



COMMUNITY PROMOTION GRANT POLICY

Purpose:

The purpose of this Policy is to establish a process for application and distribution of The City of Frederick (“the City”) Community Promotion funds. This Policy is designed to assist with proper fiscal planning and promulgation of clear guidelines for prospective applicants.

Scope and Effective Date:

This Policy shall cover all Community Promotion Grant applications beginning with FY 2019 and annually thereafter. Groups or organizations with a current Memorandum of Understanding with the City that specifically provides funding allocations are not eligible for Community Promotion Grants. Groups or organizations with a current Memorandum of Understanding with the City that does not outline funding are encouraged to apply for Community Promotion Grants.

General:

The City, in its sole discretion, may award grants to nonprofit charitable or civic organizations in order to supplement existing funds that either create or enhance services that positively impact the greatest number of City residents. It is the intent of these guidelines to provide generally that any funds appropriated shall be used to promote the general welfare of the residents of the City, with priority given to programs supporting one of the following focus areas:

- Promotions and Arts
- Youth Development Needs
- Senior Support / Aging in Place

Focus areas are determined by the Mayor and Board of Aldermen and are reevaluated annually.

Any funds appropriated under the provisions of this Policy shall be used and expended under the direction and control of the Mayor. Funds allocated to the Community Promotion Grant are limited and subject to change. Eligible organizations may be awarded funds from \$500 - \$20,000 based on funding availability.

Eligibility to Apply:

All prospective applicants must send a representative to the Community Promotion Grant Workshop - **Monday, October 30 at 10:00 AM** at City Hall at 101 North Court Street, Frederick, Maryland, 21701. This is to ensure all applicants hear any pertinent questions and answers about the process. Attendance and completion of the Workshop is not optional and will be required annually for every grant application.

Only nonprofit organizations shall be eligible to apply for a Community Promotion Grant from the City. For purposes of this Policy, “nonprofit organization” means a business entity that is tax-exempt under sections 501(c)(3), (c)(4) or (c)(6) of the Internal Revenue Code of 1954, as amended. A person or group without nonprofit status may partner with a nonprofit organization to apply for a Community Promotion Grant. The details of the partnership should be clearly outlined and submitted with the application.

Application:

A complete Community Promotion Grant Application shall be required (Attachment). The City operates on an annual Fiscal Year schedule beginning July 01 and ending on June 30 ("Fiscal Year"). An incomplete application will not be accepted.

Application Submittal Period:

The Budget Department will accept applications **beginning October 30, 2017 and all applications must be received on or before January 2, 2018** for Community Promotion Grants distributed in the next Fiscal Year.

General Application Requirements:

Any nonprofit organization that desires financial assistance from the City shall attach to the Community Promotion Grant Application: a copy of its IRS determination letter, a copy of an annual report of its business affairs and transactions, copies of the audited financial statement of the previous year’s activities, the most recent 990 tax return, a detailed description of the program and how it serves the residents of the City, and how the grant funding will benefit the residents of the City. If any of the aforementioned information is not available, please provide written explanation and attach to the Grant Application.

The City reserves the right, in its sole discretion, to request additional information either in writing, in interviews or through presentations. The City will verify organizations are in good standing with the State of Maryland. Any organization not in good standing will not be considered for financial assistance. An organization found to have misused City funds previously will not be eligible for grant funding.

Application Evaluation:

Applications are reviewed for a number of considerations which will determine the merits of the applicant and application. These include, but are not limited to, review of the amount of the request, assessment of the applicant's ability to monitor and account for the awarding of funds, and determination of applicant eligibility and compliance with Policy requirements. The City will prioritize programs supporting one of the following focus areas:

- Promotions and Arts
- Youth Development Needs
- Senior Support / Aging in Place

Focus areas shall be reviewed annually by the Mayor and Board of Aldermen and are subject to change as the priorities and needs of the City change.

A sample scoring worksheet is included with this document to demonstrate the scoring used for each element of the application. In addition to evaluating the merits of each proposal as described in the application, review will also consider:

- The projected number of City residents that will benefit from the program
- The organization appears to have the capacity to carry out the project, including necessary staff and financial resources
- There is an adequate plan to collect outcome data and evaluate the impact of the project upon the City
- The project is change-oriented, addressing root causes and systems, rather than just providing for current needs
- Other funding sources being pursued to match or supplement any potential City contribution (The City prefers to share funding responsibilities with other stakeholders rather than being the sole funder.)
- The organization has been timely in completing reports for previous awards, and the success of previously funded programs

The applicant may be asked to submit additional information not outlined in the application. Making a grant application to the City does not guarantee grant award. All grant applications will be reviewed by the Mayor and Director of Budget and Purchasing for inclusion in the Mayor's proposed budget. Only applications meeting the requirements are eligible to receive Community Promotion Grant funds. All applications meeting the requirements will be attached as an addendum to the Mayor's proposed budget.

Prior to distribution of any City funds, a Letter of Agreement shall be entered into between the City and the receiving organization. The Letter of Agreement will include a timeline, the amount of funding to be provided by the City, the benefits to the City, the capital expense or program of work to be funded, required documentation to be provided by the organization, monitoring requirements, and the rights of rescission of the Letter of Agreement.

Monitoring:

Organizations receiving funds are responsible for managing the day-to-day operations of grant-supported activities using their established controls and policies. However, in order to fulfill its role in regard to the stewardship of public funds, the City will monitor grants to identify potential problems and areas where technical assistance might be necessary. This active monitoring is accomplished through review of reports and correspondence from the receiving organization, audit reports, site visits, and other information as requested by the City. The names and telephone numbers of the City representatives responsible for monitoring the programmatic and business management aspects of a project or activity will be provided to the receiving organization upon distribution of awarded funding.

Reporting:

The City requires the receiving organization to submit two financial reports and two program assessment reports. Reports will be due on January 31 and July 31. Other required reports may include an annual audit and a presentation to the Mayor and Board of Aldermen, or selected City Staff or Committee, on the results of the funded program. Receiving organizations may also be expected to publish and provide information to the public on the program benefits to the residents of the City. Reports of expenditures are required as documentation of the financial status of grants according to the official accounting records of the receiving organization. Receiving organizations must retain financial and programmatic records, supporting documents, statistical records, and all other records that pertain to a grant, or may reasonably be considered pertinent to a grant, for a period of three (3) years from the date of the executed Letter of Agreement.