

**City of Sedona
Not-for-Profit
Funding Request
for
The Arts, Community Building and Economic Stimulation
Fiscal Year 2012
REVISED 3/24/11**

OPENING STATEMENT

The City of Sedona encourages and may fund 501(c) organization activities that serve a public purpose, provide a fair return value to the City and are consistent with the City's funding priorities. Activities that may be funded include those that enhance the City's commitment to arts and culture, civic and community service which foster the well-being and prosperity of the City and its residents.

OUTCOME OBJECTIVES

- Assurance that all funding serves a public purpose,
- Documented return on value to the city (either historical or estimated),
- Fair, equal and open opportunity for all non-profits to participate,
- Potential access to higher funding level for all organizations,
- Structured, objective and consistent selection process,
- Greater opportunity for creative proposals and innovation in use of public funds.

GENERAL CRITERIA FOR FUNDING

Eligible organizations:

1. Recognized by the IRS as a 501(c) organization,
2. Provides documented services directly to City of Sedona residents,
3. Has an independent Board of Directors of at least five or more, and,
4. Demonstrates the leadership and financial capacity to create significant and long-lasting benefits to the community or to the target population.

Ineligible organizations:

1. "Conduit" organizations using funds to support other organizations or individuals.

Eligible programs and activities must:

1. Meet the definition of public purpose by providing the following:
 - a. Direct public benefits as opposed to an indirect or remote benefit,
 - b. Programs and services that promote public health, safety, general welfare, prosperity and contentment, and,
 - c. Equal and open access to all members of the community with no one being easily excluded.
2. Significantly impact the well-being and prosperity of Sedona residents in the areas of arts and culture, civic and community service, community building and economic stimulation.
3. Demonstrate that city funding is essential to the success of the program or service,

4. Directly benefit City of Sedona residents,
5. Strive for programs that are innovative and distinctive.

Ineligible programs and activities are those that:

1. Discriminate based on membership status or economic status.
2. Fund travel or training for organization officers, members or volunteers,
3. Provide direct grants to individuals,
4. Fund organizational deficit reduction, endowments or fundraising campaigns.

Funding Categories

Funding requests for Community Building, The Arts and Economic Stimulation will be submitted by separate category and each evaluated on their individual merits. Select only one category to apply for per application. Funding will be allocated to requests based on their merit scores. No requests will be funded that have a merit score average of less than 2.5 (on a 5 point scale) even if funds remain.

1. Community Building- This category is for events or activities that are primarily for Sedona residents and designed to foster a greater sense of community. While visitors or others outside the community may attend or participate, it is meant to enhance the quality of life in Sedona. Some examples include St. Patrick's Day Parade, Community Fair and Mitzvah Day.
2. The Arts- This includes a wide range of arts and cultural activities. Activities should be free or nominal cost programs including but not limited to summer youth art camps, school programs, public workshops and special public performances.
3. Economic Stimulation- This is for activities specifically intended to stimulate business and the Sedona economy. Examples include, creation of new events, major additions to existing ones, additional types of event marketing and new marketing activities for a specific event are possible examples. Requests should indicate how the applicant will measure and document the generation new revenues.

EVALUATION PROCESS

Applications will be evaluated on a 1 (low) to 5 (high) scale and scored on the Funding Rationale responses.

REVIEW PROCESS & COMMITTEE

A committee of the following will review all funding requests (for all categories):

- Two (2) Budget Oversight Commission members
- Two (2) Community Representatives with experience in grant/foundation funding evaluations.
- One (1) Community Member at-large, preferably with not-for-profit experience.

A City Council member will serve as a liaison to the Committee (a non-voting member).

For the 2012 fiscal year, the Arts & Culture Commission will review all Arts category funding requests and provide a recommendation to the Review Committee.

The Review Committee will provide a recommendation to the City Council for final funding approval.

