



Community Grant Program (Civic Arts and Youth)

APPLICATION PACKET for Fiscal Year 2014/15

Mission Statement: To enhance the quality of life in Pleasanton

**For Community Grant inquiries, please contact Mike Patrick,
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Section 1: Must Read Information

- 1) **Project Start-Up and Completion:** Proposed projects must have a start-up date no earlier than July 1, 2014, and must be completed by June 30, 2015.
- 2) **Expenditure Period:** Project funds cannot be spent before July 1, 2014, or after June 30, 2015.
- 3) **Online Application:** A separate application must be submitted for each project for which funds are being requested using the online application through ZoomGrants, www.zoomgrants.com
 - a. No faxes or e-mails will be considered. Applications received after the deadline will not be considered.
- 4) **Failure to submit a complete application, or not complying with any of these procedures and requirements, will disqualify the application for funding consideration.**
- 5) Please note; all dates and locations listed in this document are subject to change.

Section 2: Glossary and Tips to Filling Out the Application

GLOSSARY

- **Duplicative:** Repeating client/participant count; i.e., 5 medical appointments by the same client equals 5 units of service, instead of 1 client served.
- **Expenditures:** Comprehensive financial outlay or burden incurred by a submitting agency and by project.
- **Fiscal Year (FY):** Begins July 1 and ends on June 30 of the following calendar year.
- **Common Indicator:** You will need to select one of the common indicators; Audience, Spectators, Participants or Clients, of which you will track the number of participants for. The indicator must be used when reporting participant numbers for your Midterm and Final Reports.
- **Non-duplicative:** Non-repeating client/participant count; i.e., 500 meals served to 200 different individuals equals 200 clients served.
- **Nonprofit ID Number:** Federal identification number assigned to income tax-exempt, qualified organizations.
- **Professional Fees** (under Project Budget Plan worksheet): Fees to be paid to professional firms or individuals who provide a specialized service (i.e., accounting, auditing, consultants, engineering, graphic design, software designers, etc.).
- **Revenues:** Total income produced by a submitting agency and by project.
- **Seed Funding:** Monies used for the initial or beginning stages of a new project.
- **Capital Funding:** Monies used for semi or permanent physical facility amenities.
- **Operational Funding:** Monies used for direct services only, excludes administrative expenses

TIPS FOR FILLING OUT THE APPLICATION

- You may select only one funding category, please select the category you deem most appropriate.
- To the best of your ability describe your project in clear and concise language.
- Both the Civic Arts and Youth Commissions are interested in funding projects that speak to specific goals and/or strategies mentioned in the Pleasanton Cultural Plan and the Youth Master Plan. Please view <http://www.ci.pleasanton.ca.us/government/representatives/city-commissioners.html> for copies of the Youth Master Plan and the Cultural Plan.
- If you are seeking to utilize a city facility as part of your project, please secure the use of the facility prior to applying for the grant.
- When completing the budget information and budget narrative please use the section to clearly indicate the portion of your project that requested grant funds will be used for, (i.e. total project cost is \$15k, you are requesting \$7,500. Clearly indicate what the \$7,500 will be used for in the project.)

Section 3: Funding Requirements and Limitations

- 1) Community Grant funds may be requested for the following project uses:
 - a. **Seed Funding** (new projects or programs);
 - b. **Capital Projects** (semi or permanent physical facility amenity);
 - c. **Operational** (direct services only, excludes administrative expenses)

General Funding Priority will be given to those applications requesting the following:

1. One-time only or matching funds, and that serve a large number of Pleasanton residents, meet identified community needs
2. Specific goals/strategies in the Pleasanton Cultural Plan and Youth Master Plan.

Community Grant funding is limited.

