

Worksession

Agenda Item #	7
Meeting Date	July 14, 2008
Prepared By	Jessie Carpenter City Clerk
Approved By	Barbara B. Matthews City Manager

Discussion Item	Discussion of Program to Provide Grants to Nonprofit Organizations
Background	<p>Each year, various community groups approach the City Council to request funding for their programs, events, or projects. \$5,000 has been included in the FY09 budget for this purpose. The Council has expressed interest in developing a policy and process for allocating these funds to nonprofit organizations.</p> <p>In its discussion, the Council may wish to consider the overall goals to be achieved by the program. For example, the program could be aligned to the Council’s goals of sustainability and creating/maintaining a livable community.</p> <p>Questions to be addressed include:</p> <ul style="list-style-type: none"> • types of projects to be considered; • the maximum grant amount to be awarded; • how the projects will be selected; • schedule for award of grants. <p>Staff has learned of examples of Maryland communities that offer small grants. Information on programs in College Park and Rockville is attached.</p> <p>After the Council discussion, City staff will work with the City Attorney’s Office to develop specific policies, procedures and guidelines for Council review before the program is implemented.</p>
Policy	The City Council determines how funds are expended and the services to be provided by City government.
Fiscal Impact	\$5,000 has been included in the FY09 Budget to provide grants to nonprofit organizations.
Attachments	<ul style="list-style-type: none"> • Memo from the City Attorney’s Office: City Grants to Nonprofit Organizations (May 18, 2006) • City of College Park Community Services Grant information • Information on Rockville’s Neighborhood Matching Grant Program: http://www.rockvillemd.gov/government/citymanager/grant.htm
Recommendation	Discuss and provide direction to establish a community grant program.
Special Consideration	

SILBER &

MEMO

PERLMAN

To: Takoma Park City Council; Barbara Matthews

From: Susan Silber, City Attorney
Kenneth Sigman

Subject: City grants to nonprofit organizations.

Date: May 18, 2006

Purpose

The purpose of this memorandum is to provide the Council with a general overview of the law relating to municipal grants to private organizations to facilitate the discussion of a comprehensive grant program for the City.

Discussion

Under Maryland law, state and local governments may appropriate public funds for any "public purpose." This authority is expressly granted to municipalities by section 2 of Article 23A of the Maryland Code, and is incorporated in section 401(b)(4) of the Takoma Park Charter. These provisions authorize the expenditure of municipal funds for any purpose "deemed to be public and to affect the safety, health, and general welfare" of the City and its residents. The courts have consistently held that governments may appropriate funds to private entities that provide services that are public in nature if the government maintains supervision and control over the public service at issue and requires total accountability by the private entity for the public funds.

Whether a public purpose exists.

The law does not define what constitutes a public purpose. Rather, as the Court of Appeals of Maryland explained, "it is almost entirely a matter of general acceptance." Wilson v. Board of County Com'rs of Allegany County, 273 Md. 30, 45, 327 A.2d 488, 496 (1974) (citations omitted). The Court of Special Appeals of Maryland provided the following guidance on the issue: "In general, a public purpose has for its objective the promotion of the public health, safety, morals, general welfare, security, prosperity, and contentment of all the inhabitants or residents within the municipal corporation." Bowling v. Brown, 57 Md. App. 248, 259, 469 A.2d 896, 902 (1984). Matters that have been recognized as public purposes for which governments may provide public

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funds to private entities include the construction of private hospitals to provide medical care for local residents, domestic violence victim assistance programs, the staging of a visual and performing arts program, the construction of buildings for private colleges, and purchasing land for and constructing factories for private enterprises to provide employment opportunities and generate tax revenue.

The issue of whether specific efforts to promote economic development further a public purpose is often the subject of litigation, particularly when governments exercise their power of eminent domain to transfer property from one private owner to another. The trend in the court decisions has been toward a more expansive definition of public purpose. However, there is a growing political backlash regarding this issue that may stop or reverse this trend. Generally, a public purpose exists where a private entity is furthering an objective that the government has the authority to pursue through its own agencies. When economic development is the objective, courts are more likely to find the appropriation of funds to a private entity to be for a valid public purpose if the matter at issue is part of a previously adopted economic development plan or policy.

