

Public Comments on
Not-for-Profit Draft Application
April 18, 2011

Sustainable Arizona

1. New process looks very complete – as exhaustive as those request forms required by major funders.
2. City funding does not match the level of commitment demanded by the application process. The form completed for the funding last year took around \$200-300 worth of time for a \$500 grant.
3. How much will the City have available this year?
4. Recommend that you design your applications to match the size of your grants. Big grants in the tens of thousands of dollars – exhaustive applications such as the one you sent for comments. Small grants such as the ones the City gives out – simple, one-page applications.

Sedona Arts Center

1. **Ineligible Organizations:** Many organizations offer “scholarships” or support to individuals to further their interest or learning in the arts as a part of what they do as an organization. Many organizations collaborate or partner with other organizations to create events and support programs for each other. The General Criteria for Funding states “**Ineligible organizations**” when I believe that the intent is to fund only those **programs or projects** that are not “conduit” programs or projects.
2. Perhaps your wording should include the word “**City funds**” or “**City funding**” to limit the context.
3. **Supplemental questions:** Is one to assume that the questions are equally weighted? With a new program is administrative strengths as important as the merits of the program? The Review Committee might consider weighting the program benefits and creative concept or need more than the admin questions.

Sedona Visual Artists' Coalition

1. Do SAC, SVAC and NAWS qualify for grant-funding because we are non-profit 501c3 membership organizations?
2. Also, non-profits would not be allowed to be “Fiscal Agents”, if I am understanding the use of the word “Conduit” correctly.

Gayle Taylor

1. Should have provided two weeks for comment
2. Does not appear that non-profits were represented on Task Force
3. The tagline of the City of Sedona is “a city animated by the arts”. This new funding proposal does not support this mission statement of the City.

4. In order to assure that measurements are consistent with all funding recipients, the City should develop the documentation process necessary to assure that the ROI is consistent. It should be measurable in the same way for each funding recipient. Otherwise, you will once again be comparing apples and oranges if there is no standardized format of measurement.
5. Why is it more important for the City to fund creative proposals and innovations? What is wrong with the City of Sedona supporting existing arts organizations that are financially healthy and are watching what they are doing? Adding innovative things costs money and time which may not be viable for many worthy NPO's in the community. This concept invites organizations to "propose ideas that blow money in the wind" in my opinion.
6. GENERAL CRITERIA FOR FUNDING:
 - a. How does an organization document the services that it provides to Sedona residents? Where did the logic come from that Sedona residents must be served directly as a major criteria for funding? If an event is held that brings tourists to the area (since we are a tourist destination) is this a direct measurement that can be used? Since many of the residents of Sedona either own a business here or enjoy the many attractions available because of the tourist population - doesn't it stand to reason that attracting tourists should be a major criterion for funding? How can you measure this?
 - b. Demonstrates financial capability? How will you evaluate this? Times have been lean and some NPO's have suffered. If they have managed their way through this downturn and had to tap into their cash reserves - will this be held against them? Your criteria in this area suggests that position to me.
 - c. I do not see why programs must promote public health, safety, general welfare, prosperity and contentment - how will some of these intrinsic things be measured? As an example - does going to a musical event promote public health because the Sedona resident enjoys themselves and are content? How does someone measure this?
7. FUNDING CATEGORY: The Arts
 - a. This seems to have really opened a door for the City of Sedona to fund the School District to an even greater degree than we already do - why? Aren't we currently paying a great deal of money for a Performing Arts Center that is not really functional or well managed? I know that as a Sedona resident - my real estate tax bill is certainly reflecting my generous support of the school system plus they derive the benefits from the AZ Tax Credit program. Why does the City of Sedona need to provide financial support for school programs? What is a nominal fee and who is going to decide this definition?
8. FUNDING CATEGORY: Economic Stimulation
 - a. Once again there is a prejudice that an organization must create a new event or make a major addition to their existing event. During a time of deep unrest, as well as a long-term economic downturn, I sincerely must question who is coming up with this criteria? Many organizations are working hard to survive and continue to offer the benefits that they bring to the Sedona table.

