



RESOLUTION ADOPTING POLICY PERTAINING TO TOWN GRANTS AND THE PURCHASE OF SPONSORSHIPS

WHEREAS, for many years, the Town of Middleburg has awarded grants and/or made charitable donations to non-profit organizations for multiple reasons; and,

WHEREAS, the Town has also participated in outside special events through the purchase of sponsorships; and,

WHEREAS, the policies related to the issuance of charitable grants/donations and for the purchase of sponsorships are informal and not in writing; and,

WHEREAS, the Town Council has adopted as one of its strategic initiatives the development of a policy for grant review and allocations;

NOW THEREFORE BE IT RESOLVED by the Mayor and Members of the Town Council that the attached policy is hereby established for Town grants and/or charitable donations and for becoming a special event sponsor. This ordinance shall become effective July 1, 2020.

Adopted this 14th day of May, 2020.

APPROVED:

Trowbridge M. Littleton, Mayor

ATTEST:

Rhonda S. North, MMC
Town Clerk

**TOWN OF MIDDLEBURG POLICY
PERTAINING TO TOWN GRANTS/CHARITABLE DONATIONS
AND
SPECIAL EVENT SPONSORSHIPS**

All grant and charitable donation awards and sponsorships are subject to the availability of funding in the Town budget

Town Grants

Purpose of Town Grants: The purpose of a grant award is to make an investment in positive change in the town of Middleburg. Grants are tools that applicants use to have an impact on issues they care about and should be considered by the applicant from a mission-based perspective. Since the point of a grant award is impact rather than money, the point of a grant proposal is to rally the necessary resources to help the applicant fulfill its purpose.

Goal of Grant Awards from Town's Perspective: The goal of a grant award is to ensure the Town of Middleburg makes impactful grants to the right partners. This will be accomplished through a thorough proposal evaluation. A grant proposal is a call-to-action for the Town to join the applicant as a partner in achieving a specific result. This will require, at a minimum, a two-way conversation.

Definitions:

“Event” shall mean a special, community or cultural event, a program or an activity as proposed by an applicant. An “Event” shall constitute the entire event and may not be broken into individual components for the purpose of obtaining more than one Town grant.

“Grant” shall mean a request for a grant or charitable donation from the Town of Middleburg.

“Special Circumstance” shall mean an event or activity that is distinguished by some extremely unusual quality or condition. An example of a special circumstance would be the receipt of a matching grant, in which the Town’s financial support would be used toward the match, to support an organization that provides education programs for the residents in Middleburg.

Application of Grant Policy:

This policy shall apply to all requests for a charitable donation and/or grant unless an exception applies.

Exceptions:

This policy shall not apply to the following:

- Grant requests submitted to the Health Center Advisory Board;
- Grant requests submitted to the Middleburg Foundation;

Town Grant Regulations

The following shall apply to the application for and issuance of Town grants:

- A. All grant requests must comply with the requirements set for in this Policy.
- B. In accordance with Virginia Code Section 15.2-953, the Town of Middleburg is only authorized to appropriate public funds or make charitable donations to (1) charitable institutions or associations located within the Town limits or that provides services to residents of the Town if located outside of the Town limits, provided the institution/association is not controlled in whole or part by any church or sectarian society; and, (2) public institutions of higher education in Virginia that provide services to Town residents. **Accordingly, only non-profit organizations and institutions of higher education in Virginia that provide services in the corporate limits of the Town of Middleburg are eligible to apply for a Town grant.**
- C. Town grants are intended to provide start-up funding only. **Accordingly, no organization may be awarded more than three (3) Town grants during their lifetime.**
- D. No more than one grant shall be given annually per event.
- E. Grant awards shall be limited to a maximum of \$5,000 annually. In the event this Town grant is being used as a grant match, regardless of whether the match is for an outside grant the applicant has applied for or one that the Town has applied for (i.e. Commission for the Arts Grant), this Town grant shall not exceed the amount of that grant award up to the maximum of \$5,000.
- F. Applicants may not submit an application for a grant and solicit a sponsorship from the Town for the same event.
- G. The applicant must attend at least one (1) Town grant writing workshop or view the grant writing video prior to submitting a grant application.

Grant Application and Award Process:

Unless an exemption applies, the following grant process shall be utilized:

Grant Submission: Requests for a Town grant shall be submitted on the Town's Grant Application Form, as approved by the Town Council, which is available on the Town's website. Grant applications shall be submitted to the Business & Economic Development Director a minimum of one hundred twenty (120) calendar days in advance of the event. Requests submitted in any other manner and/or incomplete applications will not be advanced for consideration. Applications submitted less than 120 calendar days in advance of the event are not guaranteed to be considered in time to receive a grant award.

