



PO Box 975
One Lake Street
Avon, CO 81620

July 23, 2016

RE: 2017 Town of Avon Community Grant Program

Dear Potential Applicant:

The Town of Avon welcomes applications from organizations and agencies seeking funding for programs, projects, special events, services or activities that support the Town's stated priorities in the *Town of Avon 2017-18 Strategic Plan*. In addition to providing the *Strategic Plan*, this packet includes important information to help your organization apply for Town funding, including application submission requirements, review criteria and the application schedule.

While the Town of Avon will look at every opportunity for advancing partnerships with organizations in Avon to advance the *Strategic Plan*, monies to outside agencies are prioritized with all operational, service, and facility needs of the Town through the annual budget. In Fiscal Year 2016, the Town Council approved \$205,150 in funding for community grants. This funding level is again targeted in 2017, but it is not guaranteed and is in the complete discretion of the Avon Town Council.

The 2017 funding decisions will be based solely upon an organization's written application. No interviews with applicants will be held. An *Ad Hoc Review Committee*, comprised of citizens representing businesses, special events and nonprofits, plus two Town staff persons will review all applications and make the funding recommendations. The *Ad Hoc Review Committee's* funding recommendations will be incorporated into the annual proposed budget, which Council will take action on during a public hearing tentatively scheduled for October 25, 2016.

The following materials include all the information needed to prepare a funding application:

- 2017 TOWN OF AVON COMMUNITY GRANT PROGRAM: SUPPORTING THE TOWN OF AVON 2017-18 STRATEGIC PLAN
- APPLICATION REQUIREMENTS & SUBMITTAL GUIDELINES
- 2017-2018 TOWN OF AVON STRATEGIC PLAN

THE APPLICATION DEADLINE IS AUGUST 26, 2016, 5:00 PM

If you have any questions, please feel free to call 970-748-4404 or email pneill@avon.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "Preston Neill".

Preston Neill
Executive Assistant to the Town Manager

2017 TOWN OF AVON COMMUNITY GRANT PROGRAM: SUPPORTING THE TOWN OF AVON 2017-18 STRATEGIC PLAN

Program Overview

The *Town of Avon 2017-2018 Strategic Plan* guides the decision-making and provides the structure for ensuring investments and programs reflect the Town Council's priorities in achieving the vision and adopted plans of the Town of Avon. The Town recognizes that outside agencies and organizations should be considered as important partners in advancing the stated priorities in the plan, and that to fully build a successful partnership, Town funding may be required either through a direct cash contribution or with in-kind services. It is through the belief that partnerships are important to meeting the Town's strategies, community grants are considered each year.

Eligible Applicants

1. Non-profit applicants may apply as a 501(c)(3) or under the umbrella of a 501(c)(3) with a letter of agreement between the applicant and the umbrella 501(c)(3).
2. For-profit business applications as a general practice are not accepted except for special events and when a non-profit is included as a beneficiary of some or all of the proceeds of the special event.

Proposal Review Criteria

1. *2017-2018 Town of Avon Strategic Plan*
 - 1.1 Does the proposal's program/event/service/activity directly support one or more of the *Town of Avon 2017-2018 Strategic Plan's* priorities and/or on-going objectives?
 - 1.2 How successful will the program/event/service/activity be in meeting the priority (priorities)?
 - 1.3 Does the proposal's program/event/service address a potential unmet need in meeting the priorities of the *Strategic Plan*?
 - 1.4 How many Town of Avon residents will directly benefit from the proposal's program/event/service/activity?
 - 1.5 Does proposal's program/event/service/activity have the potential to benefit Avon's business community?
 - 1.6 Are the proposed measurements to evaluate the success of the program well defined?
 2. *Funding Level*
 - 2.1 Is the requested support either in cash or in-kind commensurate with expected benefits from the proposal's program/event/service/activity?
 - 2.2 Is the proposal's program/event/service/activity funding a one-time support request or creating a longer term need for Town funding?
 - 2.3 If the applicant has received Town funding for more than one year, is the proposal's funding request to the Town increasing, being reduced, or falling as a percent of all program/event/service/activity revenues?
 - 2.4 How successful is the applicant in bringing in other funding partners?
 - 2.5 Do the board members personally contribute to the financial success of the organization?
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3. *Special Events Only:*
 - 3.1 Does this event have the potential to contribute to Avon’s long term sustainable special events strategy?
 - 3.2 What is the growth potential for this event? Does it have the potential to be an annual event and grow within Avon?
 - 3.3 How does this event contribute to a balanced annual calendar of events? (www.avon.org/specialevents)
 - 3.4 Does the producer of this event have the ability to produce an event compatible with the image of Avon as a cultural attraction?

