

Greater Alexandria Economic Development Authority



**GRANTMAKING
POLICIES & PROCEDURES**

I. GAEDA'S GRANT PROGRAM

These Grant Making Policies and Procedures (“**Policies**”) set forth the guidelines for funding requests from the Greater Alexandria Economic Development Authority’s (“**GAEDA**”) Grant Program. The purpose of GAEDA’s Grant Program is to (i) promote economic development through tourism activities and events (“**Events**”) within the corporate limits of the City of Alexandria, Louisiana that will increase hotel/motel occupancy; (ii) to enhance the image of Greater Alexandria and its communities; and (iii) to improve the quality of life by helping Events become established and self-supporting.

Events are eligible for funding through the Grant Program. Events should have a history of, or significant potential for, attracting out-of-parish visitors, either as participants or spectators, thereby generating hotel or motel room overnight occupancy. Events resulting in the occupancy of 100 or more hotel/motel rooms in Alexandria and generating national or state wide exposure for Alexandria will receive priority consideration. Examples of Events include:

- A. National or state professional and amateur sporting events;
- B. Professional gatherings, such as retreats and development and training conferences;
- C. Municipal, parish, state, federal and other government sponsored events;
- D. Civic organizations, fraternity and sorority meetings;
- E. Cultural and artistic events;
- F. Youth based entertainment and development;
- G. Business leagues and professional organizations;
- H. Recreational tours and activities;
- I. Banquets and special recognitions;
- J. Educational training, development and planning meetings; and
- K. Multiple day festivals, cultural, civic and other activities.

II. FUNDING CYCLES AND APPLICATION DEADLINES

GAEDA’s Grant Program has two funding cycles, each cycle with an application deadline, as follows:

A. Funding Cycle No. 1 is for Events occurring on or between January 1st through June 30th, 2017. Applications must be submitted on or between October 15th through December 1st, 2016.

B. Funding Cycle No. 2 is for Events occurring on or between July 1st through December 31st, 2016. Applications must be submitted on or between April 15th through June 1st, 2017.

Applications must be received by mail or hand delivered to Angela Varnado, Executive Assistant, GAEDA, 201 Johnston Street, Suite 601, Alexandria, LA, 71301 no later than 5:00 p.m. on the deadline date (December 1st for Funding Cycle No. 1 and June 1st for Funding Cycle No. 2). Applications post marked on or after December 1st or June 1st, as applicable, will not be accepted. Applications post marked before December 1st or June 1st but received after the applicable deadline date will be deemed to be timely received accepted. **An application filed after the filing deadline date will not be considered.**

III. THE APPLICATION

A. The Grant Application Form is attached hereto as Exhibit A. All applications must be submitted on the Grant Application Form. The Grant Application Form and all materials and information submitted therewith will become a matter of public record pursuant to La. R.S. 44:31.

All questions concerning GAEDA's Grant Program should be channeled through Angela Varnado, Executive Assistant. It is imperative that applications be timely filed. **An application filed after the filing deadline date will not be considered.** An applicant can only submit one application per calendar year.

B. Each application shall describe the proposed Event in significant details by fully supplying the following information in a narrative not to exceed five (5) double spaced typed pages. The applications should:

1. State the goals and objectives for the Event for which you are applying;
2. Describe the history and capacity of your organization to undertake the Event;
3. Describe the benefits of having the Event, including the economic impact on Alexandria;
4. Describe how the Event increases the awareness of Alexandria as a visitor destination and increases the number of visitors and their length of stay in Alexandria;
5. Describe how GAEDA will be featured in the Event's marketing materials;

6. Estimate the number of anticipated Event participants and the number of hotel/motel rooms to be occupied by length of participant's stay in Alexandria;
7. Identify the Project Manager and list his/her qualifications and duties;
8. Identify other sources of funding for the Event and attach copies of letters of commitment to substantiate matching funds;
9. Identify who will handle the funds provided by GAEDA and how those funds will be monitored;
10. Describe the use of local vendors, workforce and minority/disadvantaged populations and businesses used in professional staff and non-professional capacities and/or as vendors; and
11. Provide a time line of proposed Event with milestones and persons responsible for each milestone.

C. Each application shall include the following documents:

1. Cover Page;
2. Budget Estimation Worksheet;
3. Data Reporting Form;
4. Affidavit;
5. Budget justification/explanation;
6. Charter, Articles of Incorporation, By-Laws, Proof of Current Status (except government entities);

Each application shall include the following documents, if applicable:

7. Minutes of meeting authorizing officers to apply for GAEDA funds;
8. IRS Determination Letter of non-profit status (except government entities);
9. List of current Officers and Board members with terms, or mayor, city council;
10. Organizational Chart;
11. Copy of financial statement of your most recent fiscal year;

12. Certification of funding request (submitted once funded);
13. Proof of Liability Insurance (A certificate of commercial general liability insurance, together with proof of payment of the premium thereof, by the terms of which GAEDA and the applicant are named as additional insureds);
14. Name and resume of project manager;
15. Letters of Commitment from co-sponsors and matching funds contributors; and
16. Proof of any and all certifications, licenses or permits as required by applicable law or GAEDA.

IV. THE EVALUATION PROCEDURE

If an application is timely filed, the GAEDA staff will review the application to determine if the applicant has furnished all the necessary information and documents. Incomplete applications will, at the discretion of the Executive Director, either (i) be returned to the applicant and will not be considered filed until a complete and correct application is filed, or (ii) be deemed unacceptable and not considered. The applicant is responsible for ensuring that its application is complete and correct.