INSTRUCTIONS

Carefully read and follow the instructions. Failure to provide all of the required information, with clearly marked signature originals, will delay funding requests.

Due Date: Packets must be received, not postmarked, by **4:00 P.M. on DATE.**

The **(Title of)** form must include the following sections in the order indicated below:

- One (1) completed form signed by an authorized representative or Board member.
- A **Proposal Narrative** section with clearly marked headers, including Organization Overview, and Funding Rationale and Attachments.
- Organization Budget** on provided budget worksheet.
- Most recent previous year end line item signed, financial statements (audited, if available).
- Number of Board positions and number of positions currently vacant.
- Use white paper. Number all pages of your application. Leave at least 1-inch margins, no smaller than single space, and use a 12-point font.
- Do not put the information in a binder and do not include color photographs or other color materials. Do not bind or staple application. **Use only a paper or binder clip.**
- Recipients that have not completed all required deliverables as outlined in the current service contract will be delayed in processing.
- Do **not** include materials other than those specifically requested at this time.
- Any changes made to the provided information throughout the year, shall be provided to the City (i.e. Board of Directors, mission statement, changes to funded program, etc.)

TIMELINE

Below is a preliminary timeline for the 2012 fiscal year funding process:

- Applications Due **Add DATES**
- Arts & Culture Commission Reviews Requests
- Review Committee Meets
- City Council Approval

For questions regarding the form, please contact Andi Welsh, Community Services Director, at (928) 203-5022 or awelsh@SedonaAZ.gov.

Return completed applications by **DATE to:**

Andi Welsh
Community Services Director
City of Sedona
102 Roadrunner Drive
Sedona, AZ 86336

Funding Request Form

ORGANIZATION INFORMATION

Organization Name:
Street Address:
City, State, Zip:
Employer Identification Number (EIN):
Phone: _____ **Fax:** _____
Website: _____
Chief Executive Officer/Executive Director Name:
Chief Executive Officer/Executive Director Phone:
Chief Executive Officer/Executive Director Email:
Board Chair Name:
Board Chair Phone:
Board Chair Email:
Name and Title of contact person for application:
Contact Phone and Email:

Application Category (check only one box- double click to check box):

Community Building
 The Arts
 Economic Stimulation

Organization Establishment Date	
Dates of Organization's fiscal year (e.g.. January-December):	

Total budgeted expenditures for organization's current fiscal year:		Total year to date expenditures for the organization's current fiscal year:		Total actual expenditures for organization's prior fiscal year:	
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Please list your Organization's staff composition in numbers:

<i>Paid full time</i>	<i>Part time- number of part-time staff and the number of full-time equivalents</i>	<i>Volunteers</i>	<i>Interns</i>	<i>Other (specify)</i>	<i>Total Staff (professional and volunteer)</i>

AMOUNT REQUESTED

Funding amount requested	\$ _____
Total annual organization budget for upcoming fiscal year	\$ _____

PROPOSAL INFORMATION

Provide a 2-3 sentence summary of what the City’s funding will be used for. If funding is used for more than one program, please provide 2-3 sentences for EACH. Be sure each program described uses only one application category, checked on page 4.

Estimated Number of unduplicated City of Sedona Residents Served (by program)¹:	Geographic area served (specific boundaries) (by program, if necessary):
Estimated Number of City of Sedona Businesses, if applicable, served (by program):	% of Residents vs. Non-Residents Served (by program):

¹ For example, a teacher has 30 students. This number would be 30 and not 150 students per week.

All City of Sedona funding for your organization's previous three (3) fiscal years:

Year	Amount

AUTHORIZATION

The undersigned, **an authorized officer of the organization**, does hereby certify that the information set forth in this grant application is true and correct, that the Federal tax exemption determination letter attached hereto has not been revoked and the present operation of the organization and its current sources of support are not inconsistent with the organization's continuing tax exempt classification as set forth in such determination letter.

