



## **COMMUNITY PROJECT SPONSORSHIP PROGRAM GUIDELINES**

### **Overview**

The Community Project Sponsorship Program provides an opportunity for the County of Inyo to sponsor, in the form of a financial contribution, specific events or projects undertaken by non-profit organizations in Inyo County communities that enhance in-county or out-of-county visitation to the community, or otherwise provide for the cultural or recreational enrichment of the citizens of Inyo County.

### **Funding**

Each year, as part of the County Budget process, the Board of Supervisors appropriates the amount of funding available for the Community Project Sponsorship Program. Applications for Community Project Sponsorship Program funding will only be considered after the County Budget is adopted.

Commensurate with available funds, there are three components of the Community Project Sponsorship for which funding will be allocated. The amount of funding provided for each component in Fiscal Year 2016-2017 is provided. In future years, the amount of funding may be increased or decreased on a prorated basis within or across Program components:

**Line Item Grants:** \$39,016  
**Fishing Promotion:** \$35,000  
**Competitive Grants:** \$20,984

After the County Budget is adopted, and before January of the fiscal year, grant applications will be solicited for competitive grants to fund events or projects that will occur in the coming calendar year (e.g., January 2017 to December 2017).

The Community Project Sponsorship Program is intended to provide funding – in the form of a County sponsorship – for a specific event or project. Accordingly, it should be considered one-time funding. Annual events or reoccurring projects are eligible to submit Community Project Sponsorship Program applications in consecutive years, but there is no assurance of receiving on-going funding.

Grant funding must be applied for, and awarded by the Inyo County Board of Supervisors in advance of the event or project (or component thereof) for which Financial assistance is sought. Funding is not available to pay for costs that have already been incurred by the applicant before the grant funding is awarded by the Board of Supervisors.

The maximum amount of any single grant award made through the Community Project Sponsorship Program is \$10,000.00.

### **Application Period For Competitive Grants**

The County will usually accept applications to the Community Project Sponsorship Program between October and November. The Board of Supervisors will consider applications to the Community Project Sponsorship Program once a year, in December or January.

Applications for the Community Project Sponsorship Program will be available once the Board of Supervisors adopts the County Budget, which usually occurs in September. During the month of October, the County will accept applications to the Community Project Sponsorship Program for events and projects that will be implemented in the coming calendar year, and the Board of Supervisors will usually consider all complete and eligible applications in December or January.

### **Eligibility**

Only a non-profit organization certified by the Internal Revenue Service as 501(c)(3), 501(c)(4), 501(c)(6), or 501(c)(7) organizations at the time the application is submitted, and having its principle office, primary place of operations, and business address in Inyo County, and which has no delinquent property taxes due Inyo County, are eligible to apply for a Community Project Sponsorship Program grant. If awarded a grant, an organization must maintain such status during the term of the grant award.

To be considered for a Community Project Sponsorship Program grant, the grant applications must be:

1. Submitted by an eligible organization;
2. For a specific project or event, or a specific component of an on-going project or event, that:
  - a. enhances in-county and/or out-of-county visitation to the community; or,
  - b. otherwise provides for the cultural or recreational enrichment of the citizens of Inyo County
3. Complete.

A grant application that seeks funding for more than one event or project in the same application will not be considered. However, eligible organizations may submit more than one Community Project Sponsorship Program grant application. Each project or event, or component thereof for which funding is sought must be accompanied by a separate Community Project Sponsorship Program grant application.

Note: The Community Project Sponsorship Program is not intended to provide funding for projects or events administered by, or that directly benefit any institution operated by the County of Inyo. Applications that appear to seek funding for such projects or events will not be considered.

## **Competitive Grants Selection Process**

Applications for Community Project Sponsorship Program grants will not be reviewed until after the submittal deadline printed on the application. Following the application deadline, applications that have been timely submitted will be screened for completeness, and the eligibility of the applicant will be assessed. Incomplete applications, and applications from applicants whose eligibility is not clearly established (e.g., failure to provide documentation of IRS certification of 501(c)(3), 501(c)(4), 501(c)(6), or 501(c)(7), failure to provide certification of tax status, valid tax identification number, or demonstrate its operations as having its principal office, primary place of operations and business address in Inyo County, will not be considered further. It is the sole responsibility of the applicant to ensure that its application is complete, and its eligibility clearly demonstrated.

