

August 14, 2014

To whom it may concern:

The Casper City Council has set aside funds to support non-profit programs and events that benefit the Casper community. The City can provide funding directly, it can help out by providing special City services, or it can help by lending the use of its parks and facilities.

The Council will be distributing this funding through a process called Community Promotions. An application form and a copy of the funding guidelines have been included with this letter, and an electronic version can be found on the City's website, [www.casperwy.gov](http://www.casperwy.gov). **The guidelines and application have changed since fiscal year 2014 Community Promotions.** The changes have been highlighted for your convenience.

These funds are meant to support specific events that will occur **after October 31, 2014** and that will be **completed by November 1, 2015**. They cannot be used to pay general expenses for your organization, such as building improvements, vehicle purchases, ongoing operational expenses, or salaries. Also, please be aware that we can only waive up to half of the fee for any service or half the rent for any facility. For example – if your organization needs passes to one of our outdoor pools, we cannot give the passes away, but we might be able to offer them to you at half price.

**Please submit your applications on time, in person or through regular mail.** Applications are due at 12:00 noon on August 29, 2014. The funding is limited, and there is no guarantee that it will still be available for late applications or requests that arrive at other times throughout the year. Please take a moment to think about any upcoming events or programs that you will be running in the next year. If you think that the City might be able to help you with that event in some way, now is the time to ask.

I look forward to hearing from you. If you have any questions or concerns, please contact Fleur Tremel in the City Manager's Office at 235-8296, or via email at [ftremel@cityofcasperwy.com](mailto:ftremel@cityofcasperwy.com).

Sincerely,

Paul L. Meyer  
Mayor

COMMUNITY PROMOTIONS  
FUNDING GUIDELINES AND POLICIES  
FY 2015

These guidelines will be used by the Casper City Council to evaluate fund requests received from non-profit organizations.

*I. Intent of the Community Promotions Process*

1. Cash Funding

a. The cash funds allocated by Council should be utilized to:

1. Bring people to the community so as to enhance economic development, **and**
2. To improve the quality of life for residents of Casper.

2. In-Kind and Facilities Requests

a. The in-kind and facility funds allocated by Council should be utilized to:

1. Bring people to the community so as to enhance economic development, **or**
2. To improve the quality of life for residents of Casper.

3. The funds allocated by Council should be used to provide activities that will increase the usage of existing City facilities.
  - a. It is the intent of Council to use the Community Promotions funds to support programs and events that provide a direct benefit to the citizens of Casper, as opposed to fundraising events which provide a more indirect benefit. Therefore, Council will show preference to non-fundraising events.

*II. Available Funding*

1. Requests for funding will be divided into three categories: Cash, In-kind Staffing and Services, and Facility Requirements. Calculations of the value of these Services and Facilities will be provided by City staff, based upon information provided by the various groups and documentation of costs incurred in previous years.
2. The Council may award up to 50% of the value of any In-Kind Service or Facility Rental. The remainder must be covered by the applicant. Applicants may not request Cash awards to pay for the uncovered portion of these requests.
3. All cash awards will be on a reimbursement-basis only. **Original** receipts for expenditures made to support the activity must be presented in order for payments to be approved. Photocopied receipts will not be accepted.

4. No funding will be provided for operational expenses, capital purchases or salaries. Funding requests should be directed to the actual expenses associated with a specific special program or event.
5. No funds will be available to pay for ancillary services at the Casper Events Center. Ancillary services include equipment rental (such as tables and stages), labor costs (such as event setup and box office service), and any food and beverage expenses. These expenses must be covered by the applicant, and they will be in addition to the applicant's portion of the facility rental fee. Applicants may not request cash awards to pay for these ancillary services.

