



Community Grant Program Civic Arts and Youth

APPLICATION PACKET
Fiscal Year 2023-24

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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, 2023 and must be completed by June 30, 2024.
2. Expenditure Period: Project funds cannot be spent before July 1, 2023, or after June 30, 2024.
3. Online Application: A separate application must be submitted for each project for which funds are being requested using the online application through ZoomGrants, <http://www.zoomgrants.com>
4. No faxes or e-mails will be considered. Applications received after the deadline will not be considered.
5. All documentation required to be uploaded into Zoomgrants, must be accurate and contain valid names, numbers, address, etc. and be uploaded prior to the grant deadline.
6. Failure to submit a complete application, or not complying with any of these procedures and requirements, will disqualify the application for funding consideration.
7. **MANDATORY MEETINGS:** There are two meetings that all grant applicants are required to attend. Any change to the date/time/place of the meetings will be forwarded to the grant applicant as necessary.
 - a. Grant Workshop: Virtual workshop held December 7, 2022 from 10 a.m. to 12 p.m.
 - b. Commission Meeting: All grant applicants must attend the funding meeting before the appropriate City commission and may be asked to present their Grant Application to the commission. See Section 4 of this application packet for meeting dates.
8. How to use Zoomgrants (training session by request): If any grant seeker needs training on Zoomgrants, please contact Zack Reda, Management Analyst, at (925) 931-5349.
9. Please note: all dates and locations listed in this document are subject to change.

Section 2: 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 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:** Expenditures related to the day-to-day operations of a business and pertain to operation expenses rather than to expenses that can be directly related to the production of any 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 non-profit community-based origination could not provide the program or service without their participation.

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).
2. General Funding Priority will be given to those applications requesting the following:
 - a. One-time only or matching funds, and that serve a large number of Pleasanton residents, meet identified community needs.
 - b. Specific goals/strategies in the Pleasanton Cultural Plan and/or Youth Master Plan.
3. At the time of application submittal, applicants must have:
 - a. non-profit status; a 501(c)(3) tax-exempt identification number; and a valid City of Pleasanton business license.
4. Applicants must be a community-based organization.
5. Community Grant Funding is limited. The commissions will make a funding recommendation to the City Council. Final funding allocation is determined by the City Council. It is not uncommon due to the limited funds available and the large number of requests, that applicants may receive less funding than requested.
6. The proposed project must provide direct services to Pleasanton residents in the arts or youth services areas.
7. 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.
8. Funds cannot be used to reimburse travel expenses, or any costs associated with competitions or exhibitions.
9. 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.
10. The applicant agency must have a Pleasanton resident on its governing board.
11. 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.

12. Applicant programs or services must be accessible to the public.
13. Projects involving or requiring religious beliefs or activities are not eligible for funding.
14. 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.
15. 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.
16. Community Grant funds cannot be used to supplant other contract funds or grant awards.
17. 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.
18. Non-reimbursable costs include workers compensation, payroll taxes, medical insurance, travel expenses, telephone, software/hardware maintenance expenses, utilities, etc.

TIPS FOR FILLING OUT THE APPLICATION

- You may select only one funding category (Civic Arts or Youth) per Grant Application. Please select the funding category you deem most appropriate.
- 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. For copies of these plans go to the City's website: <http://www.cityofpleasantonca.gov/gov/depts/cs/grants.asp>
- 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. Staff will verify that all City facilities identified in the Grant applications have been secured. Rental fees apply.

- Civic Arts grant applicants may place a courtesy hold on available City theater facilities during the following timeframe: December 8, 2022 – January 20, 2022 by sending an email request to: firehouserentals@cityofpleasantonca.gov.
 - 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.
- 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. 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 then detailed in the 'Funding Uses/Expenses section, under the 'Amount Requested column'.

