

**El Dorado County
Cultural and Community Development Program
2014-15**

I. SOURCE OF FUNDS

The Transient Occupancy Tax (Hotel/Motel Tax) is authorized under State Revenue and Taxation Code Section 7280 as an additional source of non-property tax revenue to local government. This tax is levied in El Dorado County at a rate of 10 percent. The Revenue and Taxation Code does not require any specific use of the Transient Occupancy Tax (TOT).

El Dorado County General Plan Policy 10.1.6.4 requires “the majority of transient occupancy tax (TOT) generated revenue shall be directed toward the promotion of tourism, entertainment, business, and leisure travel in El Dorado County.” The Board of Supervisors has recently directed 75 percent of TOT proceeds toward these purposes. As a component of that funding, the Board of Supervisors has established the Cultural and Community Development Program and directed \$40,000 from the FY 2013-14 Economic Development budget for that purpose. The Board of Supervisors reserves the right to adjust the appropriation for the Cultural and Community Development Program annually based on available budget resources.

The Cultural and Community Development Program is distinct from the Promotions Program in that it is meant to facilitate smaller, discrete community projects and events rather than sustained marketing of the county generally. Contractors cannot seek funding from this Program to supplement programs, projects and events that are already receiving funding from the current County Promotions Program and Project Contracts.

II. POLICY STATEMENT

The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the county by supporting a series of promotional, cultural, and community activities through the Cultural and Community Development Program. The Board desires to fund projects and events that encourage tourism and help increase county TOT revenue, programs of local cultural benefit to the residents of the county and projects that facilitate community identification.

Except where provided for differently, the Board has established the following general principles which shall govern the allocation of Cultural and Community Development Program Funds:

1. The Board may provide Cultural and Community Development funds to private non-profit and public organizations whose purpose is to promote cultural activities, historical preservation activities, promotional activities which enhance tourism and industry, and/or local community events which encourage a sense of community. The Board may also allow community organizations without formal non-profit status whose project or event is an appropriate use of Cultural and Community Development funds to partner with a non-profit organization.
2. Funding is not to be used for political advocacy of any kind.
3. Cultural and Community Development grant awards will be based upon an evaluation of all application materials, with a focus on the return on investment and benefit to be gained, including potential tourism and business revenue, from providing financial support to the event or organization. Events and organizations who demonstrate ability to receive and/or contribute matching funds or grants as the result of receipt of Cultural and Community Development funds will be given priority consideration in the application review process and in consideration of amount of grant award.
4. Entities will be required to include the El Dorado County seal, indicating sponsorship and/or support on all printed promotional materials, unless otherwise requested or agreed upon with the County.
5. Cultural and Community Development funds are not to be used for individual business promotion or advertisement. Any business name mentioned in County-funded materials must be a sponsor or direct participant in the event or promotional effort. Any listing of service or product providers or co-sponsors must be inclusive. Any advertising space or time purchased by an individual business must be clearly and separately identified as paid advertising.
6. When feasible, depending on the number of applications, type and location of organizations applying for funds, the Board desires to equalize funding both geographically and in proportion to the population of residents and/or visitors benefiting from a Cultural and Community Development project or event. Therefore, applications submitted during each funding cycle will be considered both individually

and as a whole to ensure that Cultural and Community Development funds strike an appropriate balance between larger and smaller communities.

7. Funding is intended to be used for direct project or event expenses, not for administrative or overhead costs related to a project or event.

III. ACTIVITIES ELIGIBLE FOR CULTURAL AND COMMUNITY DEVELOPMENT FUNDS

The Board desires to designate available funds toward projects and initiatives that stimulate and expand the county's economic vitality. Examples of programs and activities include, but are not limited to:

- Park and recreational activities that benefit local tourism;
- Programs and activities that promote El Dorado County's agriculture and viticulture industries;
- Events, projects and programs that preserve and highlight the county's unique history;
- Cultural and artistic events;
- Planning, community identification and design projects.

