



## **COMMUNITY PROJECT SPONSORSHIP PROGRAM GUIDELINES**

### **Overview**

The Community Project Sponsorship Program (CPSP) provides an opportunity for the County of Inyo to sponsor, in the form of financial contributions, specific events or projects undertaken by non-profit organizations in Inyo County communities that enhance 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 CPSP. Applications for CPSP funding will only be considered after the County Budget is adopted. (Typically in September or October)

Commensurate with available funds, there are three components of the CPSP for which funding will be allocated: Line Item Grants, Fishing Promotion, and Competitive Grants.

After the County Budget is adopted, applications will be solicited and grants will be awarded for competitive grants to fund events or projects that will occur in the coming calendar year (January to December).

The CPSP 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 CPSP applications in consecutive years, but there is no assurance of receiving on-going funding.

Grant funding must be applied for, and awarded by Inyo County 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.

The maximum amount of any single grant award made through the CPSP is \$10,000.

## **Application Period for Competitive Grants**

Applications for the CPSP will be available once the Board of Supervisors adopts the County Budget, which usually occurs in September or October. Between October and the end of December, the County will solicit and accept completed applications for events and projects that will be implemented in the coming calendar year.

## **Eligibility**

In order to be eligible for a CPSP grant, the organization must meet the following criteria:

- Be certified by the Internal Revenue Service as a non-profit organization under Internal Revenue Code Section 501(c)(3), 501(c)(4), 501(c)(6), or 501(c)(7) at the time the application is submitted,
- Have its principle office, primary place of operations, and business address in Inyo County, and
- Have no delinquent property taxes due to Inyo County.

To be considered for a CPSP grant, the grant applications must:

- Be submitted by an eligible organization,
- Describe how grant funding will be used to support a specific project or event, or a specific component of an on-going project or event, that enhances visitation to the community or otherwise provides for the cultural or recreational enrichment of the citizens of Inyo County, and
- Be complete.

Eligible organizations may submit multiple, separate CPSP grant applications for different projects or events or components thereof.

Note: The CPSP 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 CPSP Competitive Grants will not be reviewed until after the publicly announced submittal deadline. Following the application deadline, applications that have been submitted will be screened for completeness, and the eligibility of the applicant will be assessed. 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. 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 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 costs, 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 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 CPSP 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 CPSP 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 project 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 CPSP support?

- x. **Other County Support [5 points].** Is the funding being requested through the CPSP 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 the CPSP grant funding is sought clearly identified?

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 along with associated funding recommendations to the Inyo County Administrative Officer. The CAO may accept, modify or reject the Review Panel's recommendations. The decision of the CAO will be final and not subject to appeal.

### **Line Item Grants**

In 2016, the Board of Supervisors directed that the following six projects and events would receive Line Item Grant awards and not be required to submit a competitive grant application. (The entity receiving the Line Item Grant cannot submit a competitive grant application for the same project or event.) At its discretion, the Board of Supervisors can review and alter these line item grants during its yearly budget review and approval process, and decide whether to continue making line item grants and, if so, in what funding levels to which projects.

#### **Current Line Item Grant Awards:**

- Inyo County Visitors Guide,
- California High School Rodeo State Finals,
- Wild Wild West Marathon,
- Laws Benefit Concert,
- Death Valley Visitor Guide, and
- Images of Inyo Photo Contest

Each year after the county budget is approved; the organizations receiving Line Item grants will submit a new, full CPSP Grant Application with current supporting documents outlined in the CPSP Grant Application. Once the application is deemed complete by county staff, the CAO will approve payment in full.

### **Fishing Promotion**

The CPSP 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, Bishop, Independence and Lone Pine.

The organizations that have historically sponsored fishing derbies including: the Bishop Chamber of Commerce for the Blake Jones Derby; the Independence Father's Day Derby, Inc. for the Independence Father's Day Derby; the Lone Pine Chamber of Commerce for Lone Pine Early Opener Derby; and the Big Pine American Legion for the Big Pine Fourth of July Fishing Derby, will have the right-of-first-refusal to continue receiving CPSP funds to keep sponsoring these events.

Each year after the county budget is approved; the organizations receiving Fishing Promotion grants will submit a new, full CPSP Grant Application with current supporting documents outlined in the CPSP Grant Application. Once the application is deemed complete by county staff, the CAO will approve payment in full.

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. Another \$2,500 will be allocated for advertising for the slate of fishing derbies being sponsored in the coming calendar year.

## **Use of Funds**

CPSP grant funds for Line Item Grants, Fishing Derbies, and Competitive Grants, shall only be used as described, and to carry out the specific event or project identified in the grant application.

Grant funds may be used to pay for staff time, exclusive of overtime and benefits, providing that only time spent working directly on the event or project is paid with grant funds.

Once funds are 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 returned to the County.

The County reserves the right to audit the financial records of all grant recipients. If it is determined that grant funds were expended for anything other than the intended purpose stated in the grant application, the grantee will be barred from receiving future grant funds and/or required to return the funds to the County.

## **Requirements**

All grant applicants:

- Must successfully submit a complete CPSP Grant Application,
- Provide a valid W-9 form,
- Provide documentation of IRS certification of 501(c)(3), 501(c)(4), 501(c)(6), or 501(c)(7),
- Provide certification of tax status, and
- Demonstrate proof of insurance, including but not limited to General Liability, Automobile Liability, Workers' Compensation, Errors and Omissions, etc.

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, website and/or being credited by name in writing. Acceptable credit lines 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 or the marketing brand/graphic for “The Other Side of California” shall be used. If the web pages of sponsors are being included in promotional material, [www.theothersideofcalifornia.com](http://www.theothersideofcalifornia.com) should be used, not the County’s general government web page.
- 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.
- Prepayment of print, Web, television, billboard, radio or other types of advertising is permitted.
- Failure to comply with these guidelines will result in the organization having to reimburse to the County the amount of the grant funding and not being eligible for future CPSP funding.

## **Final Report**

After completing the project or event using CPSP grant funding, the grant recipient is required to provide a written report using the template provided in Attachment A. Required information includes a description with highlights of the event/program/project, how it benefited the community, the total cost of the event, the amount of the grant and other sources of funding, and a summary of expenditures by broad categories. Receipts supporting expenditures for the amount of the grant must be attached.