Print Name _____

Title _____

Signature _____

Date _____

NARRATIVE RESPONSES

Narratives must be typewritten using a 12-point font and not exceed **4 single-sided (or 2 double-sided)** pages for all response (not including attachments or charts/diagrams). Be brief and to the point and number all pages.

I. ORGANIZATION OVERVIEW

1. Brief summary of organization purpose and goals. Also include the organization's mission statement.
2. Brief description of organization current programs or activities, including statistics and specific accomplishments. Please highlight new or different activities within the last year, if any, for your organization.
3. Provide a list of organization's Board of Directors and titles.

II. SUPPLEMENTAL QUESTIONS

The below questions are grouped by application category.

Community Building

1. What specifically will you accomplish with the City's funding?
 - a. Please describe the specific activities that will make up the program or event.
 - b. How these activities, will directly bring Sedona residents together and create a greater sense of community.
2. How does your activity, program or event serve the public purpose as defined on page 1 under *Eligible Programs and Activities*? Describe how it will:
 - a. Provide a direct benefit to Sedona residents as opposed to an indirect or remote benefit.
 - b. Promote and serve the health, safety, general welfare and contentment of Sedona residents?
 - c. Provide equal and open access for all members of the community with no one being easily excluded.
3. How does your program address the City's current priorities as set forth by the City Council's current priorities and the Sedona Community Plan (available at www.SedonaAZ.gov)?
4. Describe the administrative strengths and experience of those who planned and will conduct your activity, program or event. Please address:
 - a. The administration, leadership, and management experience of all primary individuals involved in conducting the program, activity or event.
 - b. Specific skills and record of past success of those in organization leadership roles in conducting the type of proposed activities.
5. Describe the financial strength and stability of your organization. Please connect this response to financial data provided on **pages 11 and 12** of your request. Be sure to address:

- a. The diversity by percentage of funding sources used overall by your *organization*.
 - b. The diversity by percentage of funding sources for the specific *program, activity or event* for which you are requesting funds.
 - c. What percentage of your total expenses are used for administrative overhead versus all of your organization's *programs, activities or events*.
 - d. What percentage of the public funds you receive will be used for administrative purposes versus the *activity, program or event* budget for which you are applying?
 - e. What percentage of your organization's financial resources will be dedicated to this program, activity or event?
6. How many Sedona residents will your program serve and how will your program impact those residents?
- a. Address how you plan to involve other sectors of the community to demonstrate community support (i.e. businesses, faith communities, not-for-profit sector).
 - b. Estimated number and demographic make-up (target population) of unduplicated Sedona residents that are expected to benefit in the program, activity or event and the basis for your estimate.
 - c. What type of experience, information, education or community connection will the target population gain from this program, activity or event?
7. How will you measure the success of your program?
- a. What will success look like?
 - b. What is your overall measurement strategy, types of qualitative and/or quantitative data to be collected, collection process and evaluation methods you will apply.
8. Describe the need in Sedona that your program, activity, or event addresses in the way of a sense, feeling, action or spirit of community and the basis for your belief.
- a. Explain how your proposed program, activity or event will improve or build upon the current sense of community in the way of a sense, feeling, action or spirit of community and the basis for your belief.
9. What other benefits will your program, activity or event provide?

The Arts

1. What specifically will you accomplish with the City's funding? Describe the specific:
 - a. Activity, program or event for which you are requesting funding.
 - b. Type and nature of the artistic component of the activity, program or event.
2. How does your activity, program or event serve the public purpose as defined on page 1 under *Eligible Programs and Activities*? Describe how it will:
 - a. Provide a direct benefit to Sedona residents as opposed to an indirect or remote benefit.
 - b. Promote the health, safety, general welfare and contentment of Sedona residents?