Applications deemed complete and submitted by an eligible applicant will be forwarded to a Review Panel comprised of County staff, staff from other public agencies, and/or community leaders. The Review Panel will evaluate each application, on its own merits, using the following criteria:

- i. **Objective [10 points].** Does the application seek funding for a specific event or project, or component thereof that is likely to enhance in-county or out-of-county visitation to the community, or otherwise provide for the cultural or recreational enrichment of the citizens of Inyo County?
- ii. **Community Support [15 points].** Does the project or event have strong community support? Of the total time allocated to the project or event, how many hours will volunteers provide? Are multiple community organizations collaborating to carry out the event or project? Is there evidence of monetary or in-kind support from the local business community?
- iii. **Likelihood of Success [10 points].** Is the applicant likely to carry out what is being proposed, and do it well? Does the information contained in the application seem realistic (e.g., total cost, total time, number of volunteers, etc.)? Does the applicant have a track record of successfully implementing the proposed, or similar events or projects? Is the nature of the event or project such that it seems “doable?” If the applicant is a previous County grant recipient, how well did they comply with the terms and conditions of the grant?
- iv. **Scope of Benefit [10 points].** Is the benefit of the event or project clearly articulated? Will the event or project benefit the entire community, or primarily benefit only segments of, or specific organizations/businesses in the community? If the event or project is a fundraiser, how and to which organization(s) will the funds be disbursed? Does the benefit of the event or project extend to the greater region, or the County as a whole?

- v. **Overall Merit [15 points].** What is the overall quality of the idea being proposed? Is it unique? Is it “tried and true”? Does it support the tenets of “civic tourism” (e.g., eco tourism, agricultural tourism, cultural tourism, heritage tourism, geotourism, etc.)? [See [www.civictourism.org](http://www.civictourism.org)]. Does the proposed activity create an appealing, dynamic, prosperous, and distinctive community identity? Does the event or project articulate or enhance what people love about the community in which they live, recreate or vacation?
- vi. **Measurable Outcomes [5 points].** Is the means the applicant proposes to use to measure the success of the project or event reasonable? Is it verifiable?
- vii. **Leveraging of Resources [10 points].** If the Community Project Sponsorship Program grant is the primary source of monetary funding for the event or project: (1) what will be the return on the County’s investment (e.g., community benefit, funds raised, visitors attracted)? and/or (2) what is the value of the in-kind services or donations being pledged to the event or project? If the amount requested is less than 50% of the cash needs for the event or project, what additional benefit(s) will be derived as a result of receiving Community Project Sponsorship Program funding?
- viii. **Regional Context [5 points].** Is the event or project part of an organized series of regional events or a regional theme? Does the event or projects have a possible future regional application?
- ix. **Sustainability [5 points].** Is the event or project intended and likely to continue in the future without additional Community Project Sponsorship Program support?
- x. **Other County Support [5 points].** Is the funding being requested through the Community Project Sponsorship Program the only form of financial or in-kind support the applicant, or event or project, will receive from Inyo County this fiscal year?
- xi. **Clarity [10 points].** Is the proposed activity, including anticipated outcomes, clearly and concisely stated? Is the information presented in the application consistent? Are the expenses for which Community Project Sponsorship Program grant funding is sought clearly identified, and such that reimbursement for eligible expenses can be easily made?

The points assigned to each criteria category by individual members of the Review Panel will be averaged, and the average score awarded in each criteria category will be totaled. Applications must receive a total score of at least 70 points (out of 100 points possible) to be eligible for funding consideration. The Review Panel will make funding recommendations based on the scores each application receives. The Review Panel may also recommend specific limitations on the use of grant funds.

The Review Panel will forward applications that score 70 points or higher, and associated funding recommendations to the Board of Supervisors. The Board of Supervisors may accept, modify or reject the Review Panel’s recommendations. The decision of the Board of Supervisors will be final and not subject to appeal.

## Line Item Grants

In 2016, the Board of Supervisors reviewed the funding history of the Community Project Sponsorship Program for the prior nine (9) years. On the basis of that review, the Board of Supervisors directed that those Community Project Sponsorship Program projects and events – excluding fishing derbies (covered below) – which had received funding in seven (7) or more of the past nine (9) years would receive line item grant awards for the next three years and not be required to submit a competitive grant application. (Nor can the entity receiving the line item grant submit a competitive grant application for the same project or event). Initially, the amount of the line item grant will be the average annual funding amount awarded the project in the past nine (9) years. Subsequently, grant amounts may be adjusted up or down, on a prorated basis, based on available funding. Prior to implementing the Community Sponsorship Grant Program for the 2019-2020 Fiscal Year, the Board of Supervisors is expected to review these line item grants, along with the current Community Project Sponsorship Program funding history and decide whether continue making line item grants and, if so, to which projects.

