

TOWN OF ERIE
Board of Trustees
Policy and Procedures for Grants to Community Organizations

Updated: 4/9/2013

Purpose: The purpose of this policy is to set a uniform process by which community organizations may apply to the Town for financial and in-kind support of projects, programs and events. This policy assumes an annual cycle to allow for appropriate budgeting and planning. Any requests submitted “out-of-cycle” should be submitted to the Town Clerk who will forward to the Board of Trustees for consideration during a Board of Trustees meeting.

Limitations and Special Provisions: The Board of Trustees has certain statutory and fiscal limitations on the aggregate amount of municipal funds it can set aside for donations to community projects. The aggregate amount of Grant Awards available to disseminate on behalf of all applicants is dictated by the amount which is set aside by the Town Board during the annual budget preparation process. This amount may vary from budget year to budget year according to priorities and available revenues.

The Town is precluded from donating funds or In-Kind Promotional Opportunities to any religious organization. Depending upon the characteristics of the project or event, the Town's participation may necessitate that appropriate insurance coverage be provided by the applicant.

The Town of Erie Municipal Sponsorship Marketing Policy (Resolution 06-38) established the policies and guidelines relating to Sponsorship Agreements.

Award Criteria: All applications for Grant Awards and In-Kind Promotional Opportunities will be reviewed based upon how well the stated purpose for the donation request serves the Town's citizenry in relation to any or all of the following general criteria:

- Promotion of commerce and industry;
- Celebration of the Town's culture, or heritage;
- Observance of local, regional, or national historic dates or events;
- Contribution to the general public good in areas of education, safety, health, welfare, or recreational activities;
- Expected number of people who will participate or benefit from the program, event, or activity;
- Consistency of the applicant's, customers and promotional goals with the Town's character, values and service priorities;
- The applicant's historical participation and association with community projects, events and continued willingness to participate;
- Community support for, or opposition to, the proposed project;
- The operating and maintenance costs associated with the proposed project;
- Anticipated public perception of the association of the Town and the proposed project;
- The applicant's regard for and demonstrated success in environmental stewardship.

Eligibility: Eligibility is restricted to applicants which are recognized community service organizations, organized and federally designated for tax purposes as non-profit corporations, and/ or chartered chapters of state or national lodges or service organizations which engage in charitable or community service activities and public schools located in Erie. Events hosted by private for profit organizations seeking financial or in-kind support will be considered by the Board on a case by case basis.

The Town will not sponsor, endorse or provide In-Kind Promotional Opportunities for any activities or events that will or may promote tobacco products, gambling, sexually related products or services, the sales or manufacturing of firearms or weapons, or products or services that are contrary to the interest of public health, safety or welfare. The Town will not sponsor, endorse or provide In-Kind Promotional Opportunities for activities or events produced by:

- Businesses that are subject to regulation or monitoring by local, state or federal law enforcement agencies, including the Erie Police Department, for regulatory compliance (e.g., sexually oriented businesses, bars, massage facilities, gun shops, manufacturers or sellers of firearms or weapons);
- Religious or political organizations;
- Commercial enterprises whose business is substantially derived from the sale of manufacture of tobacco products;
- Individuals or commercial enterprises having past, present, or pending business agreements or associations with the Town, if a sponsorship, endorsement or in-kind promotional support would have an appearance of impropriety.

Process: Applications for Grants to Community Organizations are available on the Town’s website and in the Erie Town Clerk’s Office. All requests for financial and in-kind support of projects, programs and events requests must be submitted to the Town Clerk’s Office at Erie Town Hall. Requests will be submitted to the Board of Trustees for consideration in accordance with the annual budget schedule published by the Town and generally will be considered collectively (as a group) at the Board meeting announced for that purpose. Applicants should expect to attend the Board meeting in order to respond to any questions or clarifications which may arise as the result of Board discussion.

This policy assumes an annual cycle to allow for appropriate budgeting and planning. Any requests submitted “out-of-cycle” should be submitted to the Town Clerk who will forward to the Board of Trustees for consideration during a Board of Trustees meeting.

Definitions:

Town Event - A Town Event is funded, organized, hosted and produced by the Town of Erie. All Town Events will be advertised and promoted through all of the Town’s promotional channels to the extent practicable.

Examples:

- Arbor Day/Earth Day Celebrations
- Concerts in the Park
- Movies in the Park
- Firecracker 4K/4M
- Spring Clean-Up
- Great Erie Outdoor Adventure
- National Nite Out

Town Sponsored Event - A Town-Sponsored Event is produced in Erie for the benefit of Erie residents and visitors to Erie and is funded in whole or in part by the Town of Erie. Funding for Town-Sponsored Events appears in the adopted Town budget. For all Town-Sponsored Events, the Town is clearly represented as a sponsor of the event in all marketing collateral produced by the event organizer. The event organizer will be afforded In-Kind Promotional Opportunities to the extent practicable in addition to any authorized funding.

Examples of Current Town Sponsored Events:

- Erie Town Fair (Chamber of Commerce)
- 4th of July Fireworks (Colorado National Golf Course)
- Erie Broker Open House (Erie Economic Development Council)
- Coal Miner Classic Golf Tournament (Chamber of Commerce)
- Erie Biscuit Day (Erie Historical Society)
- Eerie Erie (Optimist Club)
- Country Christmas Parade and Celebration (Chamber of Commerce)

Financial and Promotional Assistance for Town Sponsored Events May Include:

- Cash support for the event as authorized in the annual Town budget

- Waiver of Town facility rental fees or Special Event License Fee
- Marketing assistance provided by Town Staff
- Notice of event sent via Town Newsflash
- Mention on the Town's event webpage(s)
- Erie Community Park monument sign message
- Complimentary booth at Town events (additional fee for electricity, if required)
- Mention as an "Upcoming Event" from the stage at Town events
- Flyer posted on Community Board at Erie Community Center
- Inclusion on the annual Erie Community Event Calendar
- 20% discount on paid advertising opportunities per the current Sponsorship & Advertising packet

Town Endorsed Event - A Town-Endorsed Event is produced in Erie for the benefit of Erie residents and visitors and is not funded by the Town but is recognized by the Board of Trustees as meeting the Award Criteria for Grants to Community Organizations and is therefore eligible for In-Kind Promotional Opportunities.

Examples of Current Town Endorsed Events:

- Homecoming Parade (Erie High School)
- Tiger Fest (Erie High School)
- Senior Wellness Fair (Easy-C)

Financial and Promotional Assistance for Town Endorsed Events May Include:

- Discount of Town facility rental fees or Special Event License Fee
- Marketing assistance provided by Town Staff
- Notice of event sent via Town Newsflash
- Mention on event webpage(s)
- 50% discount on booth fees at Town Events (additional fee for electricity, if required)
- Mention as an "Upcoming Event" from the stage at Town Events
- Flyer posted on Community Board at Erie Community Center
- Inclusion on the annual Erie Community Event Calendar
- 10% discount on paid advertising opportunities per the current Sponsorship & Advertising packet