



Community Grant Program Civic Arts

APPLICATION PACKET For Fiscal Year 2025/26

For Community Grant inquiries, please contact Zack Reda, Management Analyst
at (925) 931-5349 or zreda@cityofpleasantonca.gov

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The City provides the Community Grant Program for non-profit organizations serving Pleasanton residents in the areas of arts, culture, and youth programs. The mission of the program is to enhance the quality of life in Pleasanton. Eligible organizations are encouraged to submit an application for the Civic Arts Commission’s review.

The Civic Arts Commission makes funding recommendations to the Pleasanton City Council for the Civic Arts category. Interested organizations are encouraged to review the Community Grant Application Packet for eligibility, criteria, and requirements.

Section 1: Must Read Information

- 1) **Project Start-Up and Completion:** Proposed projects must have a start-up date after July 1, 2025, and must be completed by June 30, 2026.
- 2) **Expenditure Period:** Project funds cannot be spent before July 1, 2025, or after June 30, 2026.
- 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.
 - b. All required documentation must be accurately completed with valid names, numbers, addresses, etc., and uploaded into ZoomGrants before the grant deadline.
- 4) **Failure to submit a complete application or comply with any procedures and requirements will disqualify the application from funding consideration.**
- 5) **New Applicants Informational Video:** Please visit <http://www.cityofpleasantonca.gov/gov/depts/cs/grants.asp> to view the Community Grant Program informational video. All new applicants are required to watch the video before applying.
- 6) **Mandatory Meeting:** All grant applicants must attend the Civic Arts Commission funding meeting on April 7, 2025, at 6 p.m. New applicants or those proposing new projects may be asked to present their application during the meeting. Any updates to the meeting date, time, or location will be communicated to applicants as needed.
- 7) **How to use Zoomgrants (Training Session by Request):** For ZoomGrants training, please contact Zack Reda at (925) 931-5349 to arrange a session.

Please note: all dates and locations listed in this document are subject to change.

Section 2: Glossary and Tips for Filling Out the Application

- **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 common indicators selected when reporting 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.
- **Administrative Expenses are Expenses related to a business's day-to-day operations. They pertain to operation expenses rather than expenses that can be directly related to the production of goods or services.** Examples of administrative expenses include rent, utilities, insurance, and managerial salaries.
- **Direct Expenses:** A price that can be completely attributed to the production of specific goods or services. Direct costs refer to materials, labor, and expenses related to the production of a product.
- **Community Based Organization:** Is a public or private nonprofit organization that is representative of a community or a significant segment of a community, and is engaged in meeting human, education, environmental, or public safety community needs.
- **Supplantation:** Using Grant funds to take the place of existing and allocated funding within the organization is not allowed.
- **Pass-through-Dollars:** Grant funding may not be used to award scholarships or

funding to individuals outside of the grant recipients' organization or other entities. Funding received from a City Grant must be used for a product or service provided by the grant recipient's organization and not 'passed through' to another organization.

- **Agency Collaboration:** Identifies a key agency partner in which the nonprofit Community Based Origination could not provide the program or service without their participation.

TIPS FOR FILLING OUT THE APPLICATION

- Describe your project in clear and concise language.
- Applicants planning to use City facilities for performances or other project-related activities must secure a hold on the facility before applying for the grant. Staff will verify that all City facilities listed in the grant applications have been reserved during the required time frame. Applicable rental fees will apply.
- When completing the budget information and budget narrative, use the section to clearly indicate the portion of your project that requested grant funds will be used for (i.e., the total project cost is \$15,000, you are requesting \$7,500. Clearly indicate what the \$7,500 will be used for in the project).

For example, the agency below has three Grants requested; only the one from City of Pleasanton has received funding (see under 'Amount Committed, \$7,500). The \$7,500 amount committed is detailed in the 'Funding Uses/Expenses section under the 'Amount Requested column'.

