



Community Grant Program Civic Arts

**APPLICATION PACKET
For Fiscal Year 2024/25**

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The City provides the Community Grant Program for non-profit organizations serving Pleasanton residents in the areas of arts, culture and youth programs. The mission of the program is to enhance the quality of life in Pleasanton.

The Civic Arts Commission makes funding recommendations in the civic arts category to the Pleasanton City Council. Interested organizations are encouraged to review the Community Grant Application Packet for eligibility, criteria, and requirements.

Section 1: Must Read Information

- 1) **Project Start-Up and Completion:** Proposed projects must have a start-up date no earlier than July 1, 2024 and must be completed by June 30, 2025.
- 2) **Expenditure Period:** Project funds cannot be spent before July 1, 2024, or after June 30, 2025.
- 3) **Online Application:** A separate application must be submitted for each project for which funds are being requested using the online application through ZoomGrants, www.zoomgrants.com
 - a. No faxes or e-mails will be considered. Applications received after the deadline will not be considered.
 - b. All documentation required to be uploaded into Zoomgrants, must be accurate and contain valid names, numbers, address...etc. and be uploaded prior to the Grant deadline.
- 4) **Failure to submit a complete application, or not complying with any of these procedures and requirements, will disqualify the application for funding consideration.**
- 5) **New Applicants Informational Video** – Please visit <http://www.cityofpleasantonca.gov/gov/depts/cs/grants.asp> to view the Community Grant Program informational video. All new applicants are required to watch the video before applying.
- 6) **Mandatory Meeting:** All grant applicants will be required to attend the funding meeting before the Civic Arts Commission on **March 4, 2024 at 7 p.m.** New grant applicants or applicants with new projects may be asked to present their grant application at the meeting. Any change to the date/time/place of the meetings will be forwarded to the grant applicant as necessary.
- 7) **How to use Zoomgrants (Training Session by Request):** If any grant seeker needs training on Zoomgrants, please contact Zack Reda at (925) 931-5349 and arrangements will be made to set up a training session. Since most of the agencies applying for a Community Grant are familiar with Zoomgrants and since it is very easy to navigate, a phone call or brief meeting is usually all that is needed.

Please note: all dates and locations listed in this document are subject to change.

Section 2: Glossary and Tips to Filling Out the Application

- **Duplicative:** Repeating client/participant count; i.e., 5 medical appointments by the same client equals 5 units of service, instead of 1 client served.
- **Expenditures:** Comprehensive financial outlay or burden incurred by a submitting agency and by project.
- **Fiscal Year (FY):** Begins July 1 and ends on June 30 of the following calendar year.
- **Common Indicator:** You will need to select one of the common indicators; Audience, Spectators, Participants or Clients, of which you will track the number of common indicators selected when reporting numbers for your Midterm and Final Reports.
- **Non-duplicative:** Non-repeating client/participant count; i.e., 500 meals served to 200 different individuals equals 200 clients served.
- **Nonprofit ID Number:** Federal identification number assigned to income tax-exempt, qualified organizations.
- **Professional Fees (under Project Budget Plan worksheet):** Fees to be paid to professional firms or individuals who provide a specialized service (i.e., accounting, auditing, consultants, engineering, graphic design, software designers, etc.).
- **Revenues:** Total income produced by a submitting agency and by project.
- **Seed Funding:** Monies used for the initial or beginning stages of a new project.
- **Capital Funding:** Monies used for semi or permanent physical facility amenities.
- **Operational Funding:** Monies used for direct services only, excludes administrative expenses.
- **Administrative Expenses:** Expenditures related to the day-to-day operations of a business and pertain to operation expenses rather than to expenses that can be directly related to the production of any goods or services. Examples of Administrative expenses include rent, utilities, insurance, and managerial salaries.
- **Direct Expenses:** A price that can be completely attributed to the production of specific goods or services. Direct costs refer to materials, labor, and expenses related to the production of a product.
- **Community Based Organization:** Is a public or private nonprofit organization that is representative of a community or a significant segment of a community, and is engaged in meeting human, education, environmental, or public safety community needs.

- **Supplantation:** Using Grant funds to take the place of existing and allocated funding within the organization is not allowed.
- **Pass-through-Dollars:** Grant funding may not be used to award scholarships or funding to individuals outside of the grant recipients' organization or other entities. Funding received from a City Grant must be used for a product or service provided by the grant recipient's organization and not 'passed through' to another organization.
- **Agency Collaboration:** Identifies a key agency partner in which the non-profit Community Based Origination could not provide the program or service without their participation.