- b. This proposal strongly suggests that everything should be free to the public - WHY? As an example, the Sedona Arts Festival charged an Admission Fee to offset the true and very real costs of the event. On average - the Gate Fee income came in at \$25,000. To offer free admission, we would have had two things occur:
 - i. Artists fees would have been increased to the point that we would have been overpriced for the market as we were competing nationally to recruit artists.
 - ii. Per your own guidelines, there is a strong possibility that the site would have been overrun with attendees having free access which could have created real safety hazards.
 - iii. Charging a reasonable (nominal????) fee shared the operating costs and also brought in "buyers" for the artists. This seemed like an intelligent and cost efficient way to run the event but your proposal suggests that charging a fee is unfair. Where is this perception coming from and why? I understand that it costs money to run events and pay a fee without complaining.
- 9. *Evaluation Process:* How will you determine the capabilities of the Review Committee? What qualifications will these people need to have - that should be clearly outlined in this proposal.
- 10. There is no POST FUNDING process clearly defined in this proposal. If the City is going to create various measurements and tests that must be met- then there should be correspondingly clear and concise guidelines for recipients to follow in order to provide a post funding report with accurate documentation. Recipients should be provided with measurable and consistent guidelines, if data needs to be collected during the time they are holding their program or event.
- 11. CONCLUSION
 - a. I can see that a great deal of time and energy was expended by the Task Force on this new Funding Process. I do not see that the NPO ARTS community was really considered as many of the criteria for funding are in direct conflict with what is really happening. Quite a few key things seemed to be glossed over and do not have clear ways of measurement.
 - b. How much time and energy will need to be expended by City staff to implement this new process?
 - c. What is the planned cost of implementation and review?
 - d. Why did this new process need to be created? What was wrong with how things were done in the past that caused this radical change?
 - e. Is the City of Sedona really interested in supporting the arts organizations that exist in our community? If so - you should be making it easier for them rather than more difficult.

Verde Valley Habitat for Humanity

- 1. Not sure that the results would be worth the effort. If there are substantial grants, say \$10,000 or more, would expend the effort to compete for a grant.

2. Also, unless Habitat gets involved with the City regarding this low income housing, I do not see Habitat competing very successfully, with the numerous questions about how the organization would benefit Sedona residents, etc. If the intent is to benefit Sedona residents - and I do not have a problem with Sedona residents benefiting from Sedona revenues at all- then I would probably state that we would only participate if we had a plan to build or rehab within the City limits. Under these circumstances, I would see a mutual benefit to both our organizations and people who would qualify for low income housing in the City.

Thom Stanley- Art for Sedona's Sake

1. Startups or small organizations may not have a 5-member board and should not be disqualified.

Verde Valley Sanctuary

1. The questions are thorough and fair and that the overall objectives of the funding program are made clear. Had the following questions:
 - a. Under the funding categories section, it is unclear on how social services programs fit in with the three categories as described. Would it be possible to add a bit of language to Category 1 or possibly 3 that describes the role of social service programs in supporting those emphasis areas? We believe that our programs such as shelter, advocacy, counseling, and vocational development for domestic violence survivors all help build community and also benefit the economy by helping low-income families become more independent, but we are having some trouble seeing how we can reflect that in our responses to the Categories as they are now described.
 - b. We understand that the draft emphasizes the number of residents to be served and why that is important. However, we would also like to ask that the City consider giving more weight to the deep and lasting impact that organizations like Verde Valley Sanctuary have on the (sometimes smaller number of) at-risk clients we serve, as opposed to serving large numbers of people but on a less impactful or one-time basis.

Sedona International Film Festival

1. We have to be held VERY accountable for the funding we get from the city. We already have to prove that it has value and a return on investment for the city and our residents, and we have to answer to the gift clause concerns. The Arts and Culture Commission does an extraordinary job of granting, awarding and monitoring the funds, and should be commended.
2. Because of the above, I am very disturbed that the Arts & Culture Commission has not been represented on the Task Force, nor are they included in the existing proposal as being represented on the committee that makes the funding decision. This sends a bad message and takes away much of what the commission exists for.

If we are indeed a City Animated by the Arts, then the Arts need to be represented in this decision.

3. Too much emphasis is being put on the "public purpose" qualification. It is way too open to interpretation, and I think different people will interpret that differently. It automatically conjures up the fact that events need to be free to meet this qualification, and I think for non-profits, that is a hard nut to crack.
4. The application (in my opinion) is now too much like a grant (i.e. the Arizona Commission on the Arts and the Community Foundation). Those are great granting organizations and they do great work; it is just that the refreshing part of the city funding request process has been that it is NOT like a grant and more like an accountability. We have to be held to higher accountability the way it currently stands, and the application is much more concise, yet addresses all of the committee's concerns much easier.