Budget		
Funding Sources/Revenues	Amount Requested	Amount Committed
California Department of Health Rape Prevention Education Grant	USD\$ 25,000.00	USD\$ 0.00
Pleasanton Community Grant Program (Teen Dating Violence Project)	USD\$ 7,500.00	USD\$ 7,500.00
Pleasanton Community Grant Program (Anti-Bullying Project)	USD\$ 7,500.00	USD\$ 0.00
Total	USD\$ 40,000.00	USD\$ 7,500.00
Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs		
Admin Salaries* (see instructions)		
Benefits* (see instructions)		
Program Staff Salaries	USD\$ 28,392.00	USD\$ 5,903.00
Program Staff Benefits	USD\$ 9,721.00	USD\$ 1,597.00
Non-Personnel Costs		
Professional Fees		
Equipment Rental/Maintenance		
Outreach/Promotion		
Printing/Publication		
Supplies/Material		
Other (define below)		
Staff Training (Registration fee)	USD\$ 250.00	USD\$ 0.00
Mileage	USD\$ 387.00	USD\$ 0.00
Indirect Costs	USD\$ 1,250.00	USD\$ 0.00
Total	USD\$ 40,000.00	USD\$ 7,500.00

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 applications requesting One-time only or matching funds, which serve a large number of Pleasanton residents and meet identified community needs.

- 2) At the time of application submittal, applicants must have:
 - a. Nonprofit 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) **Community Grant Funding is limited.** The commission makes a funding recommendation to the City Council, which determines the final funding allocation. Due to the limited funds available and the large number of requests, it is not uncommon for you to receive less funding than requested.
- 5) The proposed project must provide direct services to Pleasanton residents.
- 6) Applicants representing funding foundations or other funding agencies are only eligible for projects that provide a specified direct service to Pleasanton clients or participants. **Funds cannot be used as pass-through dollars for scholarships or agency administration services.**
- 7) Funds cannot be used to reimburse travel expenses or any costs associated with competitions or exhibitions.
- 8) 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.
- 9) The applicant agency must have a Pleasanton resident on its governing board.
- 10) 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.
- 11) Applicant programs or services must be accessible to the public.
- 12) Projects involving or requiring religious beliefs or activities are not eligible for funding.
- 13) 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.

- 14) 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.
- 15) Community Grant funds cannot be used to supplant other contract funds or grant awards.
- 16) **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.**
 - a. **Non-reimbursable costs include: workers compensation, payroll taxes, medical insurance, travel expenses, telephone, software/hardware maintenance expenses, utilities, etc.**
- 17) Community Grant Program applicants may place a courtesy hold on available City theater facilities (Firehouse Arts Center) during the following timeframe: January 1, 2025 to January 15, 2025 by sending an email request to: firehouserentals@cityofpleasantonca.gov.
 - a. Applicants who wish to provide performances in City facilities must have a hold on the facility to be considered for the grant processes. Staff will verify that all City facilities identified in the grant applications have been placed on hold during the allotted time frame.

Section 4: Community Grant Program – Important Dates

Date	Item
January 1, 2025	Access to ZoomGrants for FY 2025-26 Community Grant applicants begins. Applications online at: http://www.cityofpleasantonca.gov/gov/depts/cs/grants.asp
February 4, 2025 at 11:59 p.m.	FY 2025/26 Grant Application Deadline: <ul style="list-style-type: none"> • Applications submitted via fax or email will not be accepted. • Late submissions will not be considered.
February 5 - March 5, 2025	Commissions review online grant applications.
April 7, 2025 at 6:00 p.m.	Civic Arts Commission Meeting (Mandatory) <ul style="list-style-type: none"> • All applicants must attend. • Selected agencies may be required to give a presentation of up to 5 minutes; notification will be provided in advance. • Agencies not selected to present may speak during the Public Comment section of the meeting.
City Council Meeting Date TBD	City Council Meeting – Review of FY 2025/26 Grant Applications Approved Community Grant applicants will receive a notification letter following City Council approval.
July 1, 2025	FY 2025/26 Community Grant funds available for use
January 16, 2026	Mid-term Report Due Reports will be submitted using ZoomGrants.
July 15, 2026	Final Report and Project Invoices Due Reports and invoices will be submitted using ZoomGrants.

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

Section 5: Funding Guidelines and Criteria

1) Funding Guidelines

- a. The minimum funding request amount per application is \$5,000
- b. The maximum funding request amount per application is \$7,500.
- c. This is a competitive funding process, and funding is not guaranteed for all applicants. Additionally, the amount awarded may differ from the requested amount.