Review Process: Grant applications for special, community and cultural events, programs and activities shall be reviewed by the Cultural & Community Events Committee (CCEC). Grant applications for capital purchases—or operations, as well as special circumstances requests shall be reviewed by the Economic Development Advisory Committee (EDAC). The appropriate committee shall consider grant applications on a quarterly basis during their meetings held in January, April, July and October. Upon determining the grant application is complete, based upon the checklist as approved by the Town Council, the Business & Economic Development Director shall place it on the next quarterly committee meeting agenda during which grants are considered. The committee shall evaluate the application based upon the evaluation criteria identified in this Policy and forward their recommendation to the Town Council. Upon receipt of the committee's recommendation, the Town Clerk shall place the request on the next available Council agenda.

Contract and Grant Award: Upon approval of a grant award and the execution of the Grant Contract, the Town Treasurer/Finance Director shall issue a check in said amount within seven (7) business days of the date of the latest signature on the Contract.

Final Report: Within two months of completion of the event, the applicant must submit a final report to the Business & Economic Development Director. Said report shall include: (1) the measurements of the event as agreed to in the grant application; and (2) a complete financial report on the event, to include receipts confirming the funds were spent for the purpose for which they were approved by the Town. Said report shall be reviewed by the committee at their meeting following the submission. Until such a report is provided, future grant applications will not be considered by the Town.

Grant Evaluation Criteria:

The below listed information will be used by the Town of Middleburg in evaluating whether an application for a grant should be approved. Accordingly, the applicant will be required to provide information in their grant application to address each of these criteria.

1. The applicant's background and experience in organizing such an event;
2. The applicant's financial health;
3. Whether the applicant has obtained any other partners to assist in organizing the event;
4. The type of event for which the grant is being sought;
5. The applicant's identification of the costs of items for which the grant is sought;
6. The applicant's goal for the use of the grant funding;
7. The measures being proposed by the applicant to determine the success of the event;
8. The applicant's plan to make the event self-sustaining or to obtain alternative funding sources within a three-year period from the first grant award;
9. The applicant's communication/marketing plan for the event;
10. Whether additional Town resources will be required for the event;
11. The success of any past events for which Town grants were received, if applicable.

General Requirements Applicable to Town

In order to ensure success of the Town's Grant Program, the Town shall adhere to the following requirements:

- Aside from special events organized by the Town of Middleburg itself, there shall be no individual line item designations in the annual budget for charitable donations or grants;
- Assuming the economic environment supports it, the Town Administrator shall recommend in the annual budget an amount sufficient to fund the award of Town grants, said amount not to exceed \$60,000 (\$60,000 shall include any grant matches, such as Commission for the Arts grant). The Town Council will determine the ultimate budget amount when it approves the annual budget and appropriates funding;
- A copy of the Town Grant Policy must be provided to all applicants as a part of the grant application;
- The Business & Economic Development Director shall hold at a minimum, two (2) town grant workshops per fiscal year.
- As special circumstance awards are intended to occur infrequently, the funding of such awards shall come from the fiscal year budget's Contingency Reserve or General Fund Reserves as identified by the Town Council at the time of approval.

Waiver Provision

In the event of an emergency or time-limited request, the Town Council may waive the grant submission and review processes identified in this Policy and may evaluate the grant application itself, based upon the Evaluation Criteria identified in this policy, without the benefit of a recommendation from the CCEC or EDAC.

Town Special Event Sponsorships

Purpose of a Special Event Sponsorship:

The purpose for the Town of Middleburg to become a special event sponsor shall be to promote visitation, shopping and dining at Middleburg businesses by promoting a positive image of the town, as well as to promote a community event for the benefit of Town residents.

Sponsorships Separate from Grant Applications

The Town of Middleburg will consider requests to become a special event sponsor for events that fall within the Purpose as identified above. The Town shall not, however, become an event sponsor if the event has received a grant from the Town. Town sponsorships shall be limited to no more than \$2,000 per event annually, with the exception of sponsorships for Christmas in Middleburg and the Middleburg Film Festival, which shall be \$10,000 and \$15,000 respectively.

Approval Process for Becoming an Event Sponsor

Special event organizers who wish to solicit a sponsorship from the Town shall submit their request, to include the amount of the sponsorship sought and an identification of any direct benefits the Town will receive (i.e. booth at the event, marketing, etc.), to the Business & Economic Development Director. The Business & Economic Development Director shall make a recommendation to the Town Manager within seven (7) business days of receipt of the request. The Town Manager will determine whether the Town shall become a sponsor of the event, as allowed in this Policy.

Sponsorship Amounts/Budget

Assuming the economic environment supports it, the Town Administrator shall recommend in the annual budget an amount sufficient for the Town to become an event sponsor, up to a total of \$35,000 (\$10,000 in general sponsorships; \$15,000 Middleburg Film Festival sponsorship; \$10,000 Christmas in Middleburg sponsorship). The Town Council will determine the ultimate budget amount when it approves the annual budget and appropriates funding.