

Community Promotion Program (CPP): 2018

Program Goals

- To promote the City of Avondale Estates within the City boundary and beyond.
- To provide support for the existence and excellence of artists and arts organizations in Avondale Estates.
- To provide support for individuals or organizations who promote the City.
- To assist in the artistic development in Avondale Estates so that all citizens and visitors may participate in the diverse cultural life of the City.
- To preserve the City's artistic, cultural and historic heritage.
- To enhance neighborhood vitality and economic development.
- To promote, support and include local Avondale Estates businesses/vendors in any and all events.
- To utilize the arts or other mediums as marketing tools to promote the City.
- To focus on the development and redevelopment of the Central Business District (CBD) and Mill District (MD) while promoting the existing local businesses.

Funding Source and Application Due Date

The program receives its funding from the City of Avondale Estates General Fund in an annual appropriation. Please note that the City is not obligated to award funding dollars. The funds are awarded on a competitive basis.

Available Funds: Approximately \$20,000 to be split between the Winter and Spring Due Dates
Application Due Date: March 1, 2018/June 1, 2018

Funding Philosophy

The City of Avondale Estates believes that assisting the local arts and other community minded promotional groups is an investment in the continued quality growth in the City of Avondale Estates. The City believes that the active arts and business community is an important part of the City's sense of place. For this reason, the City views its financial assistance role as that of a catalyst, helping to augment and strengthen a project.

The 2018 funding cycle will focus on projects and events in the CBD/MD which utilize/promote local businesses/vendors.

Eligible Activities

- A project/event that promotes the City.
- Projects that support arts organizations that promote the City.
- Arts and cultural activities initiated by individual practicing professional artists who live and work in the City.

Eligible Funding Entities

- Tax-exempt, non-profit arts organizations.
- Tax-exempt, non-profit organizations.
- Practicing professional artists.
- Non-profit individuals or groups who can demonstrate that the project or event will promote the City.

Eligible Activities

All funded activities must take place within the City of Avondale Estates, with a focus on those within the CBD/MD, utilize local businesses/ vendors and result in presentations/exhibits/programs or events available to the general public that promote the City.

Eligible Funding Activities

- Community programs that provide arts opportunities to the public.
- Art related festivals/events.
- Other events/festivals or projects which promote the City.
- Other applications may be reviewed on a case-by-case basis but must emphasize the promotion of the City.

Ineligible Funding Activities

- Projects occurring outside the City of Avondale Estates.
- Private events that are closed to the general public; or activities restricted to an organization's membership.
- Deficit or debt reduction, fund-raising, lobbying, building construction or renovation, purchase of equipment and real property.
- Projects of a religious nature that are designed to promote or inhibit religious belief and/or practice and which have no basis underlying secular theme or topic.

ADA (Americans with Disabilities Act) COMPLIANCE

Applicants are required to hold their activities in physically accessible spaces, providing reasonable accommodation for persons with disabilities. All funded organizations must provide written statements, which may include a diagram, describing their plan to provide an accessible space. Examples: Restroom facilities, parking, unimpeded path to event(s).

REPORTING REQUIREMENTS

Every applicant must submit a written final report detailing activities, expenses and revenues associated with the project no later than 45 days after the end of the project period. Each applicant is required to maintain accounts, accurate financial records and other evidence to justify costs incurred and revenues acquired relating to their project (invoices/receipts are required). If, in the sole discretion of the City of Avondale Estates, an applicant fails to adequately perform the services of any contract, the City has the right and authority to terminate the contract without further obligation. Project extensions will only be granted under extreme circumstances.

Items to be included in the final report:

- Total project cost including detailed records of expenditures and revenues.
- Receipts or other items to substantiate costs.
- Events/Festivals/Presentations: Approximate number of participants and pictures of the event
- Narrative outlining the impact of the project.

Review Criteria

The City of Avondale Estates will review and rate each application based on the established goals and the criteria listed below.

Note: The criteria listed below are used by staff and the Board of Mayor and Commissioners (BOMC) as a guide to evaluate projects. Since no project scope is exactly the same, the BOMC has flexibility to determine which projects best fit the needs of the City. The BOMC is not obligated to award any funds or the amount requested on an application.

Organization/ Individual:

- Organization/individual mission and goals.
- Individuals involved (paid or volunteer) and prior work.
- Success of prior programs.