Kathy Levin- Staff Liaison to Historic Preservation Commission

1. Delete commas in listings on first page under Objectives and Criteria.
2. Page 3- Do you want to request a Board directory (names) in addition to positions?
3. Page 3- Consider rather than "may risk elimination" which is vague to "Will have 1 week to complete app after staff review"
4. Page 6 - Re geographic area, do you want to provide categories such as Sedona only, VOC, Verde Valley, State, Region, Nation and check all that apply
5. Page 9, # 6 Consider adding a 6.b for how many non-residents?
6. Page 10 & 11- Provide the priorities as an attachment rather than sending the applicant to the website
7. Page 11, # 1 - Consider asking what time of year/scheduling informs your decision
8. Attachments - Consider folding "B" into Q 5 since it's a detail of # 5
9. Organization Budget: Add Investment corpus amount, Restricted and Un-Restricted

Contacted me with No Formal Comments

1. Yavapai Big Brothers Big Sisters- No Comment
2. Red Rock Youth Football- process looks tighter, but overall looks to be a good process

Attachments

1. Sedona Visual Artists' Coalition letter
2. Arts & Culture Commission Comments
3. Application Comments from Arts & Culture Commissioner Mary Pope
4. Application Comments Arts & Culture Commissioner Ed Uzumekis

SEDONA VISUAL ARTISTS' COALITION
PO BOX 3761, Sedona, AZ 86340-3761
www.SedonaArtistsCoalition.org
Info@SedonaArtistsCoalition.org

April 15, 2011

To: Cliff Hamilton, Barbara Littrell, Mark Dinunzio and Andi Welsh

Re: City of Sedona Not-for-Profit Funding Request for The Arts, Community Building and Economic Stimulation Fiscal Year 2011-2012 draft.

Dear Cliff, Barbara, Mark and Andi,

After discussing the above mentioned draft at our SVAC board meeting yesterday I am contacting you with some comments, questions and concerns.

On page 1 under "Ineligible organizations:"

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

Could you please define what you mean by "Conduit" in the context of the above mentioned text? Are you using "Conduit" synonymously with "Fiscal Agent" or in another context? If as a Fiscal Agent, this would be in direct conflict with the given right of 501c3s to act as Fiscal Agents for organizations or individuals who are not 501c3s. For example, before SVAC became a 501c3 Gardens for Humanity acted as a Fiscal Agent for SVAC and obtained a grant from the Arts & Culture Commission on our behalf for one of our events.

On page 2 under "Ineligible programs and activities are those that:"

1. Discriminate based on membership status or economic status.

Please explain what this means.

Does this refer to the actual organization such as Sedona Women, SVAC, SAC, NAWS, Chamber Music, Film Festival etc., being membership 501c3 non-profits? If so, this would eliminate these organizations and others in Sedona from applying for grants.

MISSION STATEMENT

The SVAC is organized and shall operate for educational and charitable purposes. The goal of the organization is to develop an artist's Community through education, exhibitions and exploration of the arts.

Non-Profit ID Number 31321 EIN 43-2058238

SEDONA VISUAL ARTISTS' COALITION
PO BOX 3761, Sedona, AZ 86340-3761
www.SedonaArtistsCoalition.org
Info@SedonaArtistsCoalition.org

Does this refer only to an event and, if so, this needs to be clarified. For example, SVAC presents an annual fall exhibition and Open Studio Tour which benefits the Sedona Community by enhancing the arts and educating the public about the arts. These two events are presented by the "members" of SVAC and are free to the general public. Would these two events be disqualified from the grant process because of this?

In addition, SVAC has presented many workshops which benefit the Sedona populace and helps promote Sedona as a "City Animated by the Arts". A nominal fee to the general public was asked for with a discounted fee to SVAC members. Again, would an event of this type be disqualified based on the above?

2. Provide direct grants to individuals.

How does this differ from "Conduit" organizations using funds to support other organizations or individuals? Again, this appears to relate to Fiscal Agency.

On page 2, "FUNDING CATEGORIES"

2. The Arts – At the end of the 2nd sentence can the words "**Exhibitions and**" be placed between "Special and Public"?

Thank you for taking the time to review these concerns. I look forward to hearing your reply so that I might inform our board and members. You can email me at: witchphd2b@npgcable.com.

Sincerely,

Julee Norton-Cohen
President

MISSION STATEMENT

The SVAC is organized and shall operate for educational and charitable purposes. The goal of the organization is to develop an artist's Community through education, exhibitions and exploration of the arts.

Non-Profit ID Number 31321 EIN 43-2058238

**Arts & Culture Commission
Comments on Not-for-Profit Funding Request Form**

Chair Pat Reed:

First, I appreciate the opportunity to review this document. While I still have some philosophical and procedural reservations, I will limit my comments to the form as is.

