



Community and Neighborhood Resources
350 Kimbark, Longmont CO 80501
303-651-8444



2012 Community Cultural Event Grant

Application Deadline: Friday, January 13, 2012

The purpose

The purpose of the Community Cultural Event Grant is to support communities, groups and individuals of Longmont in honoring and celebrating the diversity of ethnic cultures within Longmont. The City of Longmont will provide grants of up to \$800 for new events or ongoing projects which draw a wide and multicultural audience, present opportunities to participate in events with roots in a traditional culture, or present content relating to ethnic cultures within Longmont.

Funding requirements:

1. Project must demonstrate a commitment to building and strengthening an inclusive and diverse community.
2. Funding can be for either new project initiatives or for enhancement of existing projects which have the goal of reaching a diverse audience.
3. Projects must be completed by November 30, 2012.
4. Seventy-five percent of the coordinating team and activity participants must be residents of Longmont.
5. All activities must be advertised to, and open to, the public.
6. Funds awarded must be spent only on the projects specified in the grant application.
7. For applicants who have previously received funding, all reimbursement forms and a final report must have been received for past events.

Events eligible for funding include but are not limited to:

- Community celebrations/gatherings
- Festivals
- Ethnic heritage projects
- Exhibits
- Readings
- Performances
- Public art projects

Events not eligible for funding:

- Activities with no cultural component
- Activities conducted outside Longmont
- Activities that are for the purpose of fundraising, promoting or generating income for a non-profit, business or private group
- Lobbying, advocacy or related political activities
- General operating expenses including existing staff time
- Permanent equipment

- Activities which produce academic credit or are part of a curriculum

Who can apply:

- Community groups
- Non-profit entities
- Individuals
- Neighborhood groups
- School clubs and youth groups (nonsectarian)

Who cannot apply:

- City, state or other government agencies
- For-profit entities
- Political parties
- Labor unions

Requirements for Grant recipients:

- Provide a revised budget if changes are anticipated
- Attend an information session on Wednesday, January 4, 2012 or schedule an individual appointment to discuss how to proceed with grants
- Credit support of the City of Longmont Community and Neighborhood Resources in all project publicity and media materials
- Complete a final report, final budget report, and reimbursement requests within 60 days of your project's completion or by December 7, 2012, whichever comes first

Criteria for evaluating application:

Grants are evaluated equally on the event concept and its viability (50%) and the ability of the group to implement the plan (50%). The Cultural Event Grant Committee, comprised of city employees and community members, will review each application and make the final determination of Grant recipients, based on those criteria. Applicants will be notified of Grant approval or denial by Friday, February 3, 2012.

Submitting your application:

Applications must be **RECEIVED** in the office of Community and Neighborhood Resources by no later than Friday, January 13, 2012 at 5:00 p.m. Mail to Cultural Event Grant Committee, Community and Neighborhood Resources, 350 Kimbark, Longmont CO 80501, fax to 303-651-8799, or email to susan.spaulding@ci.longmont.co.us

Have More Questions?

For more information on what we are looking for on the Grant application and any additional questions concerning the Cultural Event Grant process, attend the informational session:

Wednesday, January 4, 2012, 12:00-1:00pm
Civic Center, City Council Study Session Room
350 Kimbark Street, Longmont

2012
Community Cultural Event
Grant Application

Application Deadline: Friday, January 13, 2012, 5:00 p.m.

Return to:

Cultural Event Grant Committee
Community and Neighborhood Resources

350 Kimbark Street

Longmont CO 80501

Or fax to: 303-651-8799

Or submit via email to susan.spaulding@ci.longmont.co.us

Priority Ranking _____
(Complete if submitting more than one proposal)

Date: _____ Organization: _____

Contact Person: _____

Home Phone: _____ Work Phone: _____ Cell: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____

Applicant Description (tell us about you or your organization)

Event Title: _____

3. Who will be involved in the planning of this event? 0-4 point value

Describe who will be helping with the production of this event. Do community members outside of your organization or planning group support the project? (Include their statements of support and plans for involvement.)

4. What is your plan to implement this project? 0 to 4 point value

Give a step-by-step plan describing how your group will implement this project. **Attach a timeline to this application illustrating implementation of the event.**

5. How will you advertise the event to the public and ensure attendance? 0-4 point value

Describe your advertising plan for the event, including the media you will use (e.g. flyers, door-to-door invitations, posters, radio announcement, etc). How will you describe the event to draw people in? How will you ensure you're reaching a diverse population? (For example, if you're planning to post flyers, will they be in both Spanish and English?).

6. Describe the budget and the portion of it the planning group will contribute? 0-4 point value

State the anticipated cost of this event. How, specifically, will you use the Grant funds? What other revenue/funding will you receive? How much money, in-kind donations and volunteer time will the planning group contribute? The greater percentage of contribution from your group, the higher the point value gained in this section (Some contribution from the planning group is required to receive a grant. Contribution could be a monetary match, services donated by a business, labor done by your group.)

7. How will you measure and evaluate the success of your event? 0 to 4 point value

By the number of people attending the event? By participant feedback? How will you gather participant feedback? By the diversity of the audience?

8. Will this be an annual event? If so, what are your plans for future funding? 0-4 point value

9. Proposed Project Budget – Provide a budget proposal and list separately those items for which you will be requesting funding and those items which you and your group will be donating (volunteer time, in-kind donations). Value volunteer time at \$10/hour. Value professional services at the rate they are normally be charged. All labor and expenses must be directly related to the event. **A final Project Budget will be required with your Request for Reimbursement after your event.**

Sample Project Budget		
<u>Expenses:</u>	<u>Request</u>	<u>Your Group's contribution</u>
1. Advertising	\$ 85	\$
2. Signs	\$ 100	\$
3. Costumes	\$ 100	\$
4. Paper Goods	\$	\$50
5. Facility Rental	\$ 250	\$
6. Food	\$ 200	\$250
 <u>Services:</u>		
1. Dance Troop (2 hours @ \$50/hour)	\$	\$ 100
2. 10 community volunteers preparation and coordination 35 hours @ \$10/hour	\$	\$ 350
TOTAL	\$ 735	\$ 750
 TOTAL PROJECT VALUE INCLUDING CONTRIBUTION		\$ 1485
 PERCENT OF TOTAL	 <u>49</u> %	 <u>51</u> %

<u>Materials/Vendors:</u>	<u>Request</u>	<u>Your Group's Contribution</u>
1. _____	\$ _____	\$ _____
2. _____	\$ _____	\$ _____

3. _____ \$ _____ \$ _____

4. _____ \$ _____ \$ _____

5. _____ \$ _____ \$ _____

Services:

1. _____ hours @ \$ _____/hour =
\$ _____ \$ _____

2. _____ hours @ \$ _____/hour =
\$ _____ \$ _____

3. _____ hours @ \$ _____/hour =
\$ _____ \$ _____

TOTALS \$ _____ \$ _____

TOTAL PROJECT COST INCLUDING CONTRIBUTION \$ _____

PERCENT OF TOTAL _____% _____%

Estimate Developed by: _____