



City of Marco Island

Parks and Recreation Department

1361 Andalusia Terrace, Marco Island, FL 34145

COMMUNITY GRANTS PROGRAM

Program and Application Information

The City of Marco Island offers a Community Grants Program as a means of supporting community oriented activities, such as festivals, neighborhood activities, sporting and athletic events, cultural celebrations, parades, etc., which enhance the quality of life for residents and visitors.

The City of Marco Island has developed this program to:

- Support as well as encourage the development of a variety of community events on Marco Island
- Assist community event organizers in providing a memorable experience for residents and visitors participating in the event
- Provide support to community events, which make unique contributions to the quality of life for Marco Island residents and visitors
- Encourage community interaction and community spirit
- Celebrate the uniqueness of Marco Island through community celebrations

The following information provides Community Event organizers with:

- Grant Funding Eligibility Criteria
- Grant Funding Application Process
- Event Permitting Information

During fiscal year 2009-2010, the Marco Island City Council allocated a total of \$40,000 to be distributed as cash grants for this program. Organizations may seek cash grants up to \$5,000, depending on the community event's ability to satisfy program requirements, recommendations from the Director of Parks and Recreation and the Parks and Recreation Advisory Committee (PRAC), and available funding. The City Council will make the final decision for grant approval based on these factors. The amount of any cash grant may not exceed more than 50% of an organization's proposed event budget.

Organizations may also seek service grants through the Community Grants Program. Service grants provide for City in-kind services up to 50% of City services needed for the event, up to \$3,000. Examples of service grant awards include the use of City signs, barricades, police and fire services, or the use of City facilities, etc. if not otherwise needed for municipal purposes during the time of the community event.

Funding Eligibility Criteria - Who Can Apply?

◇ **Marco Island not-for-profit organizations.**

What Are Examples Of Eligible Events?

The following list are examples of events that can qualify for cash and service grants:

- ◇ **Community Events:** Annual or biannual events of at least two days, actively programmed around a theme that delivers a significant community or civic celebration in the broadest sense (i.e., through music or other performances, arts, crafts, displays, cooking, or demonstration of cultural traditions), etc.
- ◇ **Celebrations:** One-day events, generally held outdoors, and actively programmed around a theme, anniversary, or other occasion, having a significant community or civic celebration in the broadest sense, etc.
- ◇ **Parades:** One-day parades or processions actively programmed around a theme, anniversary, or other occasion, etc.
- ◇ **Sports and Athletic Events:** Sporting or other athletic events, such as runs, walks, softball tournaments, generally held outdoors, and supplemental to existing sports and athletic activities available to residents and visitors.
- ◇ **Neighborhood Events:** Organized neighborhood events that endorse a city program or assist with the delivery of a city service such as a “Neighborhood Crime Watch” rally, neighborhood tree plantings, trash clean-up, fire hydrant painting, etc.

What Are Examples Of Ineligible Events?

- ◇ activities taking place exclusively outside of Marco Island
- ◇ events supporting a political candidate or cause
- ◇ events endorsing or supporting a religious activity or rite
- ◇ events for marketing, promotional, or commercial purposes
- ◇ events whose purpose is primarily fund-raising
- ◇ payment for accumulated debts
- ◇ acquisition of capital projects or private facilities

How Can Grants Be Used?

Because the City of Marco Island Community Grants Program has two components, grant awards can be used in two ways.

Cash grant awards may be used for:

- ◇ Programming costs, including but not limited to, performers’ fees; display and exhibit costs; equipment rental; production technician’s fees; costume creation, rental or cleaning; site decoration; parade floats and other pageantry elements.
- ◇ Publicity and marketing, including but not limited to, development of marketing strategies; press kits; design and production of advertising for print, radio, television, and web sites; and purchase of advertising in mainstream and/ or ethnic media.
- ◇ Administrative expenses in an amount not to exceed 25% of the award and the grant support should equal no more than 50% of an organization’s proposed services (i.e., project budget)

Service grant awards may be used for:

◇ Offsetting up to 50% of the cost of police, fire, or public works services such as traffic signs, barricades, etc., or for the use of City facilities (if available).

How Do I Apply For a Grant?

To obtain a grant an authorized agent of the non-profit organization must complete an application form, which can be downloaded from the City of Marco Island website or by contacting the Parks and Recreation Department.

Organizations shall submit their completed application by October 31, 2009 for grants available during the fiscal year. Incomplete applications will be returned to the applicant for completion before further review is undertaken. Grant funding will be allocated following review by the Director of Parks and Recreation and PRAC and approval by the City Council.