### *III. Award Process*

1. Applications will be due by 12:00 noon on August 2, 2013, in order to be considered for funding in the Fall of 2013. Submissions for Fall consideration after this date and time will not be considered.
2. Once the applications have been processed by City staff, Council will meet to discuss the applications. Select applicants may be invited to address Council to clarify their applications and answer questions.
3. Council will hold an initial round of voting regarding Community Promotions applications, at which time each Council member will indicate their willingness to provide support by a simple up or down vote. Those applications that are not supported by the majority will not be given further consideration for any Community Promotions support.
4. Those applications that are successful in the first round of voting will then be sent forward to the second round. In the second round, each Council member will:
  - a. Vote to **grant** or **deny** each applicant's request for In-Kind services. Each Council member will make a single up or down vote for each applicant's In-Kind requests. Requests for In-Kind services that receive a majority of votes in favor will receive a 50% waiver on the price of each of the services requested. *For example:* If the applicant requested a service which normally costs \$300, and the request was approved, then the applicant could purchase the service for \$150 (a 50% reduction from the normal price).
  - b. Vote to **grant** or **deny** each Facility Rental request. Each Council member will make a single up or down vote for each applicant's Facility requests. Facility requests that receive a majority of votes in favor will receive a 50% waiver on the cost to rent the facilities requested.

- a. Indicate a **dollar amount** that they would like to grant in cash toward each Cash request. Each council member may enter a dollar amount for each cash request, ranging from zero up to the total amount requested. If a majority of the votes are to award zero dollars in cash, then no cash will be awarded to that applicant. If a majority of the cash votes are greater than zero, then the applicant will receive a cash award equal to the average of the dollar amounts of the votes. Any zero dollar votes will be included in that averaging calculation.
5. No Council member may submit votes in the second round that exceed the total amount of Community Promotions funds available. This includes the total of all Cash, In-Kind, and Facility requests that the Council member would like to award.
6. Every organization that receives Community Promotions funding will be asked to submit a final report. If the award was support for an event, then the report will be due to the City within 30 days of the conclusion of the event. If the award was support for a program, then the final report will be due within thirty days of the conclusion of the program, or within 30 days of the conclusion of that fiscal year, whichever is soonest. The timely filing of this report will be taken into consideration when considering future years' allocation requests.
7. A historical record will be compiled for each organization receiving funds from the Community Promotions Budget in order to give future Councils a basis for evaluating future requests.

#### *IV. Off Season Requests*

1. Any Community Promotions funds that remain after the Fall allocation process will be made available through a second round of the Community Promotions process in the Spring. Applications for the Spring round will be due by 5:00 p.m. on February 28, 2014. Submissions for Spring consideration after this date and time will not be considered.
4. Applications that were submitted late for the Fall allocation process will not automatically be entered for consideration in the Spring unless an applicant specifically requests this.
5. Applications for programs and events that were considered in the Fall may not be resubmitted for consideration in the Spring, regardless of whether they were approved or denied.

# Community Promotions Application - FY 2015

Please use this application to request support for events and programs that will take place between October 31, 2014 and November 1, 2015. Applications are due in City Hall by 12:00 noon on **August 29, 2014**.

Name of Sponsoring Organization: \_\_\_\_\_

Name of Program or Event: \_\_\_\_\_



## Contact Information

Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Is this organization a Non-Profit Organization?  Yes or  No

If so, what is your tax exempt EIN number? \_\_\_\_\_

## Event / Program Description

Please attach a **one page, TYPED description** of the event or program that you are asking us to support. **Please be as detailed as possible.** When thinking about how to write this description, answer some of the following questions:

- What is the purpose of this event or program, and how does it fit into the mission of your organization?
- What will the event or program be like for someone who is participating in it?
- How is this event remarkable or unique for the Casper area?

Applicants are strongly discouraged from attaching additional pages, brochures, etc. **You may attach up to two pages of supporting material** (in addition to this application form, the written "Event/Program Description," and your budget documents) if you believe that it is needed in order to explain your program or event. **Please do not include anything other than 8 1/2" by 11" paper.** Documents of other sizes, and any other items, will be discarded.

## Community Promotion Guidelines:

How will the funds allocated by Council be utilized to bring people to the community so as to enhance economic development? **Please be specific and detailed.** *(Please write in your answer below, and attach another (1) sheet if necessary.)*

How will the facility or in-kind services requested be used to improve the quality of life for Casper residents?