**APPLICATION REQUIREMENTS
& SUBMITTAL GUIDELINES**

THE APPLICATION DEADLINE IS 5:00 P.M. ON FRIDAY, AUGUST 26, 2016

Application Requirements: (Please do not exceed three pages)

1. Program Title _____
2. Agency _____
 - 2.1 When was your organization/agency established? _____
 - 2.2 Contact Person _____
 - 2.3 Title _____
 - 2.4 Phone _____
 - 2.5 E-mail _____
 - 2.6 Address _____
3. Dollar amount **granted by the Town of Avon** for 2015 (if applicable): \$ _____
4. Dollar amount **granted by the Town of Avon** for 2016 (if applicable): \$ _____
5. Dollar amount **requested** for 2017 (if applicable): \$ _____
6. Description of in-kind services granted over the past two years, and requested for 2017 , if applicable:

7. Please provide the following information to help us assess your agency’s current non-profit status:
 - 7.1 Current Federal Employer Identification Number _____
 - 7.2 Has received a non-profit status from the IRS? Yes _____ No _____
8. If applying as a “for profit” business, please describe the business organization.

9. What is the mission of your organization?
10. Please provide a detailed description of the program, event or service for which Town of Avon support is being requested. For a special event, applicants must identify a specific calendar date which is compatible with other events in the Town of Avon, and when applicable, in the Vail Valley.
11. How does the proposed use of Town support further one or more of the *Town of Avon 2017-18 Strategic Plan* priorities and/or on-going efforts?
12. For the program, event or service requesting funding, how many Town of Avon residents will be directly benefited? How many Town of Avon residents received a direct benefit in 2015 and 2016, if applicable?
13. Please attach your anticipated detailed line item budget for the requested 2017 support, including in the revenues all other funding partners. Funds are not available for capital improvements, equipment or supplies. Include when funds are needed for payment.
14. If a non-profit, attach a budget for your agency for this same time period.
15. How will you measure the success of the program, event or service for which funding is requested? Please include clear objectives, outcomes, metrics and expectations.
16. How did you determine the need for the requested program, event or services?
17. Are there currently any other agencies or organizations providing similar services to the target population in the Town of Avon? If so, please identify them.
18. Please attach the most recent fiscal year-end financial statements reflecting your agency's beginning and ending balances for the year.
19. Please list all anticipated funding sources for the current (2016) and coming year (2017). Be sure to highlight any opportunities to leverage Town funds with external funds.
20. Please indicate the percentage of your board members who have contributed funds to your program during the past year (please note that we are not interested in the amounts given by individual board members, but instead in the percentage of the board members who have financially supported the organization).
21. If your organization received funding from the Town of Avon in 2016, it is mandatory that you provide a progress or final report on the funded activity, program and /or event. The report must include revenues and expenditures, including other outside revenue support. Please address all conditions stated in the Town of Avon Letter of Agreement you received, which announced your funding award. This submittal is not included in the three (3) page application limitation.

I affirm that all of the information included in this application, its attachments, and its supplemental documents is true and correct to the best of my knowledge.

Authorized Signatory

Date

Printed Name: _____

<p>Please note that no additional materials will be accepted. Do not send newspaper clippings, letters of support or promotional materials.</p>

Application Submittal Guidelines:

1. Submit six (6) copies of the completed application and a PDF by email to:
Town of Avon
Attn: Preston Neill
pneill@avon.org
One Lake Street
P.O. Box 975
Avon, CO 88620
2. Number each item in the application to correspond to the Application Requirements stated above.
3. Do not exceed three (3) pages.
4. Only one application may be submitted per organization.
5. Incomplete or late applications will not be considered.

Review Process & Schedule:

July 23, 2016	2017 Town of Avon Community Grant Program Application Available
August 26, 2016 – 5:00 pm	Deadline for Applications
Week of September 12, 2016	Funding Recommendations by <i>Ad Hoc Review Committee</i>
October 25, 2016	Public Hearing & Adoption of 2017 General Fund Budget
Early November 2016	Notification of Awards

Disclosures to all applicants:

- Funds will not be available until after January 1, 2017, and may be dispersed in installments, if awarded.
- Notification of awards will be sent after the Council approves the final budget currently scheduled for October 25, 2016.