IV. PROCESS/TIMELINE

The level of funding for the 2014-15 Community and Cultural Development Grant Program is \$40,000. The maximum individual funding award is \$5,000 per cycle, per applicant. The Cultural and Community Development Program shall be reviewed and considered for re-approval by the Board of Supervisors on an annual basis. Appropriations for the Program shall be established by the Board as part of the County's annual budget process and will be based on available budget resources.

October 22, 2014—Application information is made available on the County's website at www.edcgov.us/Economic.

November 21, 2014—Completed applications are due to the Chief Administrative Office, 330 Fair Lane, Placerville, CA 95667, by 5:00 P.M. LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

December 8-12, 2014—Chief Administrative Office convenes committee consisting of staff, representatives of the Community and Economic Development Advisory Committee and other subject experts to review applications and provide preliminary recommendations.

December 15-19, 2014—A rotating two-member subcommittee of the Board of Supervisors serving one-year terms convenes to review all applications and develop funding recommendations to the full Board.

January 14, 2015—The Board of Supervisors receives all applications and recommendations and awards Cultural and Community Development funds.

**Cultural and Community Development Grant Application
FY 2014-15**

**Event/Project/Organization
for which funds are requested:** _____

Event/Project Location: _____

Name of Organization: _____

Address of Organization: _____

Website: _____

Name of Contact Person: _____

Telephone Number: _____

E-mail address: _____

Total Amount Requested: _____

1. **Briefly describe the event/project/organization for which funds are being requested:**

2. **If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.**

3. **Briefly describe how Cultural and Community Development funds will be used, if awarded, and what percentage of the funds will go towards the actual event/project:**

4. **When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:**

5. **What is the target market for the advertising/promotional efforts and how will this target market be reached (please include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County):**

- 6. The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.**

- 7. What goal is expected to be achieved from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**

- 8. How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:**

- 9. Please provide any information on sponsorships for this event/project/organization:**

- 10. If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:**

HISTORY OF EVENT/PROJECT/ORGANIZATON

1. How long has this event/project/organization been in operation:

2. What is the overall attendance (past and future anticipated) of the event/project/organization:

3. Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.

BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the funds being requested that have not yet been approved).

Additionally, for private non-profit and public organizations, please include a copy of the most recently completed financial statement and a copy of the budget for the event or organization for which funds are requested.

Revenue for event/project:

1. Funding/Contributions:

Source	Amount
Total:	

2. Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):

Type	Amount
Total:	

3. Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:

Expenditures

1. Expenditures for advertising and promotions (should correlate with revenue sources stated above):

<u>Expenditures</u> Item or service	<u>Cost:</u>	<u>Funded By</u>
Total:		

SUBMITTAL

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge. Advertising funds are awarded, that proposer

Signature: _____

Title: _____

Applicant Organization: _____

Date: _____

Submittal Requirements:

This original, signed Grant Application must be submitted by 5:00 p.m. on November 21, 2014, in person or by U.S. mail to El Dorado County, Office of Economic Development, 330 Fair Lane, Placerville, CA 95667. Applications submitted by mail must be **received** by 5:00 p.m. on November 21, 2014, postmarks by that date are not acceptable.

Any supporting documentation you wish to attach must also be submitted by 5:00 p.m. on November 21, and must be produced on standard letter-size paper (8 ½ x 11) single-sided, with no staples or binding. Paper clips and/or binder clips are acceptable. Submissions in any other size or format will not be accepted. If you wish to submit brochures or maps, they must be produced or copied onto standard letter-size paper.

Community organizations without formal non-profit status who are partnering with a non-profit organization must submit along with their Grant Application a letter from the non-profit organization, signed by the designated signing authority (President or Corporate Secretary) approving the partnership.

Copy of the Entity Status Letter (such as 501(c)(3) determination letter) issued by the Internal Revenue Service (IRS) must be attached to the Grant Application. The Entity Name must match the name of the grant applicant or the grant applicant's partner. If awarded grant funds, the check from the County will be issued to the Entity as named on the IRS Entity Status Letter. If you are partnering with a non-profit organization, the check will be issued to the non-profit organization.

Return Grant Application No Later than November 21, 2014 at 5:00 p.m. to:

**Chief Administrative Office
Attn: Economic Development
330 Fair Lane
Placerville, CA 95667**