- 2) At the time of application submittal, applicants must have:
 - a. non-profit status;
 - b. a 501(c)(3) tax-exempt identification number; and
 - c. a valid City of Pleasanton business license.
- 3) Applicants must be a community-based organization.
- 4) The proposed project must provide direct services to Pleasanton residents in the arts or youth services areas.
- 5) Applicants who represent funding foundations or other funding agencies are only eligible for projects that provide a specified direct service to Pleasanton clients or participants only. **Funds cannot be used as pass-through dollars for scholarships or agency administration services.**
- 6) **Funds cannot be used to reimburse travel expenses, or any other costs associated with competitions or exhibitions.**
- 7) Applicants must quantify the total number of project participants, audience members, spectators or clients, and clearly specify how many Pleasanton residents the proposed project will serve.

- 8) The applicant agency must have a Pleasanton resident on its governing board.
- 9) Applicants who propose a project that identifies other agency collaborations must submit a separate affidavit form completed by each supporting agency along with the application. This form can be downloaded in the Documents section of ZoomGrants.
- 10) Applicant programs or services must be accessible to the public.
- 11) Projects involving or requiring religious beliefs or activities are not eligible for funding.
- 12) Applicant agencies or organizations must comply with the Civil Rights Act of 1964, the Rehabilitation Act of 1973 as amended, and the Age Discrimination Act of 1975, which bars discrimination based in race, color, national or ethnic origin, gender, age, or disability.
- 13) Applicant agencies must attend the mandatory funding meeting before the appropriate City Commission and may be asked to present their grant application. See Section 4 of this Application Packet for meeting dates.
- 14) Community Grant funds cannot be used to supplant other contract funds or grant awards.
- 15) **Grant funds cannot be used to cover administrative staff and overhead expenses, including staff leave (sick, vacation, etc.). Only direct costs will be reimbursed that specifically relate to and can be documented for the purpose of the project.**

Section 4: Community Grant Program – Important Dates

Date	Item
Friday, December 6, 2013	<p>2014-15 Community Grant application packets available to the public</p> <ul style="list-style-type: none"> • Online: www.cityofpleasanton.com/community/grants/city-grants.html
Monday, January 27, 2014 5:00pm	<p>Application deadline for the 2014-15 Grants</p> <ul style="list-style-type: none"> • No faxes or e-mails will be considered. • Applications cannot be submitted after the deadline.
Wednesday, March 03, 2014 7:00pm	<p>Attendance for Civic Arts applicants- 2014 -15 Grants</p> <ul style="list-style-type: none"> • Certain agencies may be required to give a presentation. If your agency is chosen to present, you will be notified ahead of time and required to give a presentation of up to 5 minutes in length. • Any agency not asked to present will be given the opportunity to speak during the Public Comment section of the meeting. • Presentations to be given at the Civic arts Commission meeting 200 Old Bernal Ave., City Council Chambers, Pleasanton. <p>NOTE: See Section 6: Evaluation Process on page 9 for presentation requirements.</p>
Monday, March 12, 2014 7:00pm	<p>Attendance for Youth program applicants - 2014-15 Grants</p> <ul style="list-style-type: none"> • Certain agencies may be required to give a presentation. If your agency is chosen to present, you will be notified ahead of time and required to give a presentation of up to 5 minutes in length. • Any agency not asked to present will be given the opportunity to speak during the Public Comment section of the meeting. • Presentations to be given at the Youth Commission meeting, 157 Main St., Pleasanton. <p>NOTE: See Section 6: Evaluation Process on page 9 for presentation requirements.</p>
April or May, 2014	<p>Council approval during regular meeting for 2014-15 Grants</p> <ul style="list-style-type: none"> • Applicants approved for Community Grant funding will receive a notification letter after Council approval.
Friday, May 30, 2014	<p>Addendum due for 2014-15 Grants</p> <ul style="list-style-type: none"> • <u>For projects receiving less funding than requested, approved grant recipients must submit the required Addendum Form.</u>

