



## **FISCAL YEAR 2009/10 CITY OF EUSTIS COMMUNITY ARTS, CULTURE, EDUCATION, AND RECREATION SUPPORT GRANT PROGRAM**

The Eustis Community Arts, Culture, Education, and Recreation Support Grant Program is an initiative of the Eustis City Commission to ensure that arts remain vital for the people living, working, and visiting Eustis and that the youth of the community have access to diverse recreational and educational programs. The goal of the program is to promote and maintain a vital role for the arts in the lives of Eustis citizens, to improve the quality of life for all residents, to provide educational and recreational opportunities for young people, to provide life-long learning experiences, and to contribute to the economic vitality of the community.

The grant program will support creative and innovative programs that:

- Further community participation in, and public awareness of, arts and culture
- Provide recreational opportunities for the City's youth
- Enhance the City's reputation as a cultural destination
- Attract tourists and future residents
- Provide life-long learning opportunities
- Contribute to the economic vitality of the community
- Improve the quality of life within the community
- Create a nurturing environment in which artists can flourish
- Demonstrate outstanding artistic quality
- Demonstrate community support and include collaborative partnerships
- Demonstrate organizational sustainability

Preference is given to projects/programs that are collaborative in nature, that demonstrate experimentation and/or innovation, that add to the breadth and depth of the City's art, cultural, educational, and recreational environment, and that build the capacity of organizations to expand art, culture, education, and recreation in and outside the City of Eustis.

Applicants must demonstrate a sufficient level of administrative capacity to effectively manage funds received.

### **I. Eligibility and Restrictions**

The Eustis Community Arts, Culture, Education, and Recreation Support Grant Program is open to a wide range of organizations (but not directly to individuals) that meet the requirements listed below. Specific documentation required to verify eligibility is outlined in the grant application and must be submitted with the application.

- a. The applicant organization must be non-profit.
- b. The applicant organization must not discriminate on the basis of age, race, color, religion, ancestry, national origin, handicap, sexual orientation, marital status, gender, or gender identity in any programs or activities (e.g. hiring practices, board, audience, or volunteer participation).
- c. The applicant organization must offer programs within the city for the betterment of Eustis residents.
- d. The applicant organization must have a main office in the City of Eustis.
- e. The program/project proposed for funding must occur in the City of Eustis.

This grant program **will not** fund the following activities and expenditures:

- a. Loans, debt retirement, or debt financing
- b. Capital improvements, acquisitions, and restorations (facilities and equipment)
- c. Events or projects closed to the general public
- d. Religious ceremonies or events
- e. Parties, receptions, and other social activities
- f. Fundraising events and sponsorships
- g. Political organizations or campaigns
- h. Fraternal organizations, societies, or orders [501(c)(4) designations]
- i. On- going staff positions
- j. Endowments

## **II. Eustis Community Advisory Panel**

Each City Commissioner shall appoint one member to the Eustis Community Advisory Panel and the member shall serve for the term of the appointing Commissioner. The Panel shall elect its own chair. All members must be citizens of the City of Eustis, cannot be related to any City staff or Commissioner, and cannot serve as staff or on the Board of Directors of any applicant organization.

The Panel shall meet as needed to evaluate all grant applications against the City-adopted criteria and make award recommendations to the City Commission. The City Commission shall make the final decision regarding grant awards and allocations.

### III. Types of Grants

Major grants are awarded to support community wide programs consistent with the City's vision as an arts and culture center and its desire to be a livable community. The maximum amount of a Major grant is 20% of the total annual allocation in accordance with Section VI.

Mini grants are awarded for specialty youth-oriented educational and recreational programs that serve young people in the City of Eustis. The maximum amount of a mini-grant is \$1,500.

### IV. Evaluation Criteria for Major Grants

The Eustis Community Advisory Panel shall evaluate Major Grant applications using two types of evaluation. The first is *quantitative*, involving specific numerical information and statistics and the second is *qualitative*, involving the relative merits of the application based on a broad range of views. The grant application requires specific information for each type of evaluation. The qualitative portion will rely on narrative responses. In general, the evaluation will focus on the following:

#### A. Artistic/Cultural/Educational/Recreational Merit (40 points)

- 1) Is there clear merit to the community and the audience/participants being served and does it increase public awareness of arts, culture, education and recreation opportunities in the City of Eustis? (10)
- 2) Does it offer an innovative, unique product or experience that adds to the breadth and/or depth of the City's program offerings? (10)
- 3) If it is an existing program/project, does it demonstrate expansion of audience/participant numbers and demographic characteristics? (10)
- 4) Does it demonstrate relevance to the organization's mission and goals? (10)

#### B. Community Participation and Impact (30 points)

- 1) Is there support and involvement in the community, including appropriate community participation during development and implementation, endorsements from other community organizations, and collaborative partnerships? (6)
- 2) Does it address the City's goals and priorities and expand the community's access to programs? (6)
- 3) Does it provide educational value and interest for the youth of the community? (6)
- 4) Does it target low and moderate income families? (6)

- 5) Does the marketing plan have an effective design and scope to impact patron participation from inside and outside the City of Eustis? (6)