Section 4: Important Dates

Date	Item
Friday, December 2, 2022	FY 2023-24 Community Grant seekers access to Zoomgrants begins: http://www.cityofpleasantonca.gov/gov/depts/cs/grants.asp
Wednesday, December 7, 2022	FY 2023-24 Mandatory Grant Workshop - Virtual
Friday, January 20, 2023 11:59 p.m.	Application deadline for the FY 2023-24 Grants <ul style="list-style-type: none"> ▪ No faxes or e-mails will be considered. ▪ Applications cannot be submitted after the deadline.
Friday, January 27- Sunday, February 12, 2023	Commissions review online grant applications.
Monday, March 6, 2023 6 p.m.	Civic Arts Commission Meeting - All Civic Arts Grant applicants are required to attend. <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. ▪ NOTE: See Section 6: Evaluation Process for presentation requirements.
Wednesday, March 8, 2023 6 p.m.	Youth Commission Meeting – All Youth Grant applicants are required to attend. <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. ▪ NOTE: See Section 6: Evaluation Process for presentation requirements.
City Council Meeting April 18, 2023	City Council Meeting – Review of FY 2023-24 Grant Applications <ul style="list-style-type: none"> ▪ Applicants approved for Community Grant funding will receive a notification letter after City Council meeting.
Wednesday, November 15, 2023	Mid-Term Reports due for FY 2023-24 Grants <ul style="list-style-type: none"> ▪ Reports must be submitted using ZoomGrants.
January/February 2024	Consideration of Funding Rescissions (if any) <ul style="list-style-type: none"> ▪ Commissions consider possible funding rescissions (if any) for the FY 2023-24 Grants. Staff notifies affected agencies of same.
January/February 2024	Appeal for Reconsideration of Funding due <ul style="list-style-type: none"> ▪ Agencies wishing to appeal funding rescissions (FY 2023-24 Grants) must submit a completed Appeal for Reconsideration of Funding.
February 2024	Appeal of Funding Rescissions (if any) <ul style="list-style-type: none"> ▪ Agencies appeal rescissions at appropriate Commission meeting for the FY 2023-24 Grants.
Monday, July 15, 2024	Final Report and Project Invoices Due <ul style="list-style-type: none"> ▪ Reports and invoices will be submitted using ZoomGrants for the FY 2023-24 Grants.

Section 5: Funding Guidelines, Criteria and Categories

For All Applicants:

There is no minimum funding request amount per application.

The maximum funding request amount per application is \$7,500.

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.

For Civic Arts Applicants:

Total available FY 2023-24 funding for all Civic Arts projects is \$47,818.

Civic Arts grant applicants may place a courtesy hold on available City theater facilities during the following timeframe: December 8, 2022 – January 20, 2023. Staff will verify that all City facilities identified in the grant applications have been placed on hold during the allotted time frame.

In evaluating applications for this category, the Civic Arts 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.
- Pursuing arts education programs or collaborate with the Pleasanton Unified School District (PUSD).
- Involve collaboration or co-production with local organizations.

For Youth Program Applicants:

Total available FY 2023-24 funding for all Youth projects is \$49,658

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 the “Goals and Strategies” outlined in the Youth Master Plan and how they will accomplish these goals.

***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. 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)
 - 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; and
 - vi. Discuss the success or impact of past funding for the same or similarly funded projects (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 2023. 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.

NOTE: Approved project funding will not be available until July 1, 2023.

All dates and locations listed in this document are subject to change.

Section 7: Evaluation Criteria Used by the Commissioners

As part of the application evaluation process, commissioners will use the following criteria to 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?
 - c. If the organization has received funding in the past, has the organization been timely in submitting reports and has the organization achieved projected participation/attendance goals for their project.
 - d. Has the organization returned funding because they were unable to perform their project?

NOTE: Penalties could be assessed to your organization (resulting in a reduction of funding) if all the mandatory requirements of the grant program are not met.

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 year 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 (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 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. 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, 2024 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, 2024, immediately following the end of the fiscal year, as per the Agreement.
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 (a Midterm Report in January/February 2024 and a Final Report in October/November

2024). This review identifies each project by category, and notes compliance to the above identified requirements.

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 2024, 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 2024.

7. Appeals Process

- a. In January/February 2024, 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 file an appeal 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 2024. 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.

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