## Event Changes:

If this is not a new program or event, how will it be different from last year? *(Please write in your answer below.)*

## Dates

On what date(s) will this event be held? \_\_\_\_\_

Will Casper be the regular home for this event?  Yes  No, its home is: \_\_\_\_\_

## Anticipated Attendance and Public Participation

A **participant** is someone who is actively involved in the activity; a **Spectator** is a someone who passively enjoyed it. Please don't count people twice – one person can't be both a Participant and a Spectator!

How many people do you expect to be **Participants** in this event or program? \_\_\_\_\_

How many people do you expect to attend this event as **Spectators**? \_\_\_\_\_

Please be aware that you will be asked to submit the actual count of Participants and Spectators on the Final Report form after the conclusion of your program or event.

## Support Requested

<b>Cash</b>	<p><i>The City Council can make cash grants to reimburse community groups for expenses related to the program or event.</i></p> <p><b>Please be aware</b> that applicants cannot request cash funding to pay the required 50% match on any In-Kind or Facility requests.</p>
Amount: \$	To be used for (please be specific, i.e. "we will use the funds to produce 500 color brochures to be mailed to all of the elementary schools in Natrona County" as opposed to "public relations");
Date Cash Needed: __ / __ /20__	

<b>In-Kind Staffing and Services</b>	<p><i>The City can provide services to a group directly in order to facilitate an event.</i></p> <p><b>Please be Aware</b> that your organization must provide a 50% match for any In-Kind service you request. In other words: If your application is approved, you may be awarded a 50% discount in the cost for any service listed below, but the city cannot waive the fees entirely.</p>				
	<p><i>Services that are typically requested:</i></p> <p>Security (Police)    EMT's    Ski Lift Tickets    Golf Passes    Traffic Control            Trash Service (cans/dumpsters)    Use and Delivery of Tables/Chairs            Baseball Field Preps    Museum Passes    Pool Passes    Litter Control/Cleanup</p>				
Please list the services you require:	Description/Purpose	Location	Date	Start Time	End Time

1.					
2.					
3.					
4.					

<b>Facilities</b>	<p><i>Certain city facilities are often used as event locations. Please be as specific as possible about which rooms, parks, or sports fields you require.</i></p> <p><b>Please be Aware</b> that your organization must provide a 50% match for any Facility you request. In other words: If your application is approved, you may be awarded a 50% discount on the rent for the facilities listed below, but the city cannot waive the rent entirely.</p>				
	<p><i>Facilities that are typically requested:</i></p> <p style="text-align: center;">Casper Events Center      Aquatics Center      City pools      Ice Arena  Fort Caspar      City Hall      Recreation Center      Sports fields      City Parks</p>				
Please list the facility you require:	Purpose	Date	Start Time	End Time	
1.					
2.					
3.					
4.					

## Budget Summary

<b>Anticipated Funding Sources</b> for this program or event. <i>Do not list any anticipated funding from the City of Casper.</i>	
Entry Fees	\$
Sponsorships (indicate from whom and whether the sponsorship is <b>committed funds</b> or <b>to be requested</b> ).	
1.	\$
2.	\$
3.	\$
4.	\$
Donations (list from whom and whether the donation is <b>committed</b> or <b>to be requested</b> ):	
1.	\$
2.	\$
3.	\$
4.	\$
<b>Applicant Funds :</b>	\$

Other Funds (please list source(s)):		
1.		\$
2.		\$
3.		\$
4.		\$
<b>Total Funding:</b>		<b>\$</b>

<b>Anticipated Expenses</b> for this program or event (please be a specific as you can).		
1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
9.		\$
10.		\$
<b>Total Expenses:</b>		<b>\$</b>

<b>Total Revenue <i>minus</i> Total Expenses: profit (loss):</b>		<b>\$</b>
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### **Past Year's Budget**

Please attach a program budget from the last time you held this event, if available.