Section 3: Funding Requirements and Limitations

- 1) **Community Grant funds** may be requested for the following project uses:
 - a. **Seed Funding** (new projects or programs);
 - b. **Capital Projects** (semi or permanent physical facility amenity);
 - c. **Operational** (direct services only, excludes administrative expenses).
- 2) **General Funding Priority** will be given to those applications requesting the following:
 - a. One-time only or matching funds, and that serve a large number of Pleasanton residents, meet identified community needs.
 - b. Specific goals/strategies in the 2014 Cultural Plan.
- 3) At the time of application submittal, applicants must have:
 - a. non-profit status;
 - b. a 501(c)(3) tax-exempt identification number; and
 - c. A valid City of Pleasanton business license.
- 4) Applicants must be a community-based organization.
- 5) **Community Grant Funding is limited.** The commission makes a funding recommendation to the City Council. Final funding allocation is determined by the City Council. It is not uncommon, due to the limited funds available and the large number of requests, that you may receive less funding than requested.
- 6) The proposed project must provide direct services in the arts to Pleasanton residents.
- 7) Applicants who represent funding foundations or other funding agencies are only eligible for projects that provide a specified direct service to Pleasanton clients or participants only. **Funds cannot be used as pass-through dollars for scholarships or agency administration services.**
- 8) Funds cannot be used to reimburse travel expenses, or any costs associated with competitions or exhibitions.
- 9) Applicants must quantify the total number of project participants, audience members, spectators, or clients, and clearly specify how many Pleasanton residents the proposed project will serve.
- 10) The applicant agency must have a Pleasanton resident on its governing board.
- 11) Applicants who propose a project that identifies other agency collaborations must submit a separate affidavit form completed by each supporting agency along with the application. This form can be downloaded in the Documents section of ZoomGrants.

- 12) Applicant programs or services must be accessible to the public.
- 13) Projects involving or requiring religious beliefs or activities are not eligible for funding.
- 14) Applicant agencies or organizations must comply with the Civil Rights Act of 1964, the Rehabilitation Act of 1973 as amended, and the Age Discrimination Act of 1975, which bars discrimination based in race, color, national or ethnic origin, gender, age, or disability.
- 15) Applicant agencies must attend the mandatory funding meeting before the appropriate City Commission and may be asked to present their grant application. See Section 4 of this Application Packet for meeting dates.
- 16) Community Grant funds cannot be used to supplant other contract funds or grant awards.
- 17) **Grant funds cannot be used to cover administrative staff and overhead expenses, including staff leave (sick, vacation, etc.). Only direct costs will be reimbursed that specifically relate to and can be documented for the purpose of the project.**
 - a. **Non-reimbursable costs include: workers compensation, payroll taxes, medical insurance, travel expenses, telephone, software/hardware maintenance expenses, utilities, etc.**
- 18) Community Grant Program applicants may place a courtesy hold on available City theater facilities (Firehouse Arts Center and Amador Theater) during the following timeframe: December 11, 2023 to January 12, 2024 by sending an email request to: firehouserentals@cityofpleasantonca.gov.
 - a. Applicants who wish to provide performances in City facilities must have a hold on the facility to be considered for the grant processes. Staff will verify that all City facilities identified in the grant applications have been placed on hold during the allotted time frame.

TIPS FOR FILLING OUT THE APPLICATION

- Describe your project in clear and concise language.
- The Civic Arts Commission is interested in funding projects that speak to specific goals and/or strategies of the 2014 Cultural Plan. For copies of the plans go to the City's website: <http://www.cityofpleasantonca.gov/gov/depts/cs/grants.asp>
- If you are seeking to utilize a city facility as part of your project, please secure the use of the facility prior to applying for the grant. Staff will verify that all City facilities identified in the Grant applications have been secured. Rental fees apply.
- Applications received after the deadline will not be considered. **All documentation required to be uploaded into Zoomgrants, must be accurate, contain valid information and be uploaded prior to the Grant deadline.**
- When completing the budget information and budget narrative use the section to clearly indicate the portion of your project that requested grant funds will be used for, (i.e. total project cost is \$15,000, you are requesting \$7,500. Clearly indicate what the \$7,500 will be used for in the project).

For example, the agency below has three Grants requested; only the one from City of Pleasanton has received funding (see under 'Amount Committed, \$7,500). The \$7,500 amount committed is then detailed in the 'Funding Uses/Expenses section, under the 'Amount Requested column'.