### Fiscal Year 2016-2017 Line Item Grant Awards:

- Inyo County Visitors Guide: \$8,878
- California High School Rodeo State Finals: \$8,522
- Wild West Marathon: \$6,066
- Laws Benefit Concert: \$2,522
- Death Valley Visitor Guide: \$7,209
- Images of Inyo Photo Contest: \$6,714

Contracts will automatically be prepared for and executed with organizations identified as receiving line item grant awards based on previous years' scopes of work.

## Fishing Promotion

Beginning in Fiscal Year 2016-2017, the Community Project Sponsorship Program will provide funding for a Fishing Promotion component comprised of funding for fishing derbies in each of the four (4) largest Owens Valley communities:

Big Pine: \$7,500  
Bishop: \$7,500  
Independence: \$7,500  
Lone Pine: \$7,500

The organizations who have sponsored fishing derbies during the past eight (8) to nine (9) years – the Bishop Chamber of Commerce for the Blake Jones Derby; the Friends of the Mount Whitney Fish Hatchery for the Independence Father's Day Derby; and, the Lone Pine Chamber of Commerce for Lone Pine Early Opener Derby – will have the right-of-first-refusal to continue receiving Community Project Sponsorship Program funds to keep sponsoring these events as long as they continuously sponsor the respective derby. To receive a contract and funding, the organization need simply to notify the County's Community Project Sponsorship Program contract manager in writing by the first business day in January in the calendar year in which the derby will occur.

Organizations based in communities without a fishing derby, or in communities that have lost their fishing derby sponsor will have the first opportunity to sponsor a derby in their community. To be considered the organization should submit a Community Project Sponsorship Program grant application. If more than one organization in a community submits an application to sponsor a fishing derby, the applications will be reviewed and recommended by the Review Panel. If no organization in a community without a fishing derby or a fishing derby sponsor is identified by the first week in February in the calendar year in which the derby is to occur, the opportunity to sponsor a fishing derby in that community will be opened up to eligible Inyo County-based organizations using the Community Project Sponsorship Program application process.

In addition, \$2,500 will be reserved to assist in funding the annual Trout Opener Press Reception and Rainbow Days sponsored by the Bishop Chamber of Commerce. \$2,500 will be retained by the County for in-house advertising for the slate of fishing derbies being sponsored in the coming calendar year.

## **Use of Funds**

Community Project Sponsorship Program grant funds shall only be used as described, and to carry out the specific event or project identified in the grant application or, in the case of line item grants or fishing promotion components the contract scope of work, as approved by the Inyo County Board of Supervisors.

Grant funds may be used to pay for regularly paid staff time, exclusive of overtime and benefits, providing that the amount of staff time paid for with grant funds does not exceed staff time allocated to the specific event or project.

With the exception of funds provided for the Fishing Promotion component of the CPSP, Community Project Sponsorship Program grant funds cannot be used to pay for expenses associated with the applicant's day-to-day operating costs (e.g., office rent, office utilities, general office supplies, general travel expense, general insurance, per diem, etc.).

Once funds awarded for one project or event, the recipient may not seek to re-allocate the funds for other projects or events however worthy. If grant funds cannot be expended for the purposes for which they were awarded, they will be retained by the County in the Advertising County Resources budget or for other County needs.

## **Requirements**

All grant applicants must successfully execute Inyo County Standard Contract Number 159 (copy attached), including provision of a valid W-9 form, documentation of IRS certification of 501(c)(3), 501(c)(4), 501(c)(6), or 501(c)(7), provide certification of tax status, and demonstrated proof of insurance, including but not limited to General Liability, Automobile Liability, Workers' Compensation, Errors and Omissions, etc. (see Inyo County Standard Contract Number 159 for complete details about insurance requirements and provisions that must be met by grant applicants).

Requirements that the grant applicant is expected to comply with include, but are not limited to:

- All events and projects must be completed within the calendar year (January 1 to December 31) that begins in the fiscal year in which the grant was awarded.
- The County of Inyo must be listed as an event or project sponsor on all advertisements, promotional items, or other collateral materials (including brochures, web sites, etc.) associated with the event or project. This includes featuring the County seal, web site and/or being credited by name in writing if so specified by the County. Acceptable credit lines in advertisements, posters, web pages, etc., include “Sponsored by the County of Inyo,” “Co-Sponsored by the County of Inyo,” “Funded in part by the County of Inyo,” or other similar phrasing. The official seal of the County of Inyo (not the marketing brand/graphic for “The Other Side of California” or the “El Camino Sierra”) shall be used unless otherwise approved in writing by the County. The acknowledgement of the County’s contribution should be in roughly equal proportion to the level of sponsorship. If the web pages of sponsors are being included in promotional material, [www.theothersideofcalifornia](http://www.theothersideofcalifornia) or [www.elcaminosierra](http://www.elcaminosierra) should be used, not the County’s general government web page.
- There are some cases where promotional material is used to both thank sponsors and help promote sponsors. In such cases, event organizers should use “The Other Side of California” or “El Camino Sierra” brand/logo. County staff will be available to help determine how the grant recipient can include the appropriate credit for the County’s contribution to the event or project. The applicant will be required to demonstrate compliance with this requirement prior to receiving the last 25% of its grant award.
- If there is a circumstance which makes it unpractical, physically improbable, or graphically and technically inappropriate to include the required credit or sponsorship information noted above, the County must be notified and then approve in advance, in writing or e-mail, any advertisement or promotional item that does not include listing or crediting the County as an event sponsor or contributor. The County and the applicant will, at that time, agree on alternative ways (press releases, Web page announcements, other material related to the event) to give the county the appropriate credit for co-sponsoring or co-funding the event. NOTE: Experience indicates that it would be a rare circumstance that would preclude compliance with the requirement to list the county as a sponsor on all ads and promotional material. The County’s approval will not be unreasonably withheld.
- All content and photos, information, logos, etc. used in advertisements and promotional items must be appropriately licensed.

