



Community Development Grant Program Guidelines & Application

Overview

This grant program utilizes funds from the City of West Plains Hotel/Motel Tax to promote tourism and economic development in West Plains. The Board of Tourism will review applications and make recommendations to the City Council for grant awards.

Timeline

Grant proposals will be received until 4:00 p.m. on March 20th. It is anticipated that the Board of Tourism will vote to make their recommendations to City Council in early April and the final vote will take place at the April City Council meeting. Funding should be available May 1st. All grant expenditures must occur before the end of the fiscal year (March 30th).

Grant Eligibility

Any event/organization/project whose objective is to promote tourism and economic development in West Plains is eligible to apply. Grant funds may be used for a variety of expenses including things like advertising, event overhead, and virtually any other event-related expense. The only restricted expenses are: purchase of alcohol, illegal activities, facility construction, or grant administration/staffing expenses not directly related to the project. Additionally, the tourism board may adopt more specific priorities that will be included in the grant application packet. These priorities will not rule out other projects but will give preference for certain activities.

Scoring Criteria

The following criteria have been adopted by the Board of Tourism to evaluate proposals:

1. Project Characteristics
 - a. Project summary includes connection to economic development and/or tourism
 - b. Explains how proposal would result in new program or expansion of existing program
 - c. Identifies goals and how they would be met
 - d. Identifies measurable results including how citizens and/or businesses benefit
2. Organizational Capacity
 - a. Describes experience in successfully implementing projects of similar scope/complexity
 - b. Utilizes experience in economic development/tourism
3. Budget
 - a. Identifies alternative sources of funding to support project
 - b. Demonstrates project will not rely on grant funds for sustainability
 - c. Identifies all sources of funding for the total project cost
 - d. Details use of funds by eligible line items* including documentation for requested and leveraged funds
 - e. Percent of leveraged funds
4. Project Benefits
 - a. Describes & quantifies how project will create or enhance economic development in West Plains
 - b. Describes & quantifies how project will create or enhance tourism development in West Plains
5. Project Specifics
 - a. Lists services to be provided with a description of services which may include: quantity and duration; method of delivery; details regarding whether services are provided on an individual basis and/or group basis; explain and justify the total amount of funds requested in relation to the services provided and any fees charged
 - b. Demonstrates compliance with grant program objectives and city requirements
 - c. Describes how the project will be completed in timeframe including close out and final reporting
6. Performance Indicators (previously funded projects will need to address any deficiencies in prior projects)

Application for City of West Plains Community Development Grant Funds

Project Application

Project Name:

Organization/Person Sponsoring Project:

Dates (if event):

Location (if event):

Note: The project must be completed within the fiscal year of the award (April 1-March 30) and be primarily located inside the city limits of West Plains.

Project Director Contact Information

Project Director (PD) Name:

PD Email:

PD Phone (home & cell):

PD Address + City/State/Zip:

Funding Request

Amount Requested:

Total Project Cost:

Estimated Attendance & Accommodations

Local:

Visitors (20+ mile radius):

Lodging rooms expected:

I hereby certify that, to the best of my knowledge, the information submitted in this packet is true and correct.

Project Director Signature

Date

Please submit application packet to:

Todd Shanks
Director of Community Services
1910 Holiday Lane
West Plains, MO 65775
(417) 256-7176

todd.shanks@westplains.net

Packet must be received no later than 4:00 p.m. on March 20th

Project Characteristics

a. Project summary includes connection to economic development and/or tourism

b. Explains how proposal would result in new program or expansion of existing program

c. Identifies goals and how they would be met

d. Identifies measurable results including how citizens and/or businesses benefit

Project Benefits

a. Describes & quantifies how project will create or enhance economic development in West Plains

b. Describes & quantifies how project will create or enhance tourism development in West Plains

Project Specifics

- a. Lists services to be provided with a description of services which may include: quantity and duration; method of delivery; details regarding whether services are provided on an individual basis and/or group basis; explain and justify the total amount of funds requested in relation to the services provided and any fees charged

b. Demonstrates compliance with grant program objectives and city requirements

c. Describes how the project will be completed in timeframe including close out and final reporting

Performance Indicators (describe how project will address any deficiencies in previously funded projects)

Budget Worksheet

Projected Revenue	
	Overall Project
Admission Fees	
Concession/Souvenir Sales	
Fundraising	
Memberships	
Business/Corporate Contributions (for-profit)	
Individual Contributions	
Organization/Foundation Contributions (non-profit)	
Other Governmental Contributions	
Other ()	
Other ()	
Other ()	
Request for West Plains Community Development Grant	
Total Income	

Projected Expenses		
	Grant Request	Overall Project
Staff Salary		
Contracted (other) Salary		
Entertainment		
Legal/Insurance/Banking		
Supplies/Materials		
Postage		
Equipment Rental		
Space Rental		
Travel		
Utilities		
Advertising/Marketing/Design		
Printing		
Other ()		
Total Expenses		

Budget Narrative

Projected Revenue

For each category that is included in the income section above, provide a detailed, itemized narrative below (and attached if necessary). See appendix for example.