Friday, June 20, 2014	Community Grant Recipient Agreement due <ul style="list-style-type: none"> Applicants for projects that have been approved for funding (2014-15 Grants) must complete and submit the required Community Grant Recipient Agreement.
Monday , July 1, 2014	2014-15 Community Grant funds available for use
Monday, November 24, 2014	Midterm Report due for the 2013-14 Grants <ul style="list-style-type: none"> Reports will be submitted using ZoomGrants.
January/February 2015	Consideration of Funding Rescissions (if any) <ul style="list-style-type: none"> Commissions consider possible funding rescissions (if any) for the 2013-14 Grants. Staff notifies affected agencies of same.
January/February 2015	Appeal for Reconsideration of Funding due <ul style="list-style-type: none"> Agencies wishing to appeal funding rescissions (2013-14 Grants) must submit a completed Appeal for Reconsideration of Funding.
February 2015	Appeal of Funding Rescissions (if any) <ul style="list-style-type: none"> Agencies appeal rescissions at appropriate Commission meeting for the 2013-14 Grants.
July 22, 2015	Final Report and Project Invoices Due <ul style="list-style-type: none"> Reports and invoices will be submitted using ZoomGrants for the 2013-14 Grants.

*Please note; all dates, times and locations listed in this document are subject to change.

Section 5: Funding Guidelines, Criteria and Categories

1) For All Applicants

- a. There is no minimum funding request amount per application.
- b. The maximum funding request amount per application is \$7,500.
- c. This is a competitive funding process. There is no guarantee that every applicant will receive funding. There is also no guarantee that the amount an agency has requested will be the amount granted.

2) For Civic Arts Applicants

- a. Total available FY14/15 funding for all Civic Arts projects is **\$40,097.67**
- b. In evaluating applications for this category, the Civic Arts Commission will primarily consider:
 - i. Projects that incorporates outreach to new and diverse participants
 - ii. And/or new audience members for the arts in Pleasanton.
 - iii. **Projects that involve coproduction and/or collaboration with other local organizations are encouraged.**

3) For Youth Program Applicants

- a. Total available FY14/15 funding for all Youth program projects is **\$40,377.37**.

- b. In evaluating applications for this category, the Youth Commission will consider programs designed to encourage and promote services that benefit the Pleasanton Youth community. **Applicants should include within their application information on how the project will meet Goals and Strategies outlined in the Youth Master Plan and how they will accomplish these goals.**

*Please note: Available grant funds are subject to change. Grant applicants will be informed of available funds at the Commission review meeting.

Section 6: Evaluation Process

- 1) **Initial Review and Screening:** City staff will screen each application for completeness and compliance with requirements. Commissioners will evaluate applications online and then will receive staff's recommendations for the appropriate commission to review.
- 2) **Commission Review and Mandatory Attendance:**
 - a. Each applicant agency **MUST** attend the appropriate commission's funding meeting. The dates and locations of the meetings are listed in Section 4: Important Dates. Each commission will review and evaluate the appropriate applications, then make funding recommendations, which will be forwarded to the City Council for consideration.
 - b. If any agency has been asked to present: Presentations will be limited to five (5) minutes, and representatives of each applicant agency **must**:
 - i. Explain how you addressed the Commission's criteria (Section 5, page 8)
 - ii. Explain the need in Pleasanton for the specific funding request;
 - iii. Define the project's proposed audience, clients or participants;
 - iv. Explain the number of Pleasanton residents to be served (non-duplicative).
 - v. Discuss past organizational challenges, and how they were addressed; and
 - vi. Discuss the success or impact of past funding (if applicable).
 - c. After the presentations are completed, the commission will discuss the applications as a group, and arrive at appropriate funding amounts for each application. These recommended amounts will be forwarded to the City Council for consideration.
- 3) **City Council Approval:** The City Council will consider all funding recommendations in April or May 2014. All applicants will be notified of the Council's decisions. Agencies whose projects are approved for funding will be contacted to initiate the necessary funding documents.

Approved project funding will not be available until July 1, 2014.

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Section 7: Evaluation Criteria Used by the Commissioners

As part of the application evaluation process, commissioners will use the following criteria to help them determine whether an application should be recommended for funding.

