

FORT BRAGG PROMOTION COMMITTEE GUIDELINES FOR 2009/2010 FUNDING REQUESTS

Important Dates

Application due date: August 15, 2009
Notification to Applicants: September 15, 2009
Grant Project Period: July 1, 2009 through June 30, 2010

For More Information Contact

Mary Tobak, City of Fort Bragg, Fort Bragg Promotion Committee Staff Person
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Program Description

The Fort Bragg Promotion Committee (FBPC) promotes the City of Fort Bragg for the following purposes:

- (a) To increase spending within the City;
- (b) To generate additional tax revenue; and
- (c) To sustain and expand tourism, retail income and employment within Fort Bragg.

Types of Eligible Expenses

- The primary purpose of FBCA funding is direct promotion expense for media, web and print publications. All media and publication projects must include specific plans for marketing and public distribution, and priority will be given to those projects with the greatest potential for widespread public distribution. Examples include the following:
 - Display Advertisement
 - Website Banner Ad
 - Fliers
 - Brochures
 - Programs
- Other requests for activities that are of direct and significant promotional benefit to Fort Bragg make be considered at the discretion of the FBPC.

Ineligible Expenses

- Debt reduction, capital campaigns, or endowments
- General operating support
- Equipment and materials purchases
- Requests from organizations that have not fulfilled their previous funding obligations with FBPC, including final reports
- Requests from organizations that have previously been granted funds that have failed to expend funds within approved timelines
- More than one request per organization
- Requests for multiple components of the same festival, event, or project.

Review Criteria and Process

- Funding requests will be considered only after submittal of the Funding Request Form and all required attachments. Submittal of a signed Letter of Agreement and Invoice with expenditure documentation is required before funding will be released.
- Festivals, events or projects must be Fort Bragg specific and/or have a Fort Bragg specific component
- All Funding Requests must include a brief narrative addressing the following:
 - Demonstrate value of event/activity to the Fort Bragg community
 - Specify whether the primary audience is local or out of the county.
 - Indicate how advertising for the event/project will further FBPC's promotional goals (Note: All advertising must include the *FortBragg.com* logo).

- All written materials describing the event, including newspaper articles, editorials, web pages, brochures, flyers, newsletters, etc., must specifically state that the event/project was sponsored/funded by the FBPC.
 - Provide a detailed budget for event/activity that clearly indicates how requested funds are to be used..
 - The FBPC encourages all event/activity organizers to consider that a significant portion of our community is Spanish-speaking. Event/project organizers should consider bilingual advertising and a bilingual component.
- Funds will be disbursed on a reimbursement basis only for approved and documented expenses. To obtain reimbursement, please submit an invoice with attached original receipts and documentation of expenditure purpose to Mary Tobak at Fort Bragg City Hall. Invoices must include the name and mailing address for the Payee. Arrangements for direct payment to a vendor must be made in advance.
 - The content of all event/project-related advertising must be reviewed and approved by a member of the FBPC in advance of its publication and/or distribution.
 - Events held within the City of Fort Bragg must comply with all City requirements for special event permits, business licenses, and other permits, as needed. Please contact the Community Development Department for information regarding special event permits and the Finance Department regarding business licenses.
 - Public events must be added to the www.FortBragg.com website at least one month prior to the event date.
 - A final report is due within 30 days after project completion, including documentation of compliance with sponsorship any written materials printed or posted about the event/project. All requests for reimbursement must be submitted within 60 days of activity completion.

Please Also Note:

- In order to best serve the community, FBPC wishes to assist as many organizations as possible. With that in mind, some projects may not be awarded the entire amount of funding requested.
- The FBPC does not intend to provide on-going funding for annual events. We encourage all events to become self-supporting as soon as possible, and event organizers should continue to seek alternative funding sources.

Review Criteria and Process

A subcommittee consisting of FBPC members and City staff will review funding applications and will make ranking and funding recommendations to the FBPC. The FBPC will make final decisions as to approval or denial of requests. Proposals will be reviewed according to the following criteria:

- The viability of the project, as evident in a realistic work plan, appropriate budget, and qualifications of project personnel
- Clarity of plans for evaluating impact
- Evidence of community support and involvement in project planning
- Potential for long-term benefit to the City of Fort Bragg, target communities, or the applicant organization.

To apply, download the guidelines and application. Alternatively, please call Mary Tobak at 961-2823, ext. 112 to request that copies be mailed to you. Submit a proposal packet that must include the Funding Application and required attachments.