Budget		
Funding Sources/Revenues		
California Department of Health Rape Prevention Education Grant	Amount Requested	Amount Committed
	USD\$ 25,000.00	USD\$ 0.00
Pleasanton Community Grant Program (Teen Dating Violence Project)	USD\$ 7,500.00	USD\$ 7,500.00
Pleasanton Community Grant Program (Anti-Bullying Project)	USD\$ 7,500.00	USD\$ 0.00
Total	USD\$ 40,000.00	USD\$ 7,500.00
Funding Uses/Expenses		
	Total Program Budget	Amount Requested
Personnel Costs		
Admin Salaries* (see instructions)		
Benefits* (see instructions)		
Program Staff Salaries	USD\$ 28,392.00	USD\$ 5,903.00
Program Staff Benefits	USD\$ 9,721.00	USD\$ 1,597.00
Non-Personnel Costs		
Professional Fees		
Equipment Rental/Maintenance		
Outreach/Promotion		
Printing/Publication		
Supplies/Material		
Other (define below)		
Staff Training (Registration fee)	USD\$ 250.00	USD\$ 0.00
Mileage	USD\$ 387.00	USD\$ 0.00
Indirect Costs	USD\$ 1,250.00	USD\$ 0.00
Total	USD\$ 40,000.00	USD\$ 7,500.00

Failure to submit a complete application, or not complying with any of these procedures and requirements, will disqualify the application for funding consideration.

Section 4: Community Grant Program – Important Dates

Date	Item
December 1, 2023	<p>FY 2023-24 Community Grant seekers access to Zoomgrants begins:</p> <ul style="list-style-type: none"> • Online: http://www.cityofpleasantonca.gov/gov/depts/cs/grants.asp
January 19, 2024 at 11:59pm	<p>Application deadline for the FY 2023-24 Grants</p> <ul style="list-style-type: none"> • No faxes or e-mails will be considered. • Applications cannot be submitted after the deadline.
January-February	<p>Commissions review online grant applications.</p>
Monday, March 4, 2024 6:00 p.m.	<p>Civic Arts Commission Meeting (Mandatory) All Civic Arts Grant Applicants are required to attend.</p> <ul style="list-style-type: none"> • Certain agencies may be required to give a presentation. If your agency is chosen to present, you will be notified ahead of time and required to give a presentation of up to 5 minutes in length. • Any agency not asked to present will be given the opportunity to speak during the Public Comment section of the meeting.
City Council Meeting April 2024 TBD	<p>City Council Meeting – Review of FY 2024/25 Grant Applications Applicants approved for Community Grant funding will receive a notification letter after City Council approval.</p>
July 1, 2024	<p>FY 2024/25 Community Grant funds available for use</p>
December 15, 2024	<p>Mid-term Report Due Reports will be submitted using ZoomGrants.</p>
July 15, 2025	<p>Final Report and Project Invoices Due Reports and invoices will be submitted using ZoomGrants</p>

**Please note; all dates and locations listed in this document are subject to change.*

Section 5: Funding Guidelines and Criteria

1) Funding Guidelines

- a. There is no minimum funding request amount per application.
- b. The maximum funding request amount per application is \$7,500.
- c. This is a competitive funding process. There is no guarantee that every applicant will receive funding. There is also no guarantee that the amount an agency has requested will be the amount granted.
- d. Total funding available for FY 2024/25 in the Civic Arts category is **\$40,000**.

2) Funding Criteria

Civic Arts grant applicants may place a courtesy hold on available City theater facilities during the following timeframe: December 11, 2023 – January 12, 2024. Staff will verify that all City facilities identified in the grant applications have been placed on hold during the allotted time frame.

In evaluating applications for this category, the Civic Arts Commission will primarily consider projects that:

- Encourage diversity, equity, and inclusion (DEI). Engage new participants and audiences in the arts, as well as participants that are diverse in age and race.
- Target a specific community need or gap in art services.
- Pursuing arts education programs or collaborate with the Pleasanton Unified School District (PUSD).
- Involve collaboration or co-production with local organizations.

*Please note: Available grant funds are subject to change. Grant applicants will be informed of available funds at the Commission review meeting.

Section 6: Evaluation Process

- 1) **Initial Review and Screening:** City staff will screen each application for completeness and compliance with requirements. Commissioners will evaluate applications online and then will receive staff's recommendations for the appropriate commission to review.
- 2) **Commission Review and Mandatory Attendance:**
 - a. Each applicant agency **MUST** attend the Civic Arts commission's funding meeting. The dates and locations of the meetings are listed in Section 4: Important Dates. The commission will review and evaluate applications, then make funding recommendations, which will be forwarded to the City Council for consideration.
 - b. New agencies or agencies requesting funding for a new project, may be asked to present their project. Presentations will be limited to five (5) minutes, and an agency representative should:
 - i. Explain how you addressed the Commission's criteria (Section 5).
 - ii. Explain the need in Pleasanton for the specific funding request.
 - iii. Define the project's proposed audience, clients or participants.
 - iv. Explain the number of Pleasanton residents to be served (non-duplicative).
 - v. Discuss past organizational challenges, as they relate to the proposed project, and how they were addressed; and
 - vi. Discuss the success or impact of past funding for the same or similarly funded projects (if applicable).
 - c. Agencies not asked to present their project may speak during public comment.
 - d. After the presentations are completed, the commission will discuss the applications as a group, and arrive at appropriate funding amounts for each application. These recommended amounts will be forwarded to the City Council for consideration.
- 3) **City Council Approval:** The City Council will consider all funding recommendations in April or May 2024. All applicants will be notified of the Council's decisions. Agencies whose projects are approved for funding will be contacted to initiate the necessary funding documents.