- Inyo County expects the grant recipient to grant the County the right to access and use, in County promotional or advertising campaigns, all artwork and collateral components (photos, drawings, logos, etc.) of the promotional or advertising materials funded with Community Project Sponsorship monies.
- Only costs incurred after the Board of Supervisors has approved the grant award are eligible for reimbursement.
- Prepaid expenses are not eligible for grant funding until the good or service is actually received, unless prepaid costs are specifically identified in the grant application and subsequently approved by the County.
- Prepayment of print, Web, television, billboard, radio or other types of advertising is permitted. Those advertising buys must be identified in detail in the grant application with regard to the media buy and estimated price.
- Reimbursement of the final 25% of the grant award will not be made until the applicant has:
  - Completed the event or project identified in the grant application.
  - Submitted appropriate documentation of eligible expenses to the County.
  - Submitted samples of all promotional materials produced in relation to the event or project, and demonstrating that all promotional materials for the event or project identified Inyo County as a sponsor of the activity.
  - Completed and submitted the Final Report form provided by the County.
  - Submitted a final written report to the County that includes an overview of the event or project, a statistical overview of the event or project – number of participants, etc. – or other relevant details about the event or project. If the final written report is deemed satisfactory, County staff can present the final written report and other supplemental information about the event or project and provide an oral report to the Board of Supervisors, but grantees still have the option to attend and make a presentation.
  - If there are questions or concerns expressed by county staff about the expenditure of the grant money as outlined in the final written report, or if the Board of Supervisors has additional questions and determines it needs more information than in the written final report, the grant recipient will appear in front of the Board to present a final, oral and written report.
- Reimbursement of eligible paid staff costs will only be made after the event or project has been completed, thus the invoice or billing for staff costs can only be included in the Final Report, which is completed in order to receive the final 25 percent of the grant funds.



Failure to comply with any of these requirements or other provisions of Standard Contract Number 159 may result in a suspension of grant funding, require reimbursement of grant monies already advanced, and disqualify the applicant from consideration for future grant funding.

### **Receipt of Grant Funds**

Upon the County and Applicant executing Inyo County Standard Contract Number 159, the grant recipient will, within 30 calendar days, receive 50% of the amount of their grant award (excluding paid staff costs).

The County will advance to the grant recipient an additional 25% of their total grant award within 30 calendar days of the County's receipt of satisfactory documentation demonstrating that the grant recipient has expended the initial grant funding consistent with the terms of their application and contract with the County.

If the grant recipient does not have readily available satisfactory documentation demonstrating the initial 75 percent of grant funding has been spent consistent with the terms of the application and contract with the County, the matter will be presented to the Board of Supervisors for a determination of whether the recipient must reimburse the County for the initial grant funds. Additional terms and conditions with regard to future Community Sponsorship Grants can also be placed on the grant recipient at the direction and discretion of the Board of Supervisors.

The County will pay the final 25% of the grant award, and all eligible paid staff expenses within 30 calendar days after:

- Completion of the event or project; and,
- Receipt and approval of a Final Reimbursement Request including appropriate documentation of expenses; and,
- Receipt of the completed Final Report Form; and,
- Receipt of copies of all promotional materials developed in association with the event or project, and pre-approved by the County, and demonstrating acknowledgement of the County as a sponsor of the activity; and,
- Grantees can make a final presentation in front of the Board, or can submit a final report and have County staff present the final report to the Board. If there are questions or concerns expressed by county staff about the expenditure of the grant money as outlined in the final written report, or if the Board of Supervisors has additional questions and determines it needs more information than in the written final report, the grant recipient will appear in front of the Board to present a final, oral and written report.