- c. Provide equal and open access for all members of the community with no one being easily excluded.
3. How does your program address the City's current priorities as set forth in the City Council's current priorities and the Sedona Community Plan (available at www.SedonaAZ.gov)?
4. Describe the administrative strengths and experience of those who planned and will conduct your activity, program or event. Please address:
 - a. The administration, leadership, and management experience of all primary individuals involved in conducting the program, activity or event.
 - b. Specific skills and record of past success of those in organization leadership roles in conducting the type of proposed activities.
5. Describe the financial strength and stability of your organization. Please connect this response to financial data provided on **pages 11 and 12** of your request. Be sure to address:
 - a. The diversity by percentage of funding sources used overall by your *organization*.
 - b. The diversity by percentage of funding sources for the specific *program, activity or event* for which you are requesting funds.
 - c. What percentage of your total expenses are used for administrative overhead versus all of your organization's *programs, activities or events*.
 - d. What percentage of the public funds you receive will be used for administrative purposes versus the *activity, program or event* budget for which you are applying?
 - e. What percentage of your organization's financial resources will be dedicated to this program, activity or event?
6. How many Sedona residents will your program serve and how will your program impact those residents?
 - a. Address how you plan to involve other sectors of the community to demonstrate community support (i.e. businesses, faith communities, not-for-profit sector).
 - b. Estimated number and demographic make-up (target population) of unduplicated Sedona residents that are expected to benefit in the program, activity or event and the basis for your estimate.
 - c. What type of experience, information, education or community connections will the target population gain from this program, activity or event?
7. How will you measure the success of your program?
 - a. What will success look like?
 - b. What is your overall measurement strategy, types of qualitative and/or quantitative data to be collected, collection process and evaluation methods you will apply.
8. What are the needs that exist in The Arts in Sedona and why? How will your program, activity, or event meet that need?
9. What other benefits will your program, activity or event provide?

Economic Stimulation

1. What specifically will you accomplish with the City's funding?
 - a. Describe the specific activities that will make up the program or event.
 - b. How will these activities directly bring Sedona residents together and create a greater sense of community.
 - a. Explain the actions you will take to directly stimulate business in Sedona and benefit the Sedona economy.
 - b. What economic result do you anticipate and why?
 - c. How will your program, event or activity ensure economic activity that would not otherwise occur without this funding or generate new economic activity in Sedona?
2. How does your activity, program, or event serve the public purpose as defined on page 1 under *Eligible Programs and Activities*? Be sure to describe:
 - a. How your use of public funds as described above will result in a positive cost/benefit return to the City in relation to the City funding provided.
 - b. The assumptions and calculations used to arrive at the cost/benefit ratio.
 - c. If your program, activity, or event will not currently demonstrate a positive cost benefit ratio, describe in detail how you intend to achieve a positive cost benefit ratio within the next 3 years.
3. How does your program address the City's current priorities as set forth by the City Council's current priorities and the Sedona Community Plan (available at www.SedonaAZ.gov)?
4. Describe the administrative strengths and experience of those who have planned and will conduct your activity, program or event. Please address:
 - a. The administration, leadership, and management experience of all primary individuals involved in conducting the program, activity or event.
 - b. Specific skills and record of past success of those in organization leadership roles in conducting the type of proposed activities.
5. Describe the financial strength and stability of your organization. Connect this response to the financial data provided on **pages 11 and 12** of your request.
 - a. The amount of public funding used for administrative support and overhead compared to that being used directly to create actual economic stimulation.
 - b. The relationship between overall organization income and expense levels compared to the specific program, activity or event in this funding request.
6. Describe the financial strength and stability of your organization. Connect this response to financial data provided on **pages 11 and 12** of this request. Be sure to address:
 - a. The diversity by percentage of funding sources used overall by your *organization*.
 - b. The diversity by percentage of funding sources for the specific *program, activity or event* for which you are requesting funds.
 - c. What percentage of your total expenses are used for administrative overhead versus all of your organization's *programs, activities or events*.