My primary observation is that there seems to be minimal inclusion of "culture." The Arts are the primary focus, which parallels past funding practices and is no doubt appropriate. However, inclusion of "culture" in the name of the category and subsequent related areas might encourage innovative thinking and applications that would strengthen cultural understandings.

A couple of specifics:

Page 1: Eligible programs and activities must: 1. a. "remote benefit" needs to be defined.

Page 10 #3: The most recent Strategic Plan should also be cited as a source of priorities.

Also the term "diversity" is used in several instances. One would assume that it means cultural diversity but it could be more comprehensive. Perhaps it should be defined.

Again, thank you for the opportunity to review the draft form.

Vice Chair Mary Pope (MAP):

KEY POINTS:

1. For the first time in the history of the City of Sedona, no funding at all is dedicated to the Arts, and the Arts are no longer a City strategic priority. I find this extremely distressing and in contradiction of the City Vision and Statement of Beliefs.
2. I am also dismayed by the proposals to allow Service Organizations to use City Funding to discriminate by providing exclusive member benefits while other organizations are prohibited from doing so.

Detailed commentary for the document is provided below - I've also attached the commentary within a copy of the document if that's simpler to follow. These are not as critical as Points 1&2 above, but point out areas of confusion and contradiction in the proposal.

1. Provides documented services directly to City of Sedona residents

MAP - Is there a % of Sedona residents that must be served at an event? How does this link to Community Building's requirement of "primarily for Sedona residents" ... Are Major Events no longer required to attract tourists to Sedona? Or is tourism OK so long as a few Sedona residents are served directly? What documentation is envisioned?

Eligible programs and activities must:

MAP – Is there a defined difference between a "PROGRAM" and an "EVENT" and an "ACTIVITY"?

a. Equal and open access to all members of the community or target population.

MAP – Please define "equal and open access" – Does this preclude, for example, different ticket prices for different seats within a performance venue.. orchestra/balcony .. center/side? Does this prohibit special seating set aside for the disabled?

Ineligible programs and activities are those that:

1. Discriminate based on membership status or economic status.

MAP - Will the City FULLY FUND events that do not permit membership benefits (e.g. Advance ticket purchase)? If not, what incentive do members have to contribute toward the cost of the event?.

Why are Service Organizations permitted to use City funds to discriminated by providing membership benefits (to the exclusion of non-member businesses and individuals) and other organizations not permitted to do so?

These requirements may effectively eliminate major Arts organizations in the City of Sedona.

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 past examples include St. Patrick's Day Parade, Community Fair and Mitzvah Day.

MAP - How is this different from the General Criteria of "documented services directly to City of Sedona residents" required of ALL events?

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.

MAP- How does the City take into account the AZ School Tax Credit funding of school programs? What is considered "Nominal" cost? \$1, \$5, \$10, \$12.50?, \$15, \$20, \$25? If comparable programs in other cities are Free, \$50 or \$100+, does this change the definition of "nominal"?

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 –

MAP - These individuals should have experience from DIFFERENT grant/foundation organizations and also NOT have reviewed private grant requests from the organizations requesting grants from the City. In other words – they should not be able to carry over a prejudice for/against any particular organization or category of organizations into the City process. Individuals involved in writing these processes should NOT be eligible for a seat on the Review Committee.

- One (1) community member at-large.

MAP – Qualifications?:

In addition, for the 2011-2012 fiscal year, the Arts & Culture Commission will review all Arts category funding requests and provide comments to the Review Committee.

MAP Why a specifically limiting time frame for Arts & Culture Commission advice?

Organization Name:

Street Address:

MAP – Is a PO Box acceptable? Is there a requirement that events/ activities/ programs take place in Sedona or the greater Sedona area?

Chief Executive Officer/Executive Director Name:

MAP – I presume that “n/a” is OK for smaller organizations that do not have Executive Directors?

Total annual organization budget for upcoming fiscal year

\$ MAP – Is this the same as “Total Budgeted expenditures for organizations current fiscal year?”

Estimated Number of City of Sedona Businesses, if applicable, served (by program)

MAP - What about other organizations such as churches, synagogs and the like?

"Administrative expenses" - MAP - Needs to be defined ... do these include office supplies?

- a. *The diversity by percentage of funding sources used overall by your organization.*

MAP – Filling in the attached financial forms will do this – wouldn't it be simpler to add a % column to the form and not require the information repeated?

- b. *The diversity by percentage of funding sources for the specific program, activity or event for which you are requesting funds.*

MAP – Same question as above.

How many Sedona residents will your program serve and how will your program impact those residents?

MAP – How is this information expected to be gathered? Are actual addresses of all attendees required? Or a statistical sampling?

- a. *What economic result do you anticipate and why?*

MAP What result is the City seeking? Heads & Beds? Restaurant reservation numbers? Number of new homes purchased? Sales tax collected? Dollars spent in galleries & shops? Will the City provide resources to track economic benefits such as these?

Commissioner David Arnett:

1. As written, the form discriminates against large cultural organizations and their programs in favor of one-time events sponsored by smaller organizations. This is a bias that should be known and discussed by the full City Council before any vote is taken.
2. All mention of "membership" in the form as a means of discriminating against organizations with memberships should be omitted, unless the Council really wishes to erect such barriers against funding for large organizations.
3. The three categories Community Building, Arts, and Economic Stimulation are not mutually exclusive and should be revised or abandoned, as many of Sedona's cultural programs and organizations can legitimately be classified under all three.
4. The eligibility requirement that demands that organizations provide "equal and open access to all members of the community or target population" should be deleted, since this is also aimed at denying funding to organizations with memberships. Such organizations routinely provide direct and indirect benefits to their members, such as when "free movies" for citizens of Sedona sponsored by the Sedona International Film Festival allow members first access to the tickets. Members provide funding for the Festival through annual dues and thereby deserve preference. Otherwise, without such benefits, membership and private funding for Sedona's flagship cultural programs may actually decrease.
5. It is insulting and incomprehensible to the Arts and Culture Commission that the Council would reach out to three outside community members to serve on the envisioned Budget Review Committee that will decide on art and cultural grants without including even one member of the Arts and Culture Commission.

6. The Arts and Culture Commission has no wish to serve as a processing center for arts grants for one fiscal year without recommendation authority or actual authority in the grant process, as this clause is clearly intended as a one-time sop and additional insult to the expertise of the Commission, which should, in fact, continue to administer the selection process for art and cultural grants, with final approval by the Council.

7. The implication in the application forms themselves that administrative costs will be negatively compared to program costs in determining grant recipients removes or discourages the current option for using the grants for promotion of both the program and the City of Sedona—a purpose actually approved orally at the Council/Commission meeting on October 7, 2010, by the City Attorney as a justification for all such grants under the Arizona Gift Clause.

Commissioner Roberta Kinion:

Please consider including the clause in the current Qualifying Funds application that states:

“Major arts organizations must spend 50% of approved funds on regional and/or national marketing. The 50% of approved funds designated for destination marketing must be used in addition to any monies presently apportioned in the organization’s marketing budget and is intended for new marketing efforts above and beyond the current scope.”

Advertising outside of the local Valley brings in tourism, which supports the economic stability of our locally owned businesses. This increases revenue for the city and possible funding for community projects/grants.

Commissioner Ed Uzumekis (EMU):

GENERAL CRITERIA FOR FUNDING

Eligible organizations:

1. Recognized by the IRS as a 501(c) organization, **Academic Institutions, unincorporated organizations or groups that are constituted for non-profit purposes.**
2. Provides documented services directly to City of Sedona residents,
3. Has an independent Board of Directors of at least **three** or more, and,

Eligible programs and activities must:

1. Meet the definition of public purpose [EMU1]

EMU1: Provide a complete definition of Public Purpose here, not just bullet points.

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.[EMU2]

EMU2: There is no way to quantify or even guarantee this outcome. This should be removed. Well-being and prosperity mean radically different things to different people.

Ineligible programs and activities are those that:

Delete: "Discriminate based on membership status or economic status."

FUNDING CATEGORIES

1. The Arts- This includes a wide range of arts and cultural activities, Delete "Activities should be free or nominal cost programs" including but not limited to, summer youth art camps[EMU3], school programs, public workshops and special public performances.

EMU3: Summer art camps are not new or innovative.

EVALUATION PROCESS

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

REVIEW PROCESS & COMMITTEE

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

- Two (2) Budget Oversight Commission members[EMU4]

EMU4: Why are there no Arts and Culture Commission members on the Review Committee?

- Two (2) community representatives with experience in grant/foundation funding evaluations[EMU5]

EMU5: If individuals are to be trained in how to evaluate grants there is no need for this requirement. Three community members at-large.

The Arts & Culture Commission will review all Arts category funding requests and comments from the Review Committee and provide their recommendations to the City Council for final funding approval.[EMU6] Delete "In addition, for the 2011-2012 fiscal year" and reword as above.

EMU6: The review committee can send the arts and culture funding requests to the Arts and Culture Commission (ACC) along with their comments. The ACC will review the applications, taking the review committees comments in to consideration, and send their recommendations to the Council for final approval.

This is the process currently in place with the ACC's small organization grants, a process that is open to the public and works very well.

The Review Committee will provide recommendations **on community building and economic stimulation funding requests** to the City Council for final funding approval.

The Arts

2. How does your activity, program or event serve a^[EMU7] public purpose as defined on page 1 under *Eligible Programs and Activities*? Describe how it will:

EMU7: Allowing the organization to explain how their project meets a public purpose is more appropriate here.

- 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.^[EMU8]

EMU8: This cannot be quantified or guaranteed. To say that an art program or activity must promote the health, safety, general welfare and contentment limits the scope of such projects. These terms must be defined since one person's concept of health, safety, general welfare, and contentment may be completely different from another's. This is an impossible criteria to meet the way it is worded.

**City of Sedona
Not-for-Profit
Funding Request
for
The Arts, Community Building and Economic Stimulation
Fiscal Year 2011-2012
Commissioner Pope Comments**

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 not-for-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, MAP – Is there a % of Sedona residents that must be served at an event? How does this link to Community Building's requirement of "primarily for Sedona residents" ... Are Major Events no longer required to attract tourists to Sedona? Or is tourism OK so long as a few Sedona residents are served directly? What documentation is envisioned?
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:

MAP – Is there a defined difference between a "PROGRAM" and an "EVENT" ?

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 or target population. (MAP – Please define “equal and open access” – Does this preclude, for example, different ticket prices for different theater locations?)
- 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. MAP - Will the City FULLY FUND events that do not permit membership benefits (e.g. Advance ticket purchase)? If not, what incentive do members have to contribute toward the cost of the event?
- 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 must be submitted by separate category and each evaluated on their individual merits. Select only one category 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 past examples include St. Patrick’s Day Parade, Community Fair and Mitzvah Day. MAP - How is this different from the General Criteria of “documented services directly to City of Sedona residents” required of ALL events?
- 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. MAP- How does the City take into account the AZ School Tax Credit funding of school programs? What is considered “Nominal” cost? \$1, \$5, \$10, \$12.50?, \$15, \$20, \$25? If comparable programs in other cities are Free, \$50 or \$100+, does this change the definition of “nominal”?
- 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. Requests should indicate how the applicant will measure and document the generation of new revenues.

EVALUATION PROCESS

Applications will be evaluated on a 1 (low) to 5 (high) scale and scored on the Supplemental Questions 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 -MAP - These individuals should have experience from DIFFERENT grant/foundation organizations and also NOT have reviewed private grant requests from the organizations requesting grants from the City. In other words – they should not be able to carry over a prejudice for/against any particular organization or category of organizations into the City process. Individuals involved in writing these processes should NOT be eligible for a seat on the Review Committee.
- One (1) community member at-large. MAP – Qualifications?:

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

In addition, for the 2011-2012 fiscal year, the Arts & Culture Commission will review all Arts category funding requests and provide comments to the Review Committee. MAP Why a specifically limiting time frame for Arts & Culture Commission advice?

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

REMINDERS

Carefully read and follow the instructions. Failure to provide all of the required information, with clearly marked signature originals, may risk elimination.

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

The Funding Request must include the following sections in the order indicated below:

- One (1) completed Funding Request form signed by an authorized representative or Board member.
- A **Proposal Narrative** section with clearly marked headers, including Organization Overview, and Supplemental Questions and Attachments.
- Organization Budget** on provided budget worksheet.
- Most recent previous year end line item signed, financial statements (audited, if available).

- Listing of Board positions and number of positions currently vacant.