Imposing sufficient governmental control over private entities.

The control and accountability necessary when public money is appropriated to private entities may be imposed through legislation applicable to specific grantees or through individual contracts with grantees.

The State of Maryland's statutory establishment of a private nonprofit corporation to benefit blind residents, Blind Industries and Services of Maryland ("Blind Industries"), is an example of the legislative approach to ensuring sufficient governmental control and accountability over private entities to facilitate the granting of public funds to those entities. The Maryland Code establishes Blind Industries as a corporate entity and vests control of the corporation with a 11-member board of trustees that is appointed by the Governor. Blind Industries, however, is not part of the state budget and its only state funding comes from grants. The statute requires the Board of Trustees to keep financial records, make an annual report to state officials, and undergo annual audits. Because of the statutory oversight requirements, the state can grant funds to Blind Industries.

Chapter 23B of the Montgomery County Code provides an example of a local government program that facilitates the granting of public money to wholly independent nonprofit organizations by requiring that the recipient enter into a contract with the County that details the terms of the grant. The Chapter authorizes the appropriation of public money to private nonprofit organizations that provide services to County residents that would otherwise be provided by the County. The nonprofit organizations must demonstrate that it will be unable to continue its services without public assistance. The statute provides general guidance on the selection of nonprofit organizations to receive County funds, and prescribes the procedures for applying for the grants, and expressly

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requires the execution of a performance contract between the County and the recipient to govern the use of the funds. The County Administrator reviews the applications to decide whether the grant of funds would serve a public purpose, and the County Executive makes a recommendation to the Council regarding the amount of assistance to be provided. The Council then holds a public hearing on the matter. The County Administrator negotiates the performance contract with the recipient.

Montgomery County also has a "Community Services Grants Program" through which it provides single grants of \$20,000 or less for one-time capital improvement projects of nonprofit organizations that provide community services within the County. Applications are considered by an appointed review panel consisting of private residents and County officials. The review panel makes a recommendation to the County Executive regarding which entities should receive the grants and the amount of each grant. If the County Executive agrees with the recommendation, he includes it in his budget proposal to the extent funds are available. The Council then decides on the grant as part of the budget approval process. Upon final approval, the grantee must then sign a contract that details the terms of the grant.

Suggestion for Takoma Park.

We understand that the Council is interested in creating a procedure for awarding modest grants (in the \$1,000 to \$2,000 range) to assist nonprofit organizations whose activities promote regional awareness of Takoma Park as a desirable place to live, work, operate a business, and shop that obviates the need for the Council to consider individual requests for money on an *ad hoc* basis and that will not unduly burden the staff.

Establishing a program similar to the County's Community Services Grants Program appears to be a logical approach. An appointed grants panel consisting of volunteer residents, and possibly chaired by a City staff member, would limit the cost of administering the program.¹ Making the volunteer panel and staff the primary decision makers would reduce the politicization of the process.² The establishment of the program with stated goals and criteria would also make clear

¹ When awarding relatively small grants, it is important to minimize the cost of administering the grants. One characteristic of the County's Community Services Grants Program that may reduce its administrative costs is that it is limited to capital improvements, which likely facilitates the use of a form contract wherein only the description of the project changes for each grant. The City may wish to establish a few narrowly defined uses for its grant funds to avoid the need for complex contracts.

² We understand that at least one Councilmember has expressed interest in having the Takoma Foundation administer the City's grant program. This does not appear to be a practical option for two reasons. First, the Takoma Foundation itself is a private entity that is not

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that grants issued pursuant to the program serve a public purpose.

The promotion of regional awareness of the City is not an expressly enumerated power of the Council under the Charter. Such an objective, however, is consistent with the general power of the Council to promote the "health, safety, comfort, convenience, welfare, and happiness" of the residents of the City. Charter §401(a). Such an objective also furthers the recognized public purpose of promoting the prosperity of the City. Finally, the underlying activities likely promote "the health, recreation, welfare, and enlightenment" of City residents and thereby constitute "Community Services," the provision of which is an express power of the Council under section 401(b)(13) of the Charter.

