

CITRUS HEIGHTS HISTORY & ARTS GRANT PROGRAM GUIDELINES

INTRODUCTION

The City of Citrus Heights created the History and Arts Grant Program to provide funding for historical preservation and arts promotion, with the goal of community inclusivity to benefit the Citrus Heights community.

The primary purpose of the grant is to provide funds that further efforts to promote history and arts within Citrus Heights. This program engages existing artistically and historically minded community members.

The History and Arts Grant Program receives an annual allocation, established by the City Council. Applications are accepted on a first-come, first-served basis and on an ongoing basis during the fiscal year. The program is managed as a zero-based budget. Any funds not used during the fiscal year will be returned to the General Fund and a new allocation will be made. Unused funds will not roll over from year-to-year.

This document serves as guidance for staff to ensure that transactions are handled in a fair and uniform manner and to provide consistency in the daily operations of the Program. Periodically, this Policy will be updated to address any necessary changes.

I. GENERAL ELIGIBILITY REQUIREMENTS

A. ELIGIBLE PROJECT AREAS

The Program is available for history and arts related activities/efforts located in the City of Citrus Heights with an approved project being conducted within the city limits.

B. ELIGIBLE APPLICANTS

1. An Applicant is defined in Section IV, Definitions. Eligible Applicants include the following:
 - a. Non-Profit Organizations
 - b. Local artists
 - c. Citrus Heights Residents
 - d. Citrus Heights Schools
 - e. Businesses or business associations partnering with another eligible entity
 - f. Special Districts or other local governmental entities partnering with another eligible entity

C. INELIGIBLE APPLICANTS

1. For-profit entities not partnering with other eligible groups

D. ELIGIBLE/INELIGIBLE PROJECTS

1. Eligible Projects include, but are not limited to, the following:
 - a. Expansion of existing qualified projects
 - b. Start-up artistic or historic endeavors
 - c. School art shows
 - d. Public art creation
 - e. Theater production
 - f. Historical documentaries
 - g. Public art shows
 - h. Historical preservation needs
2. Ineligible Projects include, but are not limited to, the following:
 - a. General operation costs including maintenance and payroll
 - b. Cost of internal events, such as luncheons
 - c. City membership dues
 - d. Unpermitted events or events not authorized per the zoning code

E. PROGRAM CRITERIA

To qualify for a grant, an application must be submitted utilizing the City approved form. The applicant must complete the requested information and provide supporting documentation as appropriate (e.g. a project plan, budget, and newspaper articles/press releases).

All applications will be reviewed by City Manager and staff who will prepare a series of funding recommendations based on the following criteria. The Quality of Life Committee (if applicable) will then review the recommendations and make final recommendations for Council review and approval:

1. **Program Goals:** Meet one or more of the program goals:
 - a. Historical Preservation
 - b. Historical Awareness
 - c. Promotion of the arts
 - d. Beautification of the City
 - e. Create or enhance a sense of place through the use of history and/or arts
 - f. Engagement of existing arts and/or history groups operating within the City
 - g. Partnerships with existing Citrus Heights stakeholders: non-profits, residents, service clubs, etc.
 - h. Growth of talent within the city
 - i. Project has ties to economic development
2. **Projected Outcome:** Each application must describe what the expected outcome of the project, program or event (e.g. expect 1,000 attendees; increased awareness of an element of history; completion of an art project).
3. **Leveraged Investment:** The applicant demonstrates they have obtained other funding sources for their project in addition to city funding.
4. **Cost Documentation:** The applicant demonstrates they have a fully outlined project budget that anticipates all necessary project costs.
5. **Sustainability:** Ability of the artist, resident or group to carry out the described program, project or event over time without continuous financial support from the City.
6. **Public Benefit:** Description of how the proposed program, project or event is a benefit to the City/community.

II. HISTORY AND ARTS GRANT PROGRAM DESCRIPTION

A. GENERAL

1. **Purpose and Goals:** The primary purpose of the History and Arts Grant Program is to provide funding for events, projects or programs that will promote arts programs and preserve history within the community.
2. **Eligibility:** In order to qualify for the Program, the Applicant(s) must meet all General Eligibility Requirements. In addition, the proposed program, project or event must be in compliance with all applicable Federal, State and local laws.
3. **Value of Grant:** Grants will be a maximum of \$10,000 per organization. The amount will be determined based on the application, supporting material and evaluation criteria. The City Council or City Manager will approve the awarded amount.
4. **Limit to Grant:** Each approved grant will be subject to a maximum amount of \$10,000 per organization, per fiscal year (July 1st through June 30th). An organization may submit more than one application, but under no circumstances, will the total amount awarded to the applicant in one fiscal year exceed \$10,000.

5. **Funding Availability:** Applications will be received on a first-come, first-served basis and at any time. Each application will be reviewed and evaluated per the funding criteria by the City Manager and staff. If an application requests \$5,000 or less the application may be approved or denied at the City Manager's discretion. City Council will be notified of any award. If an application requests \$5,001 or more the application will be reviewed by staff, a funding or denial recommendation will be created, which will then be reviewed by the Quality of Life Committee. The Quality of Life Committee will make recommendations to the City Council for funding approval. The City reserves the right to designate how much funding is allocated annually. The City also reserves the right to cancel the Program at any time.