INSTRUCTIONS

- 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.**
- Applicants that have not completed all required deliverables as outlined in the Funding Request may risk elimination.
- 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 2011-2012 fiscal year funding process:

- Applications Due **DATES TO BE FINALIZED**
- 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 BE FINALIZED:

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

Funding Request Form

ORGANIZATION INFORMATION

Organization Name:
Street Address: MAP – Is a PO Box acceptable?
City, State, Zip:
Employer Identification Number (EIN):
Phone: _____ **Fax:** _____
Website: _____
Chief Executive Officer/Executive Director Name: MAP – I presume that “n/a” is OK for smaller organizations that do not have Executive Directors?
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:	
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:	
--	--	--	--	--	--

Please list your Organization’s staff composition in numbers:

<i>Paid full time</i>	<i>Paid part time staff</i>	<i>Number of full-time equivalents</i>	<i>Volunteers</i>	<i>Interns</i>	<i>Total Staff (professional and volunteer)</i>

AMOUNT REQUESTED

Funding amount requested	\$
Total annual organization budget for upcoming fiscal year	<u>\$ MAP – Is this the same as “Total Budgeted expenditures for organizations current fiscal year?”</u>

PROPOSAL INFORMATION

Provide a 2-3 sentence summary of what the City’s funding will be used for (be sure to include all programs, activities or events by category). If funding is used for more than one program, provide 2-3 sentences for EACH.

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): <u>MAP – What about other organizations such as churches, synagogs , Elks, and the like?</u>	% of Residents vs. Non-Residents Served (by program):

draft

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. Include the question prior to your answer.

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.

Repeat category from

Community Building

1. What specifically will you accomplish with the City's funding? Please describe:
 - a. The specific activities that will make up the programs 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 or the target audience 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 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 13 and 14 of this form. Be sure to address:

- a. The diversity by percentage of funding sources used overall by your organization. MAP – Filling in the attached financial forms will do this – wouldn't it be simpler to add a % column to the form and not require the information repeated?
 - b. The diversity by percentage of funding sources for the specific *program, activity or event* for which you are requesting funds. MAP – Same question as above.
 - 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 total 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? Please address:
- a. 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? Please describe:
- a. What success will look like.
 - b. 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. Explain how your proposed program, activity or event will improve or build upon the current sense of community.
9. What additional benefits, if any, 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 or target audience 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 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 13 and 14 of this form. Be sure to address:
 - a. The diversity by percentage of funding sources used overall by your *organization*. MAP – Filling in the attached form will do this.
 - 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*. MAP – Does this include office supplies and the like as "administrative overhead"?
 - 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 total 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? MAP – How is this information expected to be gathered? Are actual addresses of all attendees required? Or a statistical sampling? Please address:
 - a. 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.
 - a. 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? Please describe:
 - c. What success will look like.
 - a. 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 one or more of those needs?

9. What other benefits, if any, 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. Explain the actions you will take to directly stimulate business in Sedona and benefit the Sedona economy.
 - c. What economic result do you anticipate and why? MAP What result is the City seeking? Heads & Beds? Restaurant reservation numbers? Number of new homes purchased? Sales tax collected? Dollars spent in galleries & shops? Will the City provide resources to track economic benefits such as these?
 - d. 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 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 13 and 14 of this form.
 - 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.
 - c. The diversity by percentage of funding sources used overall by your *organization*.
 - d. The diversity by percentage of funding sources for the specific *program, activity or event* for which you are requesting funds.
 - e. What percentage of your total expenses are used for administrative overhead versus all of your organization's *programs, activities or events*.

- f. 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?
 - g. What percentage of your organization's financial resources will be dedicated to this program, activity or event?
6. Describe the impact of your program, activity or event, including:
- a. Whether your program, activity or event target audience is primarily Sedona residents or visitors. If possible, provide an estimated ratio of residents versus visitors.
 - b. How your program, activity or event will generate on-going economic benefits to the City of Sedona.
7. How will you measure the success of your program? Please describe:
- d. What success will look like.
 - a. Your overall measurement strategy, types of qualitative and/or quantitative data to be collected, collection process and evaluation methods you will apply.
8. What economic stimulation effort do you believe is insufficient or a missed opportunity in and why do you hold that belief? Describe how your proposed actions 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.
9. What other benefits, if any, 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.

**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, ACTIVITY OR EVENT BUDGET for
ORGANIZATION'S CURRENT FISCAL YEAR**

A **Program, Activity or Event Budget** must be submitted for each program, activity or event 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)	\$

**City of Sedona
Not-for-Profit
Funding Request
for
The Arts, Community Building and Economic Stimulation
Fiscal Year 2011-2012
Commissioner Uzumekis Comments**

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 not-for-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, ~~Academic Institutions, unincorporated organizations or groups that are constituted for non-profit purposes.~~
2. Provides documented services directly to City of Sedona residents,
3. Has an independent Board of Directors of at least ~~five~~ three 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 [EMU1] 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 or target population.
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. [EMU2]
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:

~~Discriminate based on membership status or economic status.~~

1. Fund travel or training for organization officers, members or volunteers,
2. Provide direct grants to individuals,
3. Fund organizational deficit reduction, endowments or fundraising campaigns.