Conclusion

If the Council decides to establish one or more grants programs, we are available to answer questions that arise during the Council's consideration of this issue and we can work with staff to prepare the appropriate ordinance and regulations.

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accountable to the City. Second, even if the City were to contract with Takoma Foundation to administer the grants program in a manner that provides the City with sufficient supervisory authority and control, the Takoma Foundation would be distributing public money to third-party private entities that would not be subject to the City's supervision and control.

* 7000 CARROLL AVENUE, SUITE 200, TAKOMA PARK, MARYLAND 20912 *
(301) 891-2200 * FAX (301) 891-2206 *

City of College Park
FY2007 Community Services Grant Criteria
(Deadline: Wednesday, February 28, 2007, 5:00 pm)

PURPOSE AND ELIGIBILITY

The purpose of the City of College Park Community Services Grant is to provide resources for community programs and opportunities. The City of College Park believes that supporting community activities enhances the community as a whole. The City will provide grants to fund programs and activities that promote enhanced community opportunities for its residents. The maximum community services grant award per organization for fiscal year 2007 is **\$3,000**.

Grants awarded may:

- Support collaborative initiatives that increase partnerships between community residents and public or private agencies
- Improve neighborhood quality of life (e.g. beautification projects, environmental issues, public safety, etc.)
- Support youth activities
- Increase voter registration and turnout
- Encourage businesses to provide assistance to community-based organizations
- Celebrate the diversity of the College Park community
- Support educational needs of College Park children
- Support life enhancing opportunities for children and/or adults
- Build civic education (Definition: A well-informed, competent citizenry, comprised of people of all ages, must develop the values, knowledge and skills that will contribute to the greater good and civic health of their community.)
- Increase community volunteerism
- Provide operational funds for an organization whose programs meet one or more of the above listed items

Successful applicants will:

- Demonstrate a positive impact on the City of College Park and/or its residents
- Complement to City policies identified in the City's Comprehensive Plan, in City government strategies regarding public safety, quality of life and/or City program budget goals
- Create community enhancement models that can be replicated by municipalities across the state
- In an evaluative summary, include measurable results based on established goals
- Show prior effectiveness in program implementation

ORGANIZATIONS INELIGIBLE FOR THIS GRANT PROGRAM

- Any organization receiving a direct or beneficial grant from the City of College Park during this fiscal year
- Any fire company receiving a Fire Department Capital Equipment Grant from the City of College Park during this fiscal year

APPLICATIONS

- All applications must be typed or computer-generated (using the same format) and 1 copy of the application must be submitted. In order to be considered, all sections of the application must be completed. If sections or questions are not applicable, please indicate so with N/A.
- Requested information may be provided on separate sheets as long as the separate sheets reference the appropriate section and question numbers.
- You may attach additional printed information, such as brochures, participant lists, volunteer lists
- Materials submitted with applications will not be returned.
- All goals must be defined and measurable.
- Delineate in budget narrative/justification the breakdown of expenses in each line item requested

APPLICATION SUBMITTAL

All grant applications must be received no later than Wednesday, February 28, 2007 at 5:00 pm, addressed as follows:

Director of Finance
CITY OF COLLEGE PARK
4500 Knox Road
College Park, Maryland 20740-3390

Questions on application submittal should be directed to Stephen Groh, Director of Finance, at 301-209-7436, FAX 301-864-8941, E-mail: sgroh@collegeparkmd.gov. If you would like an electronic version of the application (in Word format), please send an e-mail to sgroh@collegeparkmd.gov.

SELECTION PROCESS

Proposals that do not strictly adhere to the application guidelines will not be considered. Special consideration will be given to programs directly serving City of College Park residents and involving multiple community partners. Upon final decision on the grant application by the City Council, you will be notified of the result. Prior to disbursement of funds, a hold harmless agreement must be executed by the recipient.

Worksession review of community services grant applications by Mayor & Council is scheduled for Tuesday, March 6, 2007. It would be helpful if you have a representative available to answer any questions.