Timely and complete applications will be reviewed by the GAEDA staff. The GAEDA staff will prepare recommendations for funding to be considered by the GAEDA Board of Commissioners (the "**Commission**"). The Executive Director may request an interview with the applicant and/or invite an applicant to explain its Event to the Commission. The Commission will determine which grants to fund and the amount of funding. After the Commission takes action with respect to an application, the GAEDA staff will notify applicant in writing of the action taken.

The following criteria will be used to evaluate a proposed Event:

- A. The extent that the Event attracts out-of-parish/state visitors and generates hotel/motel occupancy in Alexandria;
- B. The Applicant's willingness to work with the tourism industry to promote the Event;
- C. Other sources of funding for the Event;
- D. The marketing plan for the Event, including out-of-parish/state advertising and the use of tour operators and travel agents Alexandria's hotels, attractions and shopping;
- E. The Applicant's record of developing resources, effectively planning, organizing and implementing Events. The Applicant's ability to administer public funds and prepare necessary progress reports to GAEDA;

- F. The applicant's use of local vendors, staffing, workforce, products and services and minority participation/disadvantaged populations and businesses in professional and non-professional capacities and/or as vendors; and
- G. The extent to which the Event provides a program for Alexandria which is of significant merit and that, without GAEDA assistance, would not take place. Innovative approaches to tourism and increased occupancy will be considered.

V. ELIGIBLE APPLICANTS

Not-For-Profit Organizations under section 501c of the Internal Revenue Code (a copy of the IRS determination letter provided by the applicant confirms federal tax-exempt status), Governmental Entities and **for profit entities** (if legally permissible) are eligible for funding.

VI. FUNDING CRITERIA

- A. The Event must take place within Alexandria during the applicable funding cycle;
- B. **GAEDA will not act as a sole source funder of any Event. The Applicant must specifically identify all other funding sources and amount obligated by each funding source;**
- C. The applicant agrees to comply with all local, state, and federal regulations that govern public entities;
- D. Within thirty (30) days after the Event, the applicant shall submit a detailed final status report on the form provided upon approval of grant. Submitted with the final status report shall be a typed verification letter indicating the vendors that have been paid to date with accompanying invoices. The final typed status report shall contain a statement of revenues and expenditures for the Event. Any GAEDA funds spent in a manner inconsistent with these Policies shall be immediately reimbursed by the applicant to GAEDA;
- E. An applicant receiving funding shall designate a Project Manager. The Project Manager shall be responsible for maintaining the official file with application, correspondence, funding, narrative progress reports, invoices and sample of promotional materials used. The Project Manager will ensure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the Event funding is closed out efficiently with the necessary reports and audit submitted. The Project Manager shall be responsible for complying with all applicable federal, State, parish or local laws and policies.

VII. PERMISSIBLE AND IMPERMISSIBLE USES OF GAEDA FUNDS

A. GAEDA funds may be used as follows:

1. Advertising and promotional expenses in out-of-market media in conjunction with the Event to increase participation in the event and bring visitors to Alexandria. Examples include printing, copying and distributing promotional pieces prior to and during the Event, the design of such pieces, ad placement cost, and direct mail costs. Creating an Internet web site promoting the event linked to Alexandria's websites to increase participation, attendance and awareness of the Event is a permissible expenditure of GAEDA funds.
2. Promotional and incentive packages to attract Events.
3. The purchase of meals for Event banquets and awards ceremonies.

B. GAEDA funds may NOT be used for:

1. Prize money, scholarships, awards, plaques, or certificates;
2. Travel or lodging expenses;
3. Private or exclusive participation Events;
4. Private entertainment or alcoholic beverages;
5. Operating expenditures directly or indirectly related to Event such as equipment, field or facility rental;
6. Legal, medical, engineering, accounting, auditing, planning, marketing, feasibility studies or other consulting services;
7. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the activity or event;
8. Real property or capital improvements, new construction, renovation or restoration to facilities;
9. The purchase of tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art;
10. Interest or reduction of deficits and loans;

11. Expenses incurred or obligated prior to GAEDA awarding the grant or after the Event ends;
12. Advertising and promotional materials distributed at the event site or after the Event; and
13. Payments for services or goods purchased for previous or other events.

VIII. ACKNOWLEDGMENTS

All of the marketing and promotional materials in all media must include the GAEDA logo and the following verbiage: **“A cooperative effort funded by the Greater Alexandria Economic Development Authority (GAEDA).”**

IX. AUDITS AND RECORDS

The organization shall maintain financial records of the event for a period of not less than three years from submission of final status report. The organization shall, as required under Louisiana law, submit financial reports to the Louisiana Legislative Auditor. Upon request the organization shall make its books and records available for inspection or audit by GAEDA or its authorized representative.

X. Repeat Event Review System

GAEDA will not fund repeated Events at 100% of the previous funding levels. The following funding scale will be used to determine the maximum possible subsequent year funding. The amount of the first year awarded funding shall be “100%” and the base line for determining the maximum possible subsequent year funding.

Year 1 - 100% (first year awarded funding)

Year 2 - up to 75% of Year 1 funding

Year 3 - up to 60 % of Year 1 funding

Year 4 - up to 50 % of Year 1 funding

An applicant’s receipt of a grant in Year 1 does not mean the applicant will receive a grant in subsequent years. Each year, the applicant must reapply and the Commission must vote on the application.

After the fourth year of requesting GAEDA funding the event should have enough sponsors to fund the event without using GAEDA resources. If a request for funding is submitted after the fourth year, a detailed explanation letter of why the funding request is needed will be required.