

COUNCIL POLICY			
Subject:	Policy Number	Effective Date	Number of Pages
COMMUNITY PROMOTION FUNDING	000-47	11/21/00	1 of 1

**PURPOSE:**

To establish guidelines for the expenditure of funds for community promotion.

**REFERENCE:**

Policy 000-09, Procedures for Permitting Special Events and Obtaining City Sponsorship.

**POLICY:**

- A. \$125,000 is the current total contribution for Community Promotion by the City Council and can be changed by action of the City Council.
- B. All requests for support or continued support from the Community Promotion Fund shall reviewed annually during the budget hearing process.
- C. The organization shall be non-profit as defined by Internal Revenue Code and no individual or group of individuals shall be enriched from the grant of funds. Proof of non-profit status must accompany the request.
- D. The organization shall submit a list of the Board of Directors and a complete budget for the current fiscal year, for the entire organization (income and expenditures), to the City for review in advance of their appearance before the City Council. Such a budget shall also indicate specifically how City funds are proposed to be used.
- E. All requested background material shall be submitted to the City not later than March 1 in order that it be given proper consideration within the City's established budget process.
- F. The organization must show, but submitting evidence satisfactory to the Council, that it is not asking the City to be the sole support of the project or activity which the organization seeks to finance.
- G. The requested grant will reflect to the promotional benefit of the City and be reflective of the goals of the City.
- H. Each event should be evaluated annually, based on its own merits, and not guaranteed from year to year.
- I. Community promotion funds should be used primarily to fund City services.
- J. The City Council Community Promotion Committee should include at least one City Council member with experience on the committee in a prior year. The assignment should be rotated among Council members.
- K. The following guidelines should be used to aid the City Council in determining recipients and amounts:
  - The activity should generate revenue to the City.
  - The activity should have broad based community participation and be open to the public.
  - The activity should take place within the City.