Projected Expenses

For each category that is included in the expenses section above, provide a detailed, itemized narrative below for both grant and total project expenses (and attached if necessary). See appendix for example.

Assurances

As the grant applicant, you agree to the following terms:

1. The project for which grant funds are requested must be primarily located within the City of West Plains.
2. The project will promote West Plains as a destination by highlighting lodging, dining, shopping, attractions, and industry.
3. The proposed project must comply with all applicable laws, permits, licenses, and regulations.
4. Each project must maintain financial records to document the use of grant funds. These records will be filed and made available for inspection by the City of West Plains for a period of not less than three years following the final report.
5. If grant funding is received, the project is required to prominently recognize the contribution on all project-related news releases, brochures, flyers, banners, etc. using the City of West Plains logo and this required credit line: "Financial assistance for this project has been provided by the City of West Plains Community Development Grant Program." Verbal acknowledgement should be given whenever there are no printed materials and during any interviews with the media.
6. In cases where sponsorship packages are available, a sponsorship equivalent to the dollar amount of grant funds awarded should be provided to the City of West Plains.
7. Project organizers are responsible for paying any applicable taxes.
8. Failure to use any awarded funds as specified in this application may result in a full refund of grant funds to the City of West Plains.
9. Failure to submit a final report and other required documentation within 30 days of project completion or March 30th, whichever comes first, may result in penalties including but not limited to a full refund of grant funds distributed.
10. Grant funds cannot be transferred from one project to another or to another organization other than that listed on the application.
11. Applicants not in compliance with reporting deadlines and procedures will be disqualified from receiving any future grant funding.
12. If a project changes during developmental changes, the applicant should submit a written request to the City of West Plains Board of Tourism, which may accept or reject the changes. If changes are rejected, no further grant funds will be awarded and any distributed funds must be refunded immediately. If changes are approved, an addendum to the original agreement will be provided by the Board of Tourism and the project may move forward with pledged funding.
13. Selected projects must be completed within the fiscal year (April 1-March 30) in which the grant is awarded. If a project is delayed, the grantee must inform the Board of Tourism in writing, requesting an extension. The City of West Plains reserves the right to reject a request for an extension which may result in penalties including but not limited to a full refund of grant funds distributed.
14. Additional guidelines may be required on an individual project basis and will be outlined in the grant award letter and/or agreement.

Project Director Printed Name

Project Director Signature

Date

FINAL REPORT

This report must be submitted to the Board of Tourism within 30 days of project completion or by March 30th, whichever comes first.

Project Name:

Organization/Person Sponsoring Project:

Dates (if event):

Location (if event):

Project Director (PD) Name:

PD Email:

PD Phone (home & cell):

PD Address + City/State/Zip:

Amount Awarded:

Total Project Cost:

Final Attendance & Accommodations

Local:

Visitors (20+ mile radius):

Lodging rooms utilized:

Will the project take place again?

Provide a general assessment of the event (success, concerns, improvements, etc.):

How did the project meet the stated mission of improving tourism and economic development in West Plains?

How were grant funds used? (receipts/invoices documenting how grant funds were used MUST be attached)

Summarize the advertising/marketing efforts used in promoting project:

Final Submission Checklist:

- Invoices/Receipts documenting all grant-funded expenditures (required)
- Examples of promotional materials (if applicable)
- PR/media coverage of the project (if applicable)
- Additional documents or text demonstrating the project's success (if applicable)

A completed final report and all required documentation must be provided to the Board of Tourism within 30 days of project completion or by March 30th, whichever comes first.