Project:

- Overall project summary.
- Location: Priority will be given to projects/events in the CBD/MD.
- Innovation and creativity of the project and marketing.
- Ability to highlight community strengths (art community, historic fabric ect.).
- Number of individuals anticipated to participate/individuals targeted to participate from outside the community.
- Percentage of local businesses/ vendors proposed to be used/promoted.
- ADA compliance.

Budget:

- Level of detail in budget proposal and projected revenue.

Application Instructions:

Do not submit forms or support documentation with missing or incomplete information.

- The funding request form is available at <http://exploreavondale.org/funding>

SECTION A: APPLICANT (Application Form)

1. Name –The name of the individual or organization that will be responsible for the contract. If applying as an organization, give the name of the person to contact for additional information about the application.
2. Mailing Address –The complete mailing address.
3. Telephone Day/Evening – The numbers where applicant/contact person can be reached during business and non-business hours.
4. Email-The email address where applicant/contact person can be reached.
5. Organizations – The date of tax-exempt letter and date of incorporation in the State of Georgia.
6. Indicate the number of years residing/owning a business/working in the City of Avondale Estates.
7. Funding History with Avondale Estates– Indicate yes or no.
8. If yes, how much funding was awarded? Were there any funds left over? Indicate yes or no. If so, how much?

SECTION B: PROJECT (Application Form)

1. Project Title.
2. Schedule – Provide the first date of activity for the proposed project. End Date – Give the last date of activity for the project.
3. Hours of Operation- Provide the start and end time for the event each day it will be operating.
4. Amount Requested – Provide amount requested specifically in support of this project.
5. Funds Disbursement date- Provide the date the funds are requested to be disbursed.

SECTION C: CERTIFICATION (Application Form)

Initial and date

An attachment is required for Sections D-F.

Section D: PROJECT SUMMARY NARRATIVE (Criteria: Organization and Project)

1. Summarize the organization/individual's mission and goals.
2. Discuss the staff/volunteers or individual qualifications and past work. Include the approximate number of staff or volunteers associated with the project.
3. Discuss prior project successes. This can include photographs.
4. Summarize the proposed project including innovative and creative tools/methods of promoting the project and strengths of the City as well as the location. Examples of City strengths: art community, historic, local businesses etc.
5. Discuss the approximate number of participants expected. If the proposed event has occurred in the past, detail the approximate number of participants.

SECTION E: ACCESSIBILITY (Criteria: Organization and Project)

Provide a narrative and diagram, if appropriate.

1. Is the facility where the project(s) takes place physically accessible? If not, indicate plans to make it accessible and methods used to serve physically challenged participants.
2. Describe plans to meet the Americans with Disabilities Act requirements.

**SECTION F: PROJECT BUDGET – EXPENSES (Criteria: Budget)
(Provide a spreadsheet or similar chart-See attached example)**

Note: Below are some examples of costs that grant funds may be used for all items may not apply to every project. Event insurance is required for each event.

1. Outside Fees and Services (Administrative, Artistic, and Technical) – Show project specific payments to individuals and firms who are not normally considered employees of the applicant for services. Include administrative, artistic, and technical expenses.
2. Space Rental – Show project specific payments for rental of office, rehearsal, theater, hall, gallery and other such spaces.
3. Travel – Show all costs for travel directly related to the project.
4. Marketing/ Promotion and Printing – Show all costs for marketing/publicity/promotion specifically identified with the project. Do not include payments to individuals or firms which belong under "Personnel" or "Outside Fees and Services." Include the costs of newspaper, radio and television advertising, printing and mailing of brochures, flyers and posters, etc.
5. Remaining Operating Expenses-Equipment – Show equipment rental or purchases specifically related to the project.

6. Remaining Operating Expenses-Supplies – Show supply expenses including scripts, scores, lumber, nails, postage, photographic supplies, publications, sets, props, office supplies, etc.
7. Remaining Operating Expenses-Utilities – Show utility expenses including electricity, telephone, heating, etc.
8. Remaining Operating Expenses-Other – Show any additional operating expenses including insurance, non-structural renovations or improvements, storage, shipping, hauling, etc.
9. Discuss revenue generated in past years or projected revenue.
10. Please note any other funding from other organizations.