C. Administrative and Fiscal Responsibility (30 points)

- 1) Does the applicant organization demonstrate a history of growth, stability, and fiscal responsibility? (6)
- 2) Does the project/program provide for appropriate fiscal oversight and include a budget appropriate to the scope, including appropriate and sufficient staff and volunteers? (6)
- 3) Is there evidence of private and public funding commitment? (6)
- 4) Is there a demonstrated financial need for the grant? (6)
- 5) Are there clearly defined objectives, timeline and management roles and responsibilities? (6)

The panel will score all three areas of evaluation on a point scale. The total number of points awarded could be as high as 100 or as low as 0. The individual panelist scores will be averaged to arrive at each applicant's aggregate score. Applicants receiving an aggregate score less than 50 are not eligible to receive funding.

## V. Evaluation Criteria for Mini Grants

The Eustis Community Advisory Panel shall evaluate Mini Grant applications based on quantitative data regarding participation rates for bone fide City residents and demonstrated fiscal accountability. In general, the evaluation will focus on the following:

A. Community Participation and Impact (70 points)

- a. Is there support and involvement in the community, including appropriate community participation during development and implementation, endorsements from other community organizations, and collaborative partnerships? (10)
- b. Does it provide educational or recreational value and interest for the youth of the community? (10)
- c. Does it target low and moderate income families? (10)
- d. What percentage of the participants are bone fide Eustis residents? (40)

B. Administrative and Fiscal Responsibility (30 points)

- a. Does the applicant organization demonstrate a history of growth, stability, and fiscal responsibility? (6)
- b. Does the project/program provide for appropriate fiscal oversight and include a budget appropriate to the scope, including appropriate and sufficient staff and volunteers? (6)
- c. Is there evidence of private and public funding commitment? (6)

- d. Is there a demonstrated financial need for the grant? (6)
- e. Are there clearly defined objectives, timeline and management roles and responsibilities? (6)

#### **VI. Size of Major Grant Awards**

Applicants may request up to 20% of the total annual allocation per program/project, but the grant request cannot exceed 20% of the last completed fiscal year total operating expenses. (In-kind donations can account for no more than 25% of that total operating budget). The requested amount also must not be more than 50% of the proposed project/program's total cost, as the applicant must match the requested amount with other sources of earned and contributed income on a one-to-one basis. Matching funds may include in-kind services and materials (such as printing, advertising, security, accounting, etc.) or the actual cash equivalent. For recreational/educational programs, the grant award cannot exceed the actual cost to serve bona fide City of Eustis residents.

The Eustis Community Advisory Panel shall recommend awards in accordance with the aggregate scores, based on the total annual allocation. The panel may recommend funding all or a portion of any application request scoring 50 or more aggregate points, but the percentage of award must be proportionate to the score ranking. With consideration of the Panel's recommendations, the City Commission shall make the final decision regarding grant awards.

The Panel is not required to award the entire allocation, or any part of it, depending on the merit and number of grant applications. Any funds not awarded from the budget allocation shall not automatically "roll forward" to the next fiscal year. The City Commission shall establish the total grant allocation amount on an annual basis within the fiscal year budget.

The City Commission will award grants on an annual basis without automatic renewal and shall publish a timeline for submittal and award on an annual basis.

#### **VII. Size of Mini Grant Awards**

Mini Grant awards shall not exceed \$1,500 and cannot exceed the actual cost to serve bone fide Eustis City residents.

#### **VIII. Semi-annual Report**

All grant recipients shall submit a semi-annual progress report documenting the actual program funding and expenditures compared to the submitted program budget. Source documentation may be

required to track expenditures (purchase receipts, invoices, time sheets, etc.)

Where possible, an audit will be required at the organization's expense. In the absence of an audit, a financial statement by a certified public accountant will be required. Other situations will be handled on a case-by-case basis.

**IX. Minimum Submittal Requirements**

The City shall develop and distribute application forms that provide the necessary quantitative and qualitative information for the Panel to adequately evaluate the applications against the criteria contained herein. In addition to completing the application forms, all applicant organizations for Major Grants must submit the following documents:

- Copy of by-laws, charter and organizational history
- Current list of board of directors and staff
- Proof of current liability insurance
- IRS Form 990
- Current annual operating budget
- Projected budget for upcoming fiscal year if available
- Proposed program/project budget
- Copy of IRS exemption letter
- Copy of Florida's Department of State Non-profit Corporation annual report
- Organization mission statement

All applicants for Mini-grants must submit the following information:

- Previous year budget, actual expenses, and actual revenues, if available
- Current annual operating budget
- Projected budget for upcoming fiscal year if available
- Proposed program/project budget
- Program/project participant roster identifying Eustis residents
- Evidence of non-profit status

**X. Revision of Program Requirements/Criteria**

The Panel may review the Grant Program requirements, criteria, and application forms on an annual basis and recommend additions, deletions, and revisions to the City Commission. If the majority of the Panel approves a recommended change to any of the documents, that recommendation shall be forwarded to the City Commission for consideration and final action.