support through cash grants or in-kind services such as city staff planning and logistical support, waiver of venue fees, and other assistance as needed. Providing either cash grants or in-kind services is conditional based on agreed criteria to be met by the event organizer(s) or individual.
2. Cash grants and in-kind services must be used for a direct public purpose. The public purpose shall be served if the community of Barstow is recognized or promoted, or there is a direct and identifiable social and economic benefit to the community as a whole.
3. Each fiscal year, Community Promotional Fund grants and in-kind services will be awarded when the budget is approved in June, and throughout the year as needed based on available contingency funds.
4. Organizations, schools, and individuals will only be eligible to be awarded a cash grant once during each fiscal year, and funding will not be approved for events/projects retroactively.
5. As part of the City's annual budget process, the City Manager shall recommend an amount to be set aside for promotional fund events. If needed, a recommendation to increase the amount can be made at any time during the fiscal year. The promotional funding amounts will not be finalized unless approved by the City Council.
6. In addition to the funds that will be set-aside for allocation during the fiscal year, the City shall also reserve \$5,000 per year to serve as a contingency grant fund for potential programs or projects that may arise outside of the normal community promotional funding cycle. The City Council may appropriate additional funds if needed based on the total benefit to the community.

7. Promotional fund grant and in-kind services awardees will be required to enter into a formal program agreement with the City of Barstow. The agreement will detail program components and service level requirements that must be met by the agency/individual receiving promotional funding.
8. Organizations, schools and individuals that are awarded a promotional fund grant in excess of \$1,000 shall have the funds dispersed on a monthly basis based on terms that will be established through the program agreement.
9. Community events shall only be eligible to receive City in-kind services and a maximum of \$1,000 cash grant unless an exception is approved by the City Council.
10. A list of annual community events requiring in-kind services is provided in Exhibit A. This list will be updated as needed based on new events or cancellation of existing events. These community events will be awarded similar levels of in-kind services each year as provided in the past as determined by the City Manager. These events must apply separately for any cash grants, subject to the \$1,000 maximum described in #9.

B. Eligibility Requirements

1. Organizations must have a current non-profit status or be partnered with a non-profit agency to be eligible for funding. Schools are excluded from the requirement.
2. Applicants must provide services to either the residents of the City of Barstow and/or those who attend a school based in the City of Barstow.
3. Applicants must meet the City of Barstow's insurance requirements.
4. Applicants must have a formal process in place to conduct background checks on all employees and volunteers who work with persons under the age of 18 years and senior citizens.
5. Any request for funds from an organization or individual on behalf of a school activity shall include the signature of the school administrator. Any request from an organization or club shall include the signature of the organization's president or director.
6. Each organization or individual that receives promotional funds shall provide evidence that the City is not the sole source of funding for the event/project. Along with the application, the applicant shall submit a detailed budget stating the total cost of the activity, and sources and amounts of funding.

7. The maximum promotional grant amount that shall be awarded to any one agency or individual in any single fiscal year shall be \$3,000; the amount will generally be significantly less. The City Council may award a higher amount in rare exceptions based on the total benefit to the community.
8. Applicants who are awarded a promotional fund grant or in-kind services must commit to providing an after-event report and presentation to the City Council outlining how the group used the funding provided by the City of Barstow for benefit of the community.
9. The event must use public places within the City of Barstow, and must be open to anyone who wishes to attend.
10. Events of primarily a political or religious nature will be ineligible for funding.
11. The recipient must allow an audit on the use of funds should the City of Barstow request such an audit.
12. The recipient must recognize the support of the City of Barstow as a sponsor in all publicity material, annual reports and similar publications, and at the event.

C. Promotional Fund Grant Allocation Timeline

1. The City shall establish one grant funding cycle per year based on the following timeline. The grants will be announced in June.
 - i. Awards:
 - a. Promotional Fund Workshop: Second week of February
 - b. Applications due date: April 1
 - c. Application review period: April 1 – April 15
 - d. Applicant Interviews: April 15 – April 30
 - e. Recommendation to City Council: First or second meeting in May (Budget Workshop)
 - f. Award of Promotional Funds: First or second meeting in June
 - ii. Contingency Funding Process
 - a. Each year, the City shall set-aside \$5,000 for use as a contingency promotional grant funding source.

- b. At any point in time during each fiscal year, any agency or individual (including those that have been previously awarded a cash grant) can submit an application for a contingency promotional fund grant.
- c. Each contingency grant shall be reviewed and analyzed in the manner as outlined in Section D of this policy.
- d. The City will accept contingency grant applications during the course of each fiscal year until the \$5,000 contingency funding allocation has been exhausted.

D. Selection Process

1. Upon receipt of the applications, the City Manager will designate a subcommittee of three (3) individuals comprising representatives from the following City operations to review the submittals and conduct applicant interviews:
 - i. City Manager's Office
 - ii. Parks & Recreation Division
 - iii. Police Department
2. The subcommittee will make funding recommendations that will be forwarded to the entire City Council who will review and amend as necessary prior to final approval.
3. Funding recommendations will be made based on information obtained through the written application, the interview process, and how well the applicant demonstrates that their proposed project or program will fulfill a need within the community, particularly with regard to youth and community development.

E. Termination

1. The City will monitor the performance of each grant recipient against the goals and performance standards required by the formal agreement.
2. Substandard performance by the agency as determined by the City will constitute non-compliance with the agreement. If action to correct substandard performance is not taken by the agency, suspension or termination procedures will be initiated, which may include withholding of funds.

Exhibit A

ANNUAL COMMUNITY EVENTS REQUIRING IN-KIND SERVICES

**Juneteenth Celebration
Martin Luther King Peace March
Mardi Gras Parade
Main Street U.S.A. Car Show
New Mexico Chili Cook-Off and Belen Fiesta
Mud Run**