Submit report to:

Todd Shanks (todd.shanks@westplains.net)
Director of Community Services
1910 Holiday Lane
West Plains, MO 65775

**City of West Plains
Community Development Grant Program Scoring Rubric**

Name:			
Project Characteristics		Max Pts	Pts Rcvd
	1. Project summary includes connection to economic development/tourism	5	0
	2. Explains how proposal would result in new program or expansion of existing program	5	0
	3. Identifies goals and how they would be met	5	0
	4. Identifies measurable results including how citizens/businesses benefit	5	0
Comments:		20	0
Organizational Capacity		Max Pts	Pts Rcvd
	1. Describes experience in successfully implementing projects of similar scope/complexity	5	0
	2. Utilizes experience in economic development/tourism	5	0
	Comments:	10	0
Budget		Max Pts	Pts Rcvd
	1. Identifies alternative sources of funding to support project	5	0
	2. Demonstrates project will not rely on grant funds for sustainability	5	0
	3. Identifies all sources of funding for the total project cost	5	0
	4. Details use of funds by eligible line items* including documentation for requested and leveraged funds	10	0
	6. Percent of leveraged funds (0-20%=0; 21-40%=1; 41-60%=2; 61-79%=3; 80-90%=4; >90%=5)	5	0
Comments:		30	0
Project Benefits		Max Pts	Pts Rcvd
	1. Describes & quantifies how project will create or enhance economic development in West Plains -AND/OR-	15	0
	2. Describes & quantifies how project will create or enhance tourism development in West Plains	15	0
Comments:		15	0
Project Specifics		Max Pts	Pts Rcvd
	1. Lists services to be provided with a description of services which may include: (quantity and duration; method of delivery; details regarding whether services are provided on an individual basis and/or group basis; explain and justify the total amount of funds requested in relation to the services provided and any fees charged.)	5	0
	2. Demonstrates compliance with grant program objectives and city requirements	10	0
	3. Describes how the project will be completed in timeframe including close out and final reporting	10	0
	Comments:	25	0
Performance Indicators	<i>Note: any previous deficiencies may require corrective action or lead to disqualification</i>	Max Pts	Pts Rcvd
	1. Previous funded projects had minor deficiencies (-1)	-10	0
	2. Previous funded projects had moderate deficiencies (-2)	-20	0
	3. Previous funded projects had major deficiencies (-3)	-30	0
Comments:		0	0
TOTAL POINTS		100	0

**Must ensure allowable and unallowable costs follow guidelines in grant criteria*



Community Development Grant Program Frequently Asked Questions

1) When is the deadline to apply?

Generally, applications are only accepted until 4:00 p.m. on March 20th. In the event March 20th is not a business day, applications will be accepted until 4:00 p.m. on the first business day following March 20th.

2) Who makes the decision on project funding?

Grant applications are reviewed by the Board of Tourism. Recommendations are made to the City Council for final approval.

3) What if my project will happen before the next funding cycle, but we are after the deadline?

Potential applicants should contact the Director of Community Services. The Board of Tourism may consider special requests between funding cycles; however, the Board does not anticipate making awards outside of normal funding cycles.

4) Is there a maximum amount a project can receive?

While there is no maximum amount set in the criteria, the Board does not anticipate providing amounts of more than \$20,000. The maximum amount will be determined once final tax receipts are determined and the grant application process has concluded.

5) Is there a minimum amount a project can receive?

While there is no minimum amount set in the criteria, the Board does not anticipate providing amounts of less than \$1,000.

6) Can projects be funded for more than one year?

Projects will only be funded once per year. If a project is a multi-year project, an application must be made for each year of the project.

7) How are the grant funds distributed to successful projects?

Once the decision has been finalized by City Council, the Department of Community Services will issue award letters and the grant agreements. In the agreement, the grantee will select whether they would like to be reimbursed for expenses or have the City pay the expenses directly to the vendors. A combination of the two options may also be utilized.

8) Does the project have to be inside the city limits of West Plains?

By the criteria, the project must be primarily located inside the City of West Plains. Expenses like travel, advertising, and postage do not have to be limited to West Plains. An explanation of any expenses or project activities outside the city limits should be clear in the project application.

9) What happens if there are extra funds after the grant cycle ends?

If any grant funds are not awarded, the Mayor may recommend increased amounts for awarded projects to the City Council or the surplus will roll over for future years as reserve funds.

10) Can I spend money outside of West Plains?

If your budget worksheet and budget narrative have clearly identified and explained the expenditure, you should be able to spend the money however you see fit. If you are in doubt, contact the Director of Community Services.

11) Can anyone apply?

Generally, yes. Individuals, community groups, organizations, businesses are all eligible to apply. That being said, the grant criteria give preference to applicants with experience in prior successful project management.

12) Can members of the approving committees (Board of Tourism/City Council) apply?

Generally, yes. However, any person that represents an individual or organization that applies will be required to abstain from any discussion or voting on that project.

13) Can the City of West Plains apply?

Yes, governmental entities are eligible to apply.