



PO Box 975
100 Mikaela Way
Avon, CO 81620

July 27, 2020

RE: 2021 Town of Avon Community Grant Program

Dear Potential Applicant:

The Town of Avon welcomes applications from organizations and agencies seeking funding for programs, projects, services or activities that support the Town's stated priorities in the *Town of Avon 2020 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 2020, the Avon Town Council approved \$92,000 in funding for community grants. This funding level is again targeted in 2021, but it is not guaranteed and is at the complete discretion of the Town Council.

The 2021 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 and nonprofits, plus several 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 December 8, 2020.

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

- 2021 TOWN OF AVON COMMUNITY GRANT PROGRAM: SUPPORTING THE TOWN OF AVON 2020 STRATEGIC PLAN
- APPLICATION REQUIREMENTS & SUBMITTAL GUIDELINES
- *TOWN OF AVON 2020 STRATEGIC PLAN*

THE APPLICATION DEADLINE IS AUGUST 31, 2020, 5:00 PM

If you have any questions, please feel welcome to call 970-748-4087 or email ewood@avon.org.

Sincerely,

Elizabeth Wood
Communications & Marketing Manager

2021 TOWN OF AVON COMMUNITY GRANT PROGRAM: SUPPORTING THE *TOWN OF AVON 2020 STRATEGIC PLAN*

Program Overview

The *Town of Avon 2020 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

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).

Proposal Review Criteria

1. *Town of Avon 2020 Strategic Plan*
 - 1.1 Does the proposal's program/service/activity directly support one or more of the *Town of Avon 2020 Strategic Plan's* priorities and/or on-going objectives?
 - 1.2 How successful will the program/ service/activity be in meeting the priority (priorities)?
 - 1.3 Does the proposal's program/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/service/activity?
 - 1.5 Does proposal's program/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/service/activity?
 - 2.2 Is the proposal's program/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/service/activity revenues?
 - 2.4 How successful is the applicant in bringing in other funding partners?

APPLICATION REQUIREMENTS & SUBMITTAL GUIDELINES

THE APPLICATION DEADLINE IS 5:00 P.M. ON MONDAY, AUGUST 31, 2020

Application Requirements: (Please do not exceed three pages)

1. Program Title _____
2. Agency _____
 - 2.1 Contact Person _____
 - 2.2 Title _____
 - 2.3 Phone _____
 - 2.4 E-mail _____
 - 2.5 Address _____
3. Dollar amount **granted by the Town of Avon** for 2019 (if applicable): \$ _____
4. Dollar amount **granted by the Town of Avon** for 2020 (if applicable): \$ _____
5. Dollar amount **requested** for 2021 (if applicable): \$ _____
6. Description of in-kind services granted over the past two years, and requested for 2021, 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. What is the mission of your organization?

9. Please provide a detailed description of the program, event or service for which Town of Avon support is being requested.

10. How does the proposed use of Town support further one or more of the *Town of Avon 2020 Strategic Plan* priorities and/or on-going efforts?

11. For the program 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 2019 and 2020, if applicable?

12. Please attach your anticipated detailed line item budget for the requested 2021 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.

13. If a non-profit, attach a budget for your agency for this same time period.

14. How will you measure the success of the program or service for which funding is requested? Please include clear objectives, outcomes, metrics and expectations.

15. How did you determine the need for the requested program or service?

16. Please attach the most recent fiscal year-end financial statements reflecting your agency's beginning and ending balances for the year.

17. Please list all anticipated funding sources for the current (2020) and coming year (2021). Be sure to highlight any opportunities to leverage Town funds with external funds.

18. If your organization received funding from the Town of Avon in 2020, it is mandatory that you provide a progress or final report on the funded activity or program. 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 Signature

Date

Printed Name: _____

Application Submittal Guidelines:

1. Send the completed application, via email as a PDF document, to Elizabeth Wood at ewood@avon.org.
2. Number each item in the application to correspond to the Application Requirements stated above.
3. Do not exceed three (3) pages excluding attachments.
4. Only one application may be submitted per organization.
5. Incomplete or late applications will not be considered.

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

Review Process & Schedule:

July 31, 2020	2021 Town of Avon Community Grant Program Application Materials Available
August 31, 2020	Deadline for Applications
Week of September 14, 2020 (tentative)	Funding Recommendations by <i>Ad Hoc Review Committee</i>
October 30, 2020 (tentative)	Council Budget Retreat to Review and Provide Direction on 2021 Community Grant Program Funding, as Recommended by the Ad Hoc Review Committee
December 8, 2020 (tentative)	Public Hearing and Adoption of 2021 General Fund Budget
December 2020	Notification of Awards

Disclosures to all applicants:

- Funds will not be available until after January 1, 2021, and may be dispersed in installments, if awarded.
- Notification of awards will be sent after the Town Council approves the final budget, currently scheduled for December 8, 2020.