

# MEMORANDUM

**TO: APPLICANT**  
**FROM: Williston STAR Fund Board**  
**DATE: September 2011**  
**REASON: Community Enhancement/Marketing Funds Application Process**

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The City of Williston and the STAR Fund Board are pleased to offer the