2) Funding Criteria

In evaluating applications for this category, the commission will primarily consider projects that:

- Encourage diversity, equity, and inclusion (DEI)
- Engage new participants and audiences in the arts, as well as participants that are diverse in age and race
- Target a specific community need or gap in art services
- Pursue arts education programs or collaborate with the Pleasanton Unified School District (PUSD)
- Involve collaboration or co-production with local organizations

*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 commission to review.

2) Commission Review and Mandatory Attendance:

- a. Each applicant agency **MUST** attend the commission's funding meeting. The dates and locations of the meetings are listed in Section 4: Important Dates. The commission will review and evaluate applications, then make funding recommendations, which will be forwarded to the City Council for consideration.
- b. New agencies or agencies requesting funding for a new project, will be required to present their project. Presentations will be limited to five (5) minutes, and an agency representative should:
 - i. Explain how you addressed the Commission's criteria (Section 5)
 - 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, as they relate to the proposed project, and how they were addressed
 - vi. Discuss the success or impact of past funding for the same or similarly funded projects (if applicable)
- c. Agencies that received funding in the past and are not asked to present may speak during public comment.
- d. Following the presentations, the commission will discuss the applications as a group to determine appropriate funding amounts for each. These recommended amounts will then be submitted to the City Council for consideration.

3) City Council Approval: The City Council will consider all funding recommendations in 2025. 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 be available July 1, 2025.

Note: Be advised that new state laws may prohibit councilmembers from making a decision on your organization's grant application if the councilmember has received a contribution exceeding \$250 from your organization or some of its members in the prior 12 months. The California Fair Political Practices Commission (FPPC) provides this information about the new law: <https://www.fppc.ca.gov/learn/pay-to-play-limits-and-prohibitions.html>

Section 7: Evaluation Criteria for the Commissioners

Commissioners will use the following criteria to determine if an application should be recommended for funding.

1. Evaluation of the Proposed Project

- Does the proposal clearly define the project and its objectives?
- Does the proposal demonstrate a need for the project?
- Does it address an unmet need, or expand or continue existing services?
- Does it include reliable data and resources to substantiate the need?
- Does the project serve a significant number of Pleasanton residents, based on its scope?
- Is the proposal aligned with the mission, requirements, and guidelines of the Community Grant program?

2. Evaluation of Funding Request

- Is the organization capable of achieving the project's goals?
- Is the funding request reasonable given the project's scope and the organization's capacity?
- Are there concerns regarding budget figures or other financial aspects?

3. Evaluation of Organization

- Does the organization demonstrate long-term viability and financial stability?
- Does the organization have expertise in the project area?
- If previously funded, has the organization been timely in reporting and met projected participation or attendance goals?
- Has the organization returned funds due to an inability to complete the project?

Section 8: Compliance Protocols

1) **Timelines and Forms:** Agencies must follow all project timelines and use ZoomGrants to submit required reports and invoices. Failure to meet timelines or use the appropriate forms may result in rescinded funds and/or ineligibility for funding in the next fiscal year.

2) Community Grant Recipient Agreement

- a. Agencies **MUST** submit a completed Community Grant Recipient Agreement for each project that is awarded grant funds.
- b. Recipient agencies will receive the Community Grant Recipient Agreement to execute. Proof of Insurance (including Endorsement) and a valid City of Pleasanton Business License 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 if the scope of the project changes with reduced or additional Community Grant funds.

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. Once the invoice has been electronically submitted, a hard copy must be printed out and the agencies must attach appropriate and direct accounting documentation, verifying the expense specifically for the awarded project (to include, but not limited to receipts for all purchases, copies of checks cashed for payment for the project from the agency, as well as other supporting documentation as applicable for reimbursement).
- 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 should be processed through ZoomGrants in a timely manner and not left until the end of the year (June 30, 2026 is the last day a project can be reimbursed). All work must be completed by this date and all final invoices are due no later than July 1, 2026, immediately following the end of the fiscal year, as per the Agreement.

5) Midterm and Final Reports

- a. **Midterm Report:** 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 2026, the commission will review each project's status and performance based on the agencies Midterm Report and Compliance Summary Report.
- c. **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.
- d. In November 2026, the commission will review each project's status and performance based on the agencies Final Report and Compliance Summary Report.

Please note: Failure to submit a completed midterm and/or final report by the deadline listed in this application packet could adversely affect your agency's ability to receive future grant funds.