◇ In addition to the completed application, an organization must provide the following information:

- a. Describe the mission of the organization.
- b. Provide an outline of your programming plans for this calendar year. Be as brief yet specific as possible. Include description of programming, schedule, venues, attendance estimates and demographics of audiences served and how this community event is consistent with your mission.
- c. Describe how the proposed community event provides unique opportunities for the residents and visitors to Marco Island.
- d. Describe the public support you expect for this event or have enjoyed with previous events.
- e. Provide evidence of your administrative and fiscal capacity to deliver this program.
- f. Provide the most recent financial statement within six months of the fiscal year end.
- g. Describe highlights of your organizations contributions to the Marco Island community for this and previous calendar year.
- h. Provide Professional résumés or biographies of key staff and participating (visiting) artists.
- i. Provide selected brochures, newspaper articles and other materials that demonstrate the applicant's ability to successfully complete the proposed programming (items from previous year's events are acceptable).
- j. Provide a list of Board membership, including professional affiliation(s) with addresses.

◇ Organizations planning community events must also include with their application a completed or approved Special Event Permit available from the Community Development Department, if required by the Land Development Code. Approval of a cash or service grant does not guarantee approval of the special event permit since this permitting process is separate from the grant application process.

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How Will Applications be Evaluated?

Since funds and services are limited, not all organizations requesting assistance and meeting the eligibility criteria can be supported. It is a competitive process, based on the following:

1. Revenues – What other funding sources have been secured by the applicant?

◇ Applicants are expected to generate revenues from sources other than the City of Marco Island. These may include earned income from tickets and concessions, sponsorships, donations from individuals, businesses or community groups, memberships, in-kind donations, and support from foundations and government agencies. City support will be limited to no more than 50% of the project budget. A funding mix that includes foundation and corporate support, private contributions, and earned income (where appropriate) is desirable. Artists' fees must be of a level consonant with a professional wage.

2. Recommendations.

◇ Parks and Recreation Department Director will review all applications, determine eligibility, and may recommend approval consistent with the criteria contained herein. The Parks and Recreation Department Director may consult with other City staff on operational impacts, site issues and permits. Interviews with applicants may be requested.

◇ The Parks and Recreation Advisory Committee shall also review all applications, determine eligibility, and may recommend approval consistent with the criteria contained herein.

3. Other Evaluation Criteria. Five Points shall be awarded for each "Yes" response. A minimum of 30 points is recommended.

◇ Does the event provide unique opportunities for the public? (Yes/No)

◇ Does the proposal clearly state and contain measurable goals that can be evaluated? (Yes/No)

◇ Does the programming demonstrate creativity, the involvement of persons with appropriate expertise, authenticity in presentation of cultural traditions, or uniqueness in expressing the character of a community or neighborhood? (Yes/No)

◇ Is the plan for delivering the event complete, including site or venue requirements, and engagement of key organizers? (Yes/No)

◇ Does the budget identify a need for the grant? (Yes/No)

◇ If the application is for marketing assistance, can the plans, resources and capabilities of the applicant reach a city-wide public, including diverse communities and does the event have the capacity to attract and engage an audience and/or develop a new audience? (Yes/No)

◇ Were previous events successful? (Yes/No)

◇ Is there adequate administration, a functional Board of Directors and financial accountability? (Yes/No)

◇ Is there community support and involvement, for example, public attendance, number of volunteers, and donation levels? (Yes/No)

◇ Have any adverse impacts on the surrounding neighborhood been mitigated? (Yes/No)

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- ◇ Were past events effectively managed? (Yes/No)
- ◇ Will grant funds support the growth and sustainability of the event? (Yes/No)

How Do I Receive an Award?

The recipient of a cash grant will be required to sign an agreement with the City. For cash grants, the agreement will among other things include the method of payment (i.e., up-front payment, reimbursement, partial payments, etc.). For service grants, the grant amount will be applied to the cost of eligible City services up to a maximum of 50% following the event. The City will submit an invoice to the grantee for any balance due.

Other Cash and Service Grant Conditions.

- ◇ Voting members of the applicant's Board of Directors must not concurrently hold paid staff positions nor be paid for their services to the society. They may be reimbursed for expenses.
- ◇ The organizers must develop and promote the event and extend its services to the general public on Marco Island in a non-discriminatory way.
- ◇ Support from the City of Marco Island must be appropriately acknowledged on all promotional materials related to the funded event, including brochures, print ads, programs, posters, signs, and media releases.
- ◇ The grant term is one year, and only one grant application per City fiscal year can be submitted. Previously funded projects must be completed before a new application can be accepted.
- ◇ Receipt of a grant does not imply funding in the following fiscal year.
- ◇ Grantees must submit a Final Report within sixty (60) days of the Community Event completion date. The report must include:
 1. A balance sheet showing all revenues and expenses for the event. This report should be in a format clearly illustrating the budget –vs- actual expenses.
 2. Receipts for services and materials may be required as an additional submission. This will be formalized in the agreement.
 3. A narrative, describing the events successes and challenges shall be included. This should touch upon audience reached –vs- anticipated audience, describe the success and challenges of marketing and describe the successes and challenges of the Community Event venue.

Reminder! – Organizations shall submit their completed application by October 31, 2009 for grants available during the fiscal year. Incomplete applications will be returned to the applicant for completion before further review is undertaken.