B. TERMS AND CONDITIONS

1. **Application:** All applicants should review the Program's General Eligibility Requirements prior to submitting an application.
2. **Disbursement:** Upon approval from the City Council or City Manager, City staff will confirm when the applicant needs the funding. Within 15 days of the applicant's request for funds, the City will disburse funds to the Applicant. Funds will be disbursed on a reimbursement basis, unless the applicant can demonstrate why funds should be advanced. If any advance is given, staff will request appropriate documentation after the fact documenting project expenses.
3. **Right to Refusal:** The City shall have the right to refuse an application that is a conflict of interest or in conflict with city policy.

III. NON-DISCRIMINATION POLICY

The City shall not discriminate against any Applicant on the basis of race, color, religion, sex, sexual preference, marital status, ancestry, national origin, disability, pregnancy disability, medical condition, sexual orientation, gender, or transgender.

IV. DEFINITIONS

The following definitions shall apply to this document unless another meaning is clearly apparent from the context.

APPLICANT shall mean a business association, individual business, non-profit organization, local artist, resident, school, special district or other government entity or effort that meets the program goals as described under Section I, Part B, Eligible Applicants.

BUSINESS ASSOCIATION shall mean an organization of people with the common purpose of assisting businesses in the City of Citrus Heights or in a specific geographical area within the City of Citrus Heights.

CITY shall mean the City of Citrus Heights.

ECONOMIC DEVELOPMENT generally refers to a concerted action that promotes the standard of living and economic health of a specific area. Such action can involve multiple areas including human capital, public infrastructure, regional competitiveness and other initiatives. In some cases an action can be quantified in number of jobs created or sustained.

QUALITY OF LIFE COMMITTEE shall mean the two members of the City Council that are assigned to serve on the said committee.

FISCAL YEAR shall mean the City's Fiscal Year from July 1st to June 30th.

PROGRAM shall mean the History and Arts Grant Program.

V. HISTORY AND ARTS GRANT PROGRAM PROCEDURES

A. APPLICATION SUBMITTAL AND EVALUATION

1. Annually, City Council will determine the total amount of funding available for the Program. Funds will be available for application at the beginning of the fiscal year.
2. Applications are accepted on a first-come, first-served basis at any time.
3. Applicant completes and submits the City's application.
4. City staff shall review and evaluate each application based on the Program's eligibility requirements and funding criteria and then recommend project approval or denial.
5. City staff, Quality of Life Committee or City Council may request follow-up information from the applicant to complete evaluation of the application. The applicant shall provide the requested information by the date City staff designates, but under no circumstance will more than two weeks be provided.
6. Application requests for more than \$5,000 will be reviewed by the Quality of Life Committee including the initial application and staff's evaluation based on set funding criteria.

B. AWARD OF FUNDING

1. Application requests for \$5,000 or less will be reviewed by the City Manager for approval. If approved, City staff will provide notice to the City Council that an award has been made.
2. Application requests for more than \$5,000 will be reviewed by the Quality of Life Committee including the initial application and staff's evaluation based on set funding criteria.

- a. If approved by the Quality of Life Committee, the City Council shall review the recommended grant awards at a public meeting, receive public comment, and determine the final grant awards.

C. PAYMENT OF AWARD

1. Upon approval by the City Council or the City Manager, the applicant must submit to the City a Request for Funds with accompanying receipts or other expense documentation.
2. Upon receipt of the Request for Funds, staff shall distribute the funds to the applicant within fifteen (15) business days.

**HISTORY & ARTS GRANT PROGRAM
APPLICATION SHEET**

Project Name: _____

Applicant Name & Contact Information:

Project Description:

Requested Grant Amount: \$ _____

Grant Evaluation Criteria

1. Program Goal. Does it meet one or more of the following project goals?

- Historical Preservation
- Historical Awareness
- Promotion of the arts
- Beautification of the City
- Create or enhance a sense of place through the use of history and/or arts
- Engagement of existing arts and/or history groups operating within the City
- Partnerships with existing Citrus Heights stakeholders: non-profits, residents, service clubs, etc.
- Growth of talent within the city
- Project has ties to economic development
- Minimum page limit: 3 pages

Outline program goals to be furthered:

2. **Projected Outcome.** What is the expected project outcome?

3. **Leveraging Investment.** Are the funds adequately leveraged? What percentage of the total budget is the City being requested to fund?

List other funding sources:

4. **Cost Documentation.** Provide a detailed budget of the estimated project cost using the form below.

ITEM	ESTIMATED COST	FUNDING SOURCE
TOTAL	\$	

4. **Sustainability.** If the project is of an ongoing nature, can the proposed activity be carried out with financial assistance from the City in the long-term?

Y/N (please circle one):

5. **Public Benefit.** Does the project provide a public benefit?

Y/N (please circle one):

How:
