



**Economic
Development
Corporation**

COMMUNITY PARTNERSHIP GRANT APPLICATION GUIDELINES

About the Community Partnership Grant

This grant provides an opportunity for the San Benito EDC to partner with organizations by **supplementing** funding towards the marketing efforts of a community event or initiative that will **showcase San Benito, TX** and promote the city for the purpose of developing new or expanded business opportunities, tourism and other economic development efforts that contribute to the city’s sales tax base.

Community Partnership Grant Calendar:

Application Deadline	Eligibility Events/Initiative Dates	Info Session Dates	Presentation to EDC Board	Funds Available
Wednesday, Jan. 8, 2020 at 3:00 PM (No Exceptions)	February 1, 2020 June 30, 2020	Friday, Dec. 6, 2019 at 10:00 AM or 2:00 PM Thursday, Dec. 12, 2019 10:00 AM or 2:00 PM (Must Attend One Session)	January 16, 2020*	February 1, 2020
*Date subject to change. If date changes, applicants will be notified promptly.				

Who is Eligible to Apply?

The entity or organization applying for San Benito EDC funding must be:

- a tax-exempt organization as designated in section 501(c)(3) of the IRS,
- a tax-exempt organization as designated in section 501 (c) (6) of the IRS, OR
- a nonprofit organization registered and designated by the State of Texas Comptroller's Office;
or
- A Department of the City of San Benito.

Who Does NOT Qualify?

Pass-through applications will not be accepted.

Events or programs where proceeds are to be donated, used for prize money, scholarships, travel, purchase of school equipment or supplies, or pay for any tuition assistance for a college or university study.

The following organizations are **NOT** eligible to apply:

- Individual schools or school clubs (public or private);
- Religious or sectarian organizations;
- Service clubs or fraternal organizations that serve a limited constituency;
- Individual Little League teams or other youth athletic teams;
- Religious causes;
- Political parties, candidates, or issues, or
- Request from Individuals (i.e. baby's beauty pageant, cheerleader camp, class trips).

Purpose of Event / Eligible Uses of Funding

The requested funding must have a positive economic impact for the City of San Benito, as EDC funding must be utilized to advertise or publicize the City for the purpose of developing new and expanded business enterprises. The impact must be explained by the applicant (examples: generation of visitors or tourists to San Benito, increased sales for San Benito businesses, or new bookings at San Benito hotels, among others).

The San Benito EDC reserves the right to request additional information to evaluate beyond that which is requested on the funding application.

The San Benito EDC reserves the right to accept or deny funding requests and to change funding guidelines at any time.

Eligible Expenses

Eligible expenses include media buy and/or expenses associated with promoting a specific event or initiative and includes the following:

- Advertising in newspapers, magazines, tv and radio stations including new media sponsorships;
- Social media Advertising;
- Website Advertising;
- Airport Advertising;
- Email Marketing;
- Signage and displays including street banners or any other type of banners, flyers, posters, outdoor billboards, lawn signs, and brochures;
- Video and/or photography production cost; and
- Buses or bus shelter advertising, such as bus wraps or inside displays.

Only the above-mentioned expenses should be included in the budget that is submitted with the application request. Any other expenses included in the application will automatically be ineligible to fund.

Application Guidelines

Activities, event or programs must occur within eligible dates are set forth in this application deadlines;

Applicant must have been in business in the City of San Benito for a minimum of two (2) years;

Applicant must attend a San Benito EDC Community Partnership Grant Info-Session;

Activities, events, or programs must be open to the public and take place within the City of San Benito City Limits;

Activities, events, or programs must attract residents and outside visitors' participation;

Activities, events, or programs must contribute to the business development and increase of San Benito's sales tax revenue;

Activities, events, or programs will promote local spending at San Benito's restaurants, businesses and hotels;

Activities, events, or programs will promote San Benito, TX as city destination of choice for residents and visitors alike;

Activities, events, or programs must be well-planned with stated goals, objectives, and evaluation/performance measures that demonstrate promotional benefit to the City and impact to the community;

A detailed budget must be included in the application and will outline proposed expenses that the grant funds will be used towards;

Organizations that submit more than one application will may be awarded per application and specific event eligible expenditures;

Grantees must present the San Benito EDC as funding partner on all marketing efforts of the activity, event, or program;

If awarded, all funds are to be used as indicated in the submitted application. Any unused awarded funds will be reported to the San Benito EDC and will be redistributed towards other EDC efforts as the EDC may determine;

The San Benito EDC has the right to withdraw funds without notification if the applicant does not comply with the stipulations on the community partnership award letter or guidelines;

Organizations and or city departments that have an open Community Event grant open and/or has not submitted a final report are not eligible to apply for the new application cycle.

Applications will only be accepted and reviewed by the San Benito EDC Board if its **complete in full** and contain all information requested.

Applicant will prepare and present to the EDC Board, EDC will confirm date and time;

After the event, the applicant is required to present a written and verbal presentation to the San Benito EDC Board explaining the outcome of the event. Failure to comply with this requirement within 60 days after the event will disqualify the applicant from further funding consideration for 12 months.

Application Review Process

The San Benito EDC Board of Directors are responsible for reviewing and voting on applications in accordance with state law. The board consist of seven voting members and one ex-officio board member, appointed by the City of San Benito Commission. The application review process is outlined below:

1. Completed applications must be submitted to the San Benito EDC via email or on a thumb drive in accordance with the 2019-2020 grant schedule outline above on page 1;
2. Applications must be reviewed by legal counsel to determine eligibility for San Benito EDC funding under state law;
3. Once eligibility is determined, applicants will be notified and placed on the meeting agenda to make a presentation to the EDC Board. Following the presentation, board members will have an opportunity to ask questions. *Please note that this is a formal presentation and time limits may be imposed.*
4. After presentation the EDC Board will determine if the applicant is awarded funding and if so in what amount; When the action is taken the EDC Board may approve, table or reject an application, by a majority vote of the board;
5. Funds awarded for approved applications are paid directly to vendors for the approved expenses.

Application Evaluation

- 1 Availability of grant funding;
- 2 Eligibility under Texas State Law;
- 3 Application completion. Has the application been completed in full, clear and well written, clearly states goals and objectives, and defines performance metrics to evaluate economic impact and success;
- 4 Evidence of public and private financial support. Preference will be given to applicants who develop and demonstrate multiple revenue sources;
- 5 Funding amount requested is reasonable for the type of community event or initiative;
- 6 Activities, events or programs align with the San Benito EDC strategic priorities;
- 7 A community partnership request must promote and provide overall awareness that will benefit San Benito as a city destination of choice for residents and visitors alike;

- 8 Activities, events or programs will encourage local spending, have a return of investment toward increasing San Benito's sales tax revenue base;
- 9 Applicant's funding and performance history.

Final Event Report

After the event, the applicant is required to present a written and verbal presentation to the San Benito EDC Board explaining the outcome of the event. Failure to comply with this requirement within 60 days after the event will disqualify the applicant from further funding consideration for 12 months.