1) Evaluation of the Proposed Project

- a. Does the proposal clearly define the project?
- b. Does the proposal demonstrate the need for the project?
- c. Does the proposal address an unmet need, or does it expand or continue existing services?
- d. Does the proposal clearly identify source data and resources to substantiate the claim of need for the project?
- e. Does the proposal serve a significant number of Pleasanton residents, relative to project scope?
- f. Does the proposal reflect the mission and meet the general requirements and guidelines of the Community Grant program?

2) Evaluation of Funding Request

- a. Does the organization appear capable of accomplishing the goals of the project?
- b. Is the request reasonable, given the proposed project and the organization's capacity?
- c. Are there any concerns about budget figures or other financial issues?

3) Evaluation of Organization

- a. Does the organization demonstrate long-term viability and financial stability?
- b. Does it demonstrate expertise in the project area?

Section 8: Annual Community Grant – Compliance Protocols

- 1) **Timelines and Forms:** Agencies must adhere to all project timelines and utilize ZoomGrants to submit the required reports and invoice forms. If timelines are missed, or the necessary forms not used, funds may be rescinded, and/or the agency will be ineligible to receive funds in the next fiscal funding cycle.
- 2) **Community Grant Recipient Agreement**
 - a. Agencies **MUST** submit a completed Community Grant Recipient Agreement for each project that is awarded grant funds. The due date to submit this agreement is listed: In Section 4 of this Application Packet;
 - b. Recipient agencies will receive the Community Grant Recipient Agreement to execute. Proof of Insurance is required to complete the Agreement.
- 3) **Addendum**
 - a. **If an agency is awarded fewer or more funds than requested, an Addendum must be completed specifying how the project will be completed with reduced or more Community Grant funds.**
 - b. **This Addendum must be submitted by the deadline listed:**
 - i. **In Section 4 of this Application Packet;**
- 4) **Invoice Form and Documentation**
 - a. All agencies awarded Community Grant funds must submit requests for reimbursement of expended dollars using the invoice form through ZoomGrants.
 - b. Along with the completed, correct invoice form, agencies must attach appropriate and direct accounting documentation, verifying the expense specifically for the awarded project.
 - c. Invoices received before the Community Grant Agreement and Addendum (if needed) are executed will not be processed until these are fully executed through the City Clerk's Office.
 - d. All project invoices (including the final invoice) are due in July, immediately following the end of the fiscal year for which grant funds were allocated as per the Agreement. The due date is listed in Section 4 of this Application Packet.
- 5) **Project Review by Commissions:** City staff will provide the Civic Arts and Youth Commissions with a Community Grant Compliance Summary Review twice a year. This review identifies each project by category, and notes compliance to the above identified requirements.

*Please note; dates and locations listed in this document are subject to change.

6) **Midterm Project Report and Commission Review**

- a. Agencies **MUST** submit a completed Midterm Report for each project by the due date listed in Section 4 of this Application Packet. Reports will be submitted through ZoomGrants.
- b. In January/February 2015, the Civic Arts and Youth commissions will review each project's status and performance based on the agencies Midterm Project Report and Compliance Summary Report. At that time, each commission will also determine if there is reasonable cause to consider a reallocation of funds from underperforming projects. If cause is determined, each commission will consider projects identified on their respective Additional Funding Priorities List (if applicable), and make a recommendation for reallocation of funds, which may be considered by the City Council in March 2015.

7) **Appeals Process**

- a. In January/February 2015, City staff will notify any agency whose project is identified for funds to be rescinded.
- b. If an agency wishes to appeal the proposed rescission, it should prepare and submit an Appeal of Reconsideration Funding form by the deadline listed in Section 4 of this Application Packet.
- c. Agency appeals (if any) will be considered by the appropriate commission in February 2015. A representative from the agency appealing the action **MUST** attend the appropriate commission meeting to address the appeal.

8) **Final Project Report:** Agencies **MUST** complete and submit the required Final Report for each project by the due date listed in Section 4 of this Application Packet.

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