GRANT REPORTS

Grant activities covered under this grant are expected to be concluded by December 31, 2007. Following conclusion of activities under this grant, a final report must be submitted to the Director of Finance by February 1, 2008. Late grant reports may adversely affect future requests.

Grant reports are to include the following information:

1. Application Cover Page
2. Outline of the goals and objectives you set out to accomplish through your project and provide outcomes based on those goals and objectives
3. Describe the project activities conducted toward achieving these objectives? Were there any unanticipated changes to the project? Why? How did you implement these changes? Did you meet your goals?
4. Budget comparison – compare budget to actual expenditures and justify any differences

City of College Park
FY2007 Community Services Grant Application

A. GENERAL INFORMATION:

Organization Name: _____

Organization Address: _____

City/State/Zip: _____

Program Name (if different): _____

Contact Person/Title: _____

Telephone Number: _____ FAX Number: _____

E-mail Address: _____

Use of Grant Funds: Will the City of College Park Community Services Grant be used to maintain an existing program, expand an existing program or start a new program? Check the appropriate box.

Maintain Existing Program Expand Existing Program Start New Program

We, the authorized representatives of the applicant organization, have completed or directed the completion of this application for the City of College Park Community Services Grant and confirm that the information contained herein is true and correct to the best of our knowledge, information and belief.

Signature/Date

Signature/Date

Printed Name/Title

Printed Name/Title

City of College Park
FY2007 Community Services Grant Application

Organization Name: _____

Program Name: _____

B. ORGANIZATIONAL STRUCTURE:

1. Number of current Board Members? _____

2. In what year did the organization begin operating? _____

3. In what year did *this program* begin operating? _____

4. Is the organization incorporated? _____ If so, in what state? _____

5. Is the organization qualified under Internal Revenue Code and regulations as a tax exempt organization? _____ If so, under what section of 501(c)? _____

Federal Identification Number: _____

6. Is this organization in compliance with all laws and regulations? [] Yes [] No

7. Staffing Profile: Identify the number and position/title of staff used to administer *this program*:

List Position/Titles:

8. How many volunteers are used to administer *this program*? _____

C. FUNDING SUMMARY:

Grant Request	\$ _____
Funds Secured from Other Sources	_____
Additional Funds Yet to be Secured	_____
Total Program Funds	\$ _____

D. OVERVIEW OF PROGRAM FOR WHICH YOU ARE REQUESTING FUNDS:

1. **Need Statement:** (a) Identify the issue or need that the program will address, and (b) identify the target/recipient of program services

2. **Program Summary:** Briefly describe the purpose of the proposed program and the services or activities to be provided to the target/recipient.

3. **Program Impact:** List the program's anticipated outcomes. What will change as a result of participation in program activities or how will the community benefit? Outcomes can be defined as the changes/benefits in skill, behavior, knowledge, attitude, conditions, status or awareness that participants experience during or after taking part in program activities.

E. PROGRAM ACTION PLAN: Briefly describe (**use bullet format**) each activity to be provided by your program to meet the desired outcome(s). If applicable, identify the average number of days or hours per month each activity will be provided to program participants. Also, identify specific tasks required in order to fully implement the program, including target dates.

ACTIVITY/SPECIFIC TASK

AVG. DAYS/HRS. PER MO.

TARGET DATES

F. PROGRAM EVALUATION: Identify and describe the methods to be used to evaluate this program? (i.e., questionnaire, interview, survey, pre- and post- test, rating scale, observation, other)

G. ORGANIZATION EVALUATION: Briefly describe one or two similar programs which the organization has undertaken in the past two years and provide an assessment of their effectiveness.