Approved project funding will be available July 1, 2024.

Section 7: Evaluation Criteria Used by the Commissioners

As part of the application evaluation process, commissioners will use the following criteria to help them determine whether an application should be recommended for funding.

1) Evaluation of the Proposed Project

- a. Does the proposal clearly define the project?
- b. Does the proposal demonstrate the need for the project?
- c. Does the proposal address an unmet need, or does it expand or continue existing services?
- d. Does the proposal clearly identify source data and resources to substantiate the claim of need for the project?
- e. Does the proposal serve a significant number of Pleasanton residents, relative to project scope?
- f. Does the proposal reflect the mission and meet the general requirements and guidelines of the Community Grant program?

2) Evaluation of Funding Request

- a. Does the organization appear capable of accomplishing the goals of the project?
- b. Is the request reasonable, given the proposed project and the organization's capacity?
- c. Are there any concerns about budget figures or other financial issues?

3) Evaluation of Organization

- a. Does the organization demonstrate long-term viability and financial stability?
- b. Does it demonstrate expertise in the project area?
- c. If the organization has received funding in the past, has the organization been timely in submitting reports and has the organization achieved projected participation/attendance goals for their project.
- d. Has the organization returned funding because they were unable to perform their project?

i. NOTE: Penalties could be assessed to your organization (resulting in a reduction of funding) if all of the mandatory requirements of the grant program are not met.

Section 8: Compliance Protocols

- 1) **Timelines and Forms:** Agencies must adhere to all project timelines and utilize ZoomGrants to submit the required reports and invoice forms. If timelines are missed, or the necessary forms not used, funds may be rescinded, and/or the agency will be ineligible to receive funds in the next fiscal year funding cycle.
- 2) **Community Grant Recipient Agreement**
 - a. Agencies **MUST** submit a completed Community Grant Recipient Agreement for each project that is awarded grant funds. The due date to submit this agreement is listed in Section 4 of this packet.
 - b. Recipient agencies will receive the Community Grant Recipient Agreement to execute. Proof of Insurance (including Endorsement) and a valid City of Pleasanton Business License is required to complete the Agreement.
- 3) **Addendum**
 - a. If an agency is awarded fewer or more funds than requested, an Addendum must be completed specifying how the project will be completed with reduced or more Community Grant funds.
 - b. This Addendum must be submitted by the deadline listed in Section 4 of this packet.
- 4) **Invoice Form and Documentation**
 - a. All agencies awarded Community Grant funds must submit requests for reimbursement of expended dollars using the invoice form through ZoomGrants.
 - b. Once the invoice has been electronically submitted, a hard copy must be printed out and the agencies must attach appropriate and direct accounting documentation, verifying the expense specifically for the awarded project (to include, but not limited to receipts for all purchases, copies of checks cashed for payment for the project from the agency, as well as other supporting documentation as applicable for reimbursement).
 - c. Invoices received before the Community Grant Agreement and Addendum (if needed) are executed will not be processed until these are fully executed through the City Clerk's Office.
 - d. All project invoices should be processed through ZoomGrants in a timely manner and not left until the end of the year (June 30, 2025 is the last day a project can be reimbursed). All work must be completed by this date and all final invoices are due no later than July 1, 2025, immediately following the end of the fiscal year, as per the Agreement.

5) Midterm and Final Reports

- a. **Midterm Report:** Agencies must submit a completed Midterm Report for each project by the due date listed in Section 4 of this application packet. Reports will be submitted through ZoomGrants.
- b. In January/February 2025, the Civic Arts Commission will review each project's status and performance based on the agencies Midterm Report and Compliance Summary Report.
- c. **Final Project Report:** Agencies must complete and submit the required Final Report for each project by the due date listed in Section 4 of this application packet.
- d. In October 2025, the Civic Arts Commission will review each project's status and performance based on the agencies Final Report and Compliance Summary Report.

Please note: Failure to submit a completed midterm and/or final report by the deadline listed in this application packet could adversely affect your agency's ability to receive future grant funds.