FUNDING CATEGORIES

Funding requests for Community Building, The Arts and Economic Stimulation must be submitted by separate category and each evaluated on their individual merits. Select only one category 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 past 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^[EMU3], 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. Requests should indicate how the applicant will measure and document the generation of new revenues.

EVALUATION PROCESS

Applications will be evaluated on a 1 (low) to 5 (high) scale and scored on the responses to the Supplemental Questions ~~responses~~.

REVIEW PROCESS & COMMITTEE

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

- Two (2) Budget Oversight Commission members^[EMU4]
- Two (2) community representatives with experience in grant/foundation funding evaluations^[EMU5]
- One (1) community member at-large.

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

~~In addition, for the 2011-2012 fiscal year, the Arts & Culture Commission will review all Arts category funding requests and comments from the Review Committee and provide comments to the Review Committee their recommendations to the City Council for final funding approval.~~^[EMU6]

The Review Committee will provide recommendations on community building and economic stimulation funding requests to the City Council for final funding approval.

REMINDERS

Carefully read and follow the instructions. Failure to provide all of the required information, with clearly marked signature originals, may risk elimination.

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

The Funding Request must include the following sections in the order indicated below:

- One (1) completed Funding Request form signed by an authorized representative or Board member.
- A **Proposal Narrative** section with clearly marked headers, including Organization Overview, and Supplemental Questions and Attachments.
- Organization Budget** on provided budget worksheet.
- Most recent previous year end line item signed, financial statements (audited, if available).
- Listing of Board positions and number of positions currently vacant.

INSTRUCTIONS

- 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.**
- Applicants that have not completed all required deliverables as outlined in the Funding Request may risk elimination.
- 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 2011-2012 fiscal year funding process:

- Applications Due **DATES TO BE FINALIZED**
- 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 BE FINALIZED:**

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

draft

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:	
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:	
--	--	--	--	--	--

Please list your Organization's staff composition in numbers:

<i>Paid full time</i>	<i>Paid part time staff</i>	<i>Number of full-time equivalents</i>	<i>Volunteers</i>	<i>Interns</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 (be sure to include all programs, activities or events by category). If funding is used for more than one program, provide 2-3 sentences for EACH.

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):

draft

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. Include the question prior to your answer.

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.

Repeat category from

Community Building

1. What specifically will you accomplish with the City's funding? Please describe:
 - a. The specific activities that will make up the programs 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 or the target audience 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 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 13 and 14 of this form. 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 total 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? Please address:
- a. 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? Please describe:
- a. What success will look like.
 - b. 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. Explain how your proposed program, activity or event will improve or build upon the current sense of community.
9. What additional benefits, if any, 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 a~~^[EMU7] 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.^[EMU8]
 - c. Provide equal and open access for all members of the community or target audience 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 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 13 and 14 of this form. 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 total 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? Please address:
 - a. 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.
 - a. 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? Please describe:
 - c. What success will look like.
 - a. 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 one or more of those needs?
9. What other benefits, if any, 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. Explain the actions you will take to directly stimulate business in Sedona and benefit the Sedona economy.
 - c. What economic result do you anticipate and why?
 - d. 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 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 13 and 14 of this form.
 - 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.
 - c. The diversity by percentage of funding sources used overall by your *organization*.
 - d. The diversity by percentage of funding sources for the specific *program, activity or event* for which you are requesting funds.
 - e. What percentage of your total expenses are used for administrative overhead versus all of your organization's *programs, activities or events*.
 - f. 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?
 - g. What percentage of your organization's financial resources will be dedicated to this program, activity or event?
 6. Describe the impact of your program, activity or event, including:
 - a. Whether your program, activity or event target audience is primarily Sedona residents or visitors. If possible, provide an estimated ratio of residents versus visitors.

- b. How your program, activity or event will generate on-going economic benefits to the City of Sedona.
7. How will you measure the success of your program? Please describe:
- d. What success will look like.
 - a. Your overall measurement strategy, types of qualitative and/or quantitative data to be collected, collection process and evaluation methods you will apply.
8. What economic stimulation effort do you believe is insufficient or a missed opportunity in and why do you hold that belief? Describe how your proposed actions 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.
9. What other benefits, if any, 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.
-

**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, ACTIVITY OR EVENT BUDGET for
ORGANIZATION'S CURRENT FISCAL YEAR**

A **Program, Activity or Event Budget** must be submitted for each program, activity or event 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)	\$