- d. What percentage of the public funds you receive will be used for administrative purposes versus the *activity, program or event* budget for which you are applying?
 - e. What percentage of your organization's financial resources will be dedicated to this program, activity or event?
7. Address whether your program, activity or event target audience is primarily Sedona residents or visitors. If possible, provide an estimated ratio of residents versus visitors.
- a. How will your program, activity or event generate on-going economic benefits to the City of Sedona?
8. How will you measure the success of your program?
- a. What will success look like?
 - b. What is your overall measurement strategy, types of qualitative and/or quantitative data to be collected, collection process and evaluation methods you will apply.
9. What do you believe is missing, insufficient or a missed opportunity in the way of economic stimulation efforts in the City and why do you hold that belief?
- a. How your proposed actions will address that situation in a way that will create sufficient economic activity to justify the cost, either in the immediate future or over a span of no more than three years.
10. What other benefits will your program, activity or event provide?

IV. ATTACHMENTS

1. Finances
- A. Most recent previous year end, signed, line item financial statement, including a balance sheet and operating statement.
 - B. Provide a list of organization's top five (5) income sources and amount and percentage of total income.
 - C. Signed, **year-to-date** line item financial statement and balance sheet.
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**ORGANIZATION BUDGET for
ORGANIZATION'S CURRENT FISCAL YEAR**

Attach a budget narrative explaining your numbers, if necessary.

INCOME

<u>Source</u>	<u>Amount</u>
<i>Support from:</i>	
Government grants	\$
Foundations	\$
Corporations	\$
Individual contributions	\$
Fundraising events and product sales	\$
Membership income	\$
Investment income	\$
Revenue	
Government contracts	\$
Earned income	\$
Other (specify)	\$
	\$
	\$
	\$
Total Income	\$

EXPENSES

<u>Item</u>	<u>Amount</u>
Salaries and wages, benefits and other related costs	\$
Insurance	\$
Consultants and professional fees	\$
Travel & Training	\$
Equipment	\$
Supplies	\$
Marketing, Promotions, & Advertising	
Printing and copying	\$
Telephone and fax	\$
Postage and delivery	\$
Rent and utilities	\$
Credit card and bank charges	\$
Taxes (liability)	\$
Facility Maintenance	\$
Other (specify)	
	\$
	\$
	\$
	\$
Total Expense	\$
Difference (Income less Expense)	\$

**PROGRAM BUDGET for
ORGANIZATION'S CURRENT FISCAL YEAR**

A **Program Budget** must be submitted for each program the City funds.
Attach a budget narrative explaining your numbers, if necessary.

INCOME

<u>Source</u>	<u>Amount</u>
<i>Support from:</i>	
Government grants _____	\$ _____
Foundations _____	\$ _____
Corporations _____	\$ _____
Individual contributions _____	\$ _____
Fundraising events and product sales _____	\$ _____
Membership income _____	\$ _____
Investment income _____	\$ _____
_____	_____
Revenue	
Government contracts _____	\$ _____
Earned income _____	\$ _____
Other (specify) _____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Income	\$ _____
<u>Source</u>	<u>Amount</u>

EXPENSES

<u>Item</u>	<u>Amount</u>
Salaries and wages, benefits and other related costs _____	\$ _____
Insurance _____	\$ _____
Consultants and professional fees _____	\$ _____
Travel & Training _____	\$ _____
Equipment _____	\$ _____
Supplies _____	\$ _____
Marketing, Promotions, & Advertising _____	\$ _____
Printing and copying _____	\$ _____
Telephone and fax _____	\$ _____
Postage and delivery _____	\$ _____
Rent and utilities _____	\$ _____
Credit card and bank charges _____	\$ _____
Taxes (liability) _____	\$ _____
Facility Maintenance _____	\$ _____
Other (specify) _____	\$ _____
_____	\$ _____
_____	\$ _____
Total Expense	\$ _____
Difference (Income less Expense)	\$ _____