



Cultural Affairs Commission

2008-2009 SPECIAL EVENT SPONSORSHIP GRANT GUIDELINES

APPLICATION DEADLINE: 5:00pm MAY 9, 2008

Special Event – a short-term celebration provided for the community at-large and open to the public

I. GRANT TYPES

Start Up Sponsorship Grant

This grant opportunity is available to start-up events. This would include years one through four of an event. Events are eligible for start-up grants for a maximum of four years.

This grant is offered in a scale of maximum participation by the City of Plano based on the event's age.

Year* One = maximum of 50% of event total expense budget

Year* Two = maximum of 45% of event total expense budget

Year* Three = maximum of 40% of event total expense budget

Year* Four = maximum of 35% of event total expense budget

*Year – for the purpose of Sponsorship Grant Applications the year count will begin the first year in which the event applies to the City of Plano for funding

Sustaining Sponsorship Grant

This grant opportunity is available to events in year five and beyond.

The maximum participation by the City of Plano will be a maximum of 25% of the total event expense budget calculated on the most recent expense budget.



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II. ELIGIBILITY

All agencies submitting an application must meet the following criteria:

- A. Must be based in the City of Plano and present activities for the citizens of Plano as well as for those audiences and participants attracted through the agency's broad marketing and promotion practices;
- B. Must be nonprofit, federally tax-exempt under section 501(c)(3) of the Internal Revenue Code;
- C. Start Up Grant: Must meet item A. and B. above along with all other eligibility requirements outlined in these Sponsorship Guidelines

Sustaining Grant: Must have a history of continuous, stable programming for four years prior to the sponsorship application due date. Any exceptions must be approved by a two-thirds vote of the commission;
- D. Must have an active event planning committee, or equivalent;
- E. Must have programming, administrative practices, board membership, and event planning committee which do not discriminate on the basis of race, color, national origin, sex or handicap; and
- F. If previously funded, applicant must have successfully fulfilled all prior contract obligations.
- G. Complete the sponsorship application on the form provided.

II. FUNDING YEAR

Sponsorships are for expenses incurred no earlier than October 1 and not later than September 30 of the City of Plano funding year.



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III. REVIEW CRITERIA

Applications for financial support in all categories will be reviewed using three (3) criteria. The criteria will be weighted as follows:

Event Merit	35%
Community Partnership	30%
Administrative & Fiscal Responsibility	35%

A minimum composite score of 75% is required for any funding consideration. A score of less than 75% will not be considered.

A sample scoring sheet used by the Cultural Affairs Commission is included in this document.

Definition of Criteria

A. Event Merit (35%)

1. Applicant demonstrates a history of high quality event or service merit as perceived by peers, critics and/or the public, as evidenced by press reviews, awards and average attendance;
2. Activities that promote education, entertainment, or community spirit;
3. Innovation and creativity in programming, services, and exhibits;
4. Vision and leadership of event management/directors, which can be measured by continual service growth and a corresponding growth of audiences, participants and constituents;
5. Activities that further the applicant's goals and objectives.

B. Community Partnership (30%)

1. Measurable, ongoing efforts to involve individuals of different ethnic heritages within organization's leadership as demonstrated by staff and by board composition;
2. Efforts to reach new and special audiences through services and education efforts.



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3. Comprehensive marketing, which promotes Plano as a vibrant community to its citizens, throughout the State of Texas and beyond;
4. Organized plan or methodology for education of the entire community regarding the agency's particular event and elements of community enhancement.
5. Evidence of contribution to the community through programs, funding, tourism, or economic development.

C. Administrative & Fiscal Responsibility (35%)

1. A continuing history of growth, stability, fiscal responsibility and vision (as evidenced by such things as increasing private sector sponsorships and/or memberships, cost reductions, finding of new revenue streams, on-time submission of final reports to City of Plano for past sponsorships, etc.)
2. A Board of Directors, which meets regularly and sets the policies of agency;
3. Ability to deliver programs, projects or services effectively;
4. Realistic budget proposal, as evidenced by a funding request proportionate to the service/usage levels;
5. Evidence of financial support from both private and public sectors.

IV. RESTRICTIONS

The City of Plano **will not** fund the following:

- A. Grants to individuals;
- B. Reduction of deficits from or expenditures related to activities of previous fiscal years;
- C. Real property, mortgage interest and/or depreciation on real property;
- D. Personnel employed full-time or part-time by the event specifically for the purpose of managing the event.



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- E. Social functions, parties, receptions, openings, fundraising benefits, refreshments or beverages;
- F. Fines, penalties or costs of litigation and;
- G. Underwriting or subscriptions, investments, stocks, bonds or any financial obligation.

Under unusual circumstances and needs, supported by very detailed and complete documentation, exceptions to the percentage limit may be requested by an applicant agency. Exceptions will only be recommended by a 2/3 favorable majority vote of the Cultural Affairs Commission.

V. HOW TO APPLY

Please provide one compact disc (CD) or digital video disc (DVD) of the **typed, completed** electronic sponsorship application and one (1) printed hard copy. In addition, please provide one (1) copy of supporting documentation. All submissions must be received by 5:00 p.m. on **May 9, 2008**.

If hand delivering package, deliver to:

Cultural Affairs Commission
c/o Dana Conklin
City of Plano
1409 Avenue K,
Plano, TX 75074

If mailing package, mail to:

Cultural Affairs Commission
c/o Dana Conklin
City of Plano
P. O. Box 860358
Plano, Texas 75086-0358



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VI. REVIEW PROCESS

- A. On Monday, June 2, 2008, the review process, lasting approximately twenty (20) minutes, will take place at the scheduled meeting of the Cultural Affairs Commission.

The review is mandatory for Start-up Sponsorship Grant applicants and may be requested by the Commission for those applying for Sustaining Sponsorship Grants.

The review will consist of a ten (10) minute oral presentation by the applicant and a ten (10) minute questions and answer session. Representatives of applicant organization should be prepared to answer any and all questions based upon its application.

- B. The Cultural Affairs Commission will use a final formula to calculate the total recommendation for the sponsorship grant funding amount.

(Event Budget x max % eligible) x Total Composite Score of Commissioners

- C. The Cultural Affairs Commission will present its recommendations for sponsorship funding to the Plano City Council for final review and approval on August 16, 2008.

- D. Once the Plano City Council has approved the funding of a sponsorship, the agency will be advised by a letter from the City of Plano.

VII. ANNOUNCEMENT

Announcement of the funding decisions will be made no later than September 30, 2008. The estimated timing for the disbursement of funds will be announced at that time.

Contract documents will be prepared for approval by the Plano City Council after the beginning of the appropriate fiscal year.

VIII. FUNDING AVAILABILITY

Funds will be made available after the sponsorship applicant has accepted, signed and returned the contract to the City of Plano. No funds will be available before October 1, 2008.



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IX. OTHER REQUIREMENTS

The sponsorship applicant **must**:

1. Include the City of Plano at the appropriate sponsorship level in all applicant's publications (including programs, flyers, brochures, handbills, press releases, advertisements, annual reports and all other mailing pieces:
2. Start Up Grant: Must provide a voting seat on the event planning committee.

Sustaining Grant: Must provide a minimum of one report per quarter to staff prior to event. An after-event report outlining the results of the event, paying particular attention to items reflected in the application, must be received with the financial records as outlined in the contract.

3. Applicant, if awarded a grant, must provide Certificate of Insurance naming the City of Plano as an additional insured. Insurance must include liability coverage, and worker's compensation coverage for those organizations with employees. See application for minimum amounts required.