



## Cultural Affairs Commission

# 2011-2012 URBAN / TOWN CENTER EVENT SPONSORSHIP GRANT GUIDELINES

## I. INTRODUCTION & PURPOSE

“Urban centers” and/or “town centers” refer to a form of development and/or redevelopment that combines retail, office, and residential uses into a pedestrian-oriented environment. **This grant opportunity is available to urban / town centers only.**

The purpose of this grant is to enhance the arts (performing, visual and literary), culture and humanities of our city. This grant is intended to support community celebrations that create a greater appreciation for the cultural and ethnic diversity of our citizens; and to stimulate the development of new programs which would otherwise be unavailable; and to encourage projects that involve the active collaboration and cooperation of multiple organizations.

## II. DEADLINE

**April 22, 2011.** All applications must be uploaded by 5:00 p.m. on this day.

## III. ELIGIBILITY

All agencies submitting an application must meet the following criteria:

- A. Must be based in the City of Plano and present activities in Plano 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 have an active event planning committee, or equivalent;
- C. Must have programming and administrative practices, which do not discriminate on the basis of race, color, national origin, sex or disability;
- D. If previously funded, applicant must have successfully fulfilled all prior contract obligations;
- E. Complete the Sponsorship Application on the form provided.

**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;
- 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.

**V. APPLICATION REVIEW CRITERIA**

Applications for financial support in all categories will be reviewed using three (3) criteria: Event Merit, Community Outreach, and Administrative & Fiscal Responsibility.

<p><b>Artistic/Cultural/Creative Event Merit</b></p> <ul style="list-style-type: none"><li>1. Applicant demonstrates a commitment to producing a high quality event or service merit as perceived by peers, critics and/or the public, as evidenced by press reviews, awards and increases in average attendance;</li><li>2. Activities that promote education, entertainment or community spirit;</li><li>3. Innovation and creativity in programming, services, exhibits;</li><li>4. Vision and leadership of artistic/cultural staff, which can be measured by continual artistic or service growth and a corresponding increase in audiences, participants and constituents;</li><li>5. Activities that further the applicant organization's goals and objectives.</li></ul>	<p><b>30%</b></p>
--	-------------------

<p><b>Community Outreach</b></p> <ol style="list-style-type: none"> <li>1. Measurable, ongoing efforts to involve individuals of different ethnic heritages;</li> <li>2. Efforts to reach new and special audiences through programming, services and educational focuses which promote cultural, artistic or ethnic diversity;</li> <li>3. Comprehensive marketing which promotes Plano as an important cultural center to its citizens, throughout the State of Texas and beyond;</li> <li>4. Organized plan or methodology for education of the entire community regarding the organization's particular program;</li> <li>5. Evidence of growing public demand as demonstrated by increasing audience size and percent of programs or services conducted in the City of Plano and beyond.</li> </ol>	<p><b>35%</b></p>
<p><b>Administrative &amp; Fiscal Responsibility</b></p> <ol style="list-style-type: none"> <li>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 quarterly reports to City of Plano for past grants, etc.);</li> <li>2. An active Board of Directors which meets regularly, oversees the finances, and sets the policies of organization and encourages diversity in the board and in the organization;</li> <li>3. Ability to deliver programs, projects or services effectively;</li> <li>4. Realistic budget proposal, as evidenced by a funding request proportionate to the service/usage levels;</li> <li>5. Evidence of financial support from both private and public sectors;</li> <li>6. Timely, accurate and complete reporting to the City of Plano on the use of grant funds.</li> </ol>	<p><b>35%</b></p>

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

**VI. REVIEW PROCESS**

- A. On Thursday, May 12, 2011, the review process, lasting approximately twenty (20) minutes per applicant, will take place at the scheduled meeting of the Cultural Affairs Commission.

The review is mandatory.

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 13, 2011.
- D. The Plano City Council will adopt the FY 2011-2012 Budget in September 2011. This includes the appropriation for all grant funding. All grant recipients will be notified of their funding after the budget adoption.

## VII. 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 November 1, 2011.

The maximum participation by the City of Plano will be a maximum of **25%** of the total event expense budget.

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

## VIII. OTHER REQUIREMENTS

The sponsorship applicant **must**:

1. Include the City of Plano at the appropriate sponsorship level in all Urban/Town Center Event publications (including programs, flyers, brochures, handbills, press releases, advertisements, annual reports and all other mailing pieces). An official logo will be provided by City of Plano.
2. Must provide 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.
4. Grantee organization's representative must attend a minimum of one regular Cultural Affairs Commission meeting per quarter.

## IX. ANNOUNCEMENT

Announcement of the funding decisions will be made no later than September 30, 2011. The estimated timing for the disbursement of funds will be announced at that time.

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.

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

## X. HOW TO APPLY

**Applications must be submitted no later than April 22, 2011 at 5:00pm.**

**The Cultural Affairs Commission will only accept applications in electronic form. Applications and all support materials must be combined into one (1) Adobe Acrobat (PDF) file.**

File size is limited to 5MB.

1. Open your internet browser and go to <http://ww.plano.gov>
2. Click on the Plano Agendas button on the top-left portion of the page.
3. Click on the Cultural Affairs Grant Guidelines and Application Forms menu option on the left-side INFORMATION menu.

(To go directly to the application page: Open your internet browser and go to [http://plano.gov/City\\_Hall/agendas/Pages/Cultural%20Affairs%20Commission.aspx](http://plano.gov/City_Hall/agendas/Pages/Cultural%20Affairs%20Commission.aspx))

4. Click on the **Submit Your Grant Application** link.
5. A new window will open. Follow the on-screen instructions to upload your application document.

*NOTE: This is a firm due date and time. Incomplete or late submissions will not be considered for funding.*

Questions may be directed to  
City of Plano Public Information Department  
(972)941-7307  
[danac@plano.gov](mailto:danac@plano.gov); [karenw@plano.gov](mailto:karenw@plano.gov)