H. COLLABORATION:

1. Is this a collaborative program involving other agencies?

Yes

No

2. If so, please provide the name of collaborating agencies and the nature of the collaboration.

I. **BUDGET NARRATIVE:** Describe how line item totals in Program Budget, Item J, were determined.

J. PROGRAM BUDGET:

Receipts

Grant request from City of College Park _____

Foundations, other grants _____

Public agencies _____

Corporations _____

Other receipts (describe: _____)

TOTAL RECEIPTS \$ _____

IN-KIND CONTRIBUTIONS \$ _____

Expenses

Personnel (salaries, benefits, taxes) _____

Consulting fees _____

Equipment purchases _____

Supplies _____

Transportation _____

Equipment rentals _____

Other services (describe: _____)

Other expenses (describe: _____)

TOTAL EXPENSES \$ _____

NET SURPLUS / (DEFICIT) \$ _____

RE: FY2007 Community Services Grant

HOLD HARMLESS AGREEMENT

In consideration for the receipt of certain grant monies from the City of College Park, and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, _____
(Applicant) does hereby agree to indemnify and hold the City of College Park, its agents, servants and employees, harmless from and against any and all claims, demands, actions, causes of action, suits, and proceedings by others, and against all liability for damages, including attorneys fees, incurred by reason of or arising from any program, class, equipment or activity for which funds provided by the City of College Park are used directly or indirectly, regardless of whether or not the City is named as a sponsor.

Applicant: _____

By: _____

Name: _____

Title: _____

Dated: _____

City Matching Grant Links West End Neighbors

Next Application Deadline For Funds for Projects Is Sept. 15

Residents in Rockville's West End neighborhood now have the opportunity to be connected on the electronic information highway through a new project recently implemented with the assistance of the City Neighborhood Matching Grant Program (NMGP).

The West End Citizens Association distributed a spring mailing to its 1,600 homes in an effort to collect e-mail addresses of its residents for a neighborhood listserv. The listserv was created to allow the association to provide up-to-the minute information to residents at no cost, therefore improving communication among neighbors and furthering community involvement.

The association was selected to receive a City \$1,000 Neighborhood Matching Grant to pay for the supplies for the mailing, which they then "matched" in volunteer hours with activities such as writing the information, stuffing envelopes

and entering e-mail addresses into a database.

"We were frustrated with the inability to get information to a lot of people quickly," said Rose Sharkey, coordinator of the project. "This is a way to get messages out about important City issues."

West End was one of 10 projects approved for a Neighborhood Matching Grant last year. The program was established to support and empower neighborhood associations and to encourage active citizen participation.

Through the program, neighborhood associations may apply for monetary assistance to support projects, actions and initiatives within their community. The NMGP is built upon the premise that people who live and work in a neighborhood are its most valuable resource and are best able to identify the needs of the community, make improvements or come up with solutions.

Qualified neighborhood or-

ganizations are eligible for up to \$1,000 annually and must provide a match (cash or in-kind) equal to the grant amount requested.

Projects must address one or more of the following objectives: Neighborhood outreach and organizing, neighborhood preservation, crime prevention, planning social events aimed at fostering a sense of community pride, and acquisition of technology or supplies that directly support an existing community program or address a specific need in the community.

Applications are accepted quarterly. The next deadline is Friday, Sept. 15.

Visit www.rockvillemd.gov/government/citymanager/grant.htm for more information or to download the application. For more information, contact Dwayne Jenkins, Rockville Neighborhood Resources coordinator, at 240-314-8343 or djenkins@rockvillemd.gov. **RR**

Rockville U. Readies For Fall Semester

The best way for Rockville residents to learn about their City and its government is by attending Rockville University. But time to register for the fall semester is getting short as classes for the next semester of the free citizen learning academy will begin Wednesday, Sept. 20.

Rockville University, which is directed by the City's Manager's Office, will meet once a week. This session will primarily be for new residents.

Students will learn a wide range of information about their city, including where the City water comes from; who to call for a building permit; and how the Mayor and Council/City Manager form of government works. They also will meet other Rockville residents, cultivate civic leadership, get to know City staff and understand how tax dollars are spent.

Rockville University is open to any Rockville citizen age 16

and older. Class size is limited and participants must be able to attend most classes. In addition to the classes held one night each week, there may be Saturday morning field trips to visit City facilities.

To register for Rockville University, call Dwayne Jenkins of Rockville's Neighborhood Resources Program at 240-314-8343 or check www.rockvillemd.gov/residents/rockvilleu/index.html. **RR**

You've Got Sports E-Mail

Afternoons spent looking out of the window to see if the football or softball game will be held will be a thing of the past for those who participate in Rockville's Team Sports this fall.

Participants and supporters of Rockville teams in various sports can now sign up to receive an e-mail to see if a game has been cancelled due to weather conditions or other factors.

The program is new, starting with upcoming fall seasons.

"Subscribers will be alerted instantly by e-mail when a decision has been made to cancel a game, or other team sports updates," said Chuck Miller, sports program supervisor. "We



Athletes have new vital equipment: Rockville weather e-mail.

generally try to make our cancellation decisions by 3 p.m. on weekdays and by 7:30 a.m. on weekends."

To subscribe to the Rockville Sports listserv, send an e-mail to join-rockvillesports@rocknet.org. **RR**



The dog days of summer come to an end each year with a cool day of fun for Rockville's pooches (and owners) at the Rockville Swim Center.

Dog-gone Wet and Wild Fun Rockville's 4th Doggie Dip Day Set for Sept. 9

The Rockville Municipal Swim Center will celebrate the conclusion of a successful summer outdoor swim season with its fourth annual "Doggie Dip Day" from 12 noon to 4 p.m. on Saturday, Sept. 9.

A crowd of more than 400 people and pets attended last year's event, which included dogs of all breeds frolicking in the Swim Center's outdoor recreation pool. Meanwhile, their owners checked out a variety of dog-focused vendors.

Doggie Dip Day takes place after humans have used the outdoor pools for the last time of the swim season.

"We were thrilled with the number of people and pets who attended past Doggie Dip Days," said Beth Fowler, aquatic supervisor of the Swim Center. "For most dogs, it is a rare opportunity to cool off and play around in a pool. For dog owners, it is a chance to keep their pets busy—and meet other dog owners. It turned out to be a good social time last year

and should be even better this year."

A number of vendors specializing in dog products and services, such as obedience schools and area pet stores, will have booths to answer questions and distribute pet information.

The cost for Doggie Dip Day is \$5 per dog. Owners and guests enter free, unless they will be swimming in the indoor pool or using other Swim Center facilities.

All dogs must be registered with Montgomery County and be under the control of their owners. Owners must also bring an up-to-date rabies certificate or a letter from their vet certifying that their pet's rabies vaccinations are current.

People will not be allowed to enter the outdoor recreation pool with the dogs due to health and safety conditions. Owners are responsible for picking up all of their animal's droppings.

For more information, call 240-314-8754. **RR**

How do I?

...find answers to common questions with the click of a mouse?

Visit www.rockvillemd.gov and explore the new "How do I" feature on the City's homepage.

Board Members

Title

Term

Date of last Election: _____ Date of last meeting: _____

II. PROJECT INFORMATION

1. Please mark the category that best describes this project.

Neighborhood Outreach, organizing and services

Neighborhood Preservation and Improvemnts

Special Events

Technical and/or Equipment

2. Briefly describe the project to be undertaken.

3. What problem or opportunity will be addressed by this project? *(use additional paper, if needed)*

4. Provide a detailed work plan for implementing the project. Work plan should include a timeline for the project's completion, chronology of actions/tasks to be taken, persons responsible for each task, cost estimates and a breakdown of projects overall budget. *(use additional paper, if needed)*

5. How will the project benefit the neighborhood as a whole? *(use additional paper, if needed)*

6. What process was used to ensure that the members of your neighborhood and organization were involved in the selection of this project? How will they be involved in its implementation?
(use additional paper, if needed)
-
-
-

III. PROJECT BUDGET

1. What type of match is being provided by your organization in support of this project?
(Break your total match down into dollar amounts according to categories listed below)

NEIGHBORHOOD CONTRIBUTION

CASH \$ _____

VOLUNTEER LABOR VALUE \$ _____
(Complete Volunteer Labor Worksheet)

DONATIONS VALUE \$ _____
(Complete Donated Materials Worksheet)

DISCOUNTED MATERIALS VALUE \$ _____
(Complete Discounted Materials Worksheet)

2. **TOTAL Neighborhood Contribution:** \$ _____
(Total sum of #1 listed above. Neighborhood contribution must be equal to or greater than amount requested from the city.)

3. **NMGP Request:** \$ _____

TOTAL Project Cost: \$ _____

NAME (please print)

TITLE

SIGNATURE

DATE



The Neighborhood Matching Grant Program: *Helping Neighbors Help Themselves*

PURPOSE:

Why was the Matching Grant Program Created?

In its continuing effort to support and empower neighborhood associations and encourage active and interested citizen participation, the Mayor and Council has established a Neighborhood Matching Grant Program (NMGP). Through the NMGP, neighborhood associations may apply for monetary assistance to support projects, actions, and initiatives within neighborhoods. The NMGP is built upon the premise that the people who live and work in a neighborhood are its most valuable resource. They are best able to identify their neighborhood's needs, make improvements, or come up with solutions. The NMGP creates a partnership that matches the resources and creativity of citizens with the assets of City government. ***The goal of the program is to increase neighborhood connectivity and organizational capacity by engaging residents in various community service projects. Partnerships with local businesses, religious institutions, social service agencies and other community resources are encouraged.***

Eligible neighborhood projects should address one or more of the following objectives:

- neighborhood outreach, organizing and service
- neighborhood preservation and improvement
- special events aimed at fostering a sense of community pride
- acquisition of technology or supplies that directly support an existing community program or address a specific need in the community.

ELIGIBILITY:

Who Can Apply?

The NMGP is available to City-recognized neighborhood associations and multi-issue, neighborhood-based groups in the City of Rockville. The organization's membership shall be made up of residents within a specific geographic area commonly recognized as a neighborhood, who demonstrate a willingness to work together for the overall benefit of the neighborhood.

Eligible groups or organizations are recognized by the following criteria:

- partake in open and nondiscriminatory membership practices
- have clearly defined boundaries
- actively seek membership or involvement of neighborhood residents
- provide regular forums where information can be shared and issues discussed
- possess democratically elected officers or another form of participatory governance
- possess bylaws which provide for meeting the above criteria and include provisions for adopting and amending bylaws, establishing a quorum, resolving grievances, and setting the agenda
- holds a meeting at least annually
- has a roster of members

Attention: What Types of Projects are Appropriate? (please read carefully)

Project Categories:

1. *Neighborhood Outreach, Organizing and Service:* A project that results in creating, enlarging, or empowering membership of organization through positive and proactive means. (i.e., holding leadership training and commu-

nity facilitations; producing and distributing neighborhood directories, newsletters and/or special mailings; Examples of service projects include organized job training programs, health awareness initiatives, environmental efforts, children and senior activities, and educational interests, such as tutoring).

2. *Neighborhood Preservation and Improvement:* A project that creates or enhances a tangible improvement in the neighborhood. Examples include community clean ups, new landscape plantings and gardens, public art, public amenities like benches and trash receptacles, identification signs.
3. *Special Events:* A project, such as a community picnic, party or festival, that intends to foster a sense of community pride and identity, celebrates cultural awareness and uniqueness, or recognizes historical significance.
4. *Technology & Equipment:* A project that increases resident access to computers and multimedia technology, support information technology literacy and training, or utilize technology to support neighborhood organizing, planning, and action (i.e., computer hardware, software, copying machines, etc.).

THE NEIGHBORHOOD'S MATCH:

Through the Neighborhood Matching Grant Program, organizations and their projects are eligible for up to \$1,000 each fiscal year. There is a 1:1 match requirement for any amount received from the grant. For every dollar requested from the NMGP, the neighborhood must provide matched items that are at least equal to the value of the amount requested. So, if \$1000 is requested, then at least \$1000 of match must be proposed (and provided, if an award is made).

NEW!

It is mandatory that at each project has at least a 25% match in volunteer hours or "sweat equity" from the neighborhood.

In addition to volunteer hours, items that can be used solely or in combination to make up an organization's match include:

- donated or discounted professional services
- donated or discounted materials or supplies
- cash

Parameters:

- Volunteer labor is valued at \$10.00 per hour.
- Assistance from City staff or funds from elsewhere in the City cannot be counted as match.
- Time spent preparing the grant applications or fundraising cannot be counted as a match.
- Donated professional services and materials are valued at a rate equal to fair market value.
- **The same project may be awarded funds for no more than three (3) consecutive fiscal years. Therefore, staff encourages neighborhoods to attempt new and creative initiatives.**
- It is the responsibility of the neighborhood to provide ongoing project maintenance.
- Project builds upon or leverages existing assets.
- The project can successfully be sustained or maintained by neighborhood (requiring no further funds from NMG).
- The project must be completed within 12 months.

NEW!

THE GRANT PROCESS:

Application, Evaluation Criteria, and Selection

Applications must be submitted by May 1st of each fiscal year in order to be considered. Only one application per year will be accepted.

Applying For a Matching Grant:

- *Recognition:* The applicant must be recognized by the City's Neighborhood Resources Program. Application must include a history of the organization, listing of officer information, bylaws and boundaries, membership roster, minutes from meetings of the past year, including important resolutions or actions that occurred at the meetings.

- *Application:* A NMGP Application must be submitted prior to stated deadlines. Staff will be available to assist organizations in filling out their application forms.
- *Work Plan:* As part of their formal application, organizations will submit a detailed work plan for their intended project. The work plan will include a timeline for the project, a chronology of actions or tasks that will be carried out, the persons responsible for carrying out each action or task, cost estimates by task, and a breakdown of the project's overall budget.
- *Participation and/or Support:* Neighborhood involvement is a key goal of the Neighborhood Resources Program and an integral part of the evaluation criteria. Local support, particularly by those residents most affected by a proposed project, is not only necessary for consideration, but is needed if the project is to be successful within the neighborhood. As part of their application or work plan, organizations are expected to demonstrate neighborhood-based involvement and support for the proposed project. This may be done through volunteer sign-up lists, the formation of new working partnerships, letters of intent or support, cooperative pacts, or petitions of interest.
- *End of Project Report:* At the conclusion of the project, the grant recipient will submit an End of Project Report. (*A guide form can be obtained from the Neighborhood Resources Program*). The report should contain the amount of the grant, items purchased, corresponding expenditure amounts as well as who received payment and documentation photos of the project. Grant recipients shall maintain a file containing copies of original receipts, invoices, estimates, timesheets and other documents based on your written agreement. Grant recipients are required to provide these as proof of fulfillment of matching grant requirements. Please keep a thorough file of records as the financial report may be audited by the City of Rockville. **Your project must be completed and your End of Project Report submitted by June of the next fiscal year. If a final report is not submitted for a previous grant award, the applicant will be ineligible to apply for any subsequent fiscal year's Neighborhood Matching Grant until the report is received.**

EVALUATION CRITERIA:

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Projects will be evaluated and selected by a committee of City of Rockville staff based on the following criteria:

1. *Community Involvement* - The project proposal reflects agreement of a majority of the affected neighbors and association board. The proposal demonstrates direct involvement of residents in all phases. This includes collaboration between neighbors and non-residential groups such as businesses, schools, non-profit organizations, religious institutions in the neighborhood. (maximum 40 points)
2. *Tangible Neighborhood Benefit* - The project results in an observable physical improvement to the neighborhood or a measurable change in sense of local community or neighborhood identity. The project should emphasize self-help, involvement and an indication of it's continuing benefit(s). For physical improvements, ongoing maintenance must be addressed. (maximum 30 points)
3. *Project Readiness* - The project clearly defines an identified need in the community with attainable goals. The project budget is based on reasonable, defensible costs and specifications. The project is well planned and ready to proceed. (maximum 10 points)
4. *Neighborhood Match* - The matching portion of the grant meets the requirement, is well documented and secured. (maximum 20 points plus potential 10 bonus points). *REMINDER: It is mandatory that at each project has at least a 25% match in volunteer hours or "sweat equity" from the neighborhood. Grants matched with 100% "sweat equity" will be given up to 10 bonus points.*

SELECTION

The committee will review grant applications on a quarterly basis (September 1, December 1, March 1, and June 1) and funds will be disbursed accordingly. Applicants may be asked to provide additional information, if warranted.

The Neighborhood Resources Program will be available to answer any questions applicants may have while preparing their packet.

Please contact the Neighborhood Resources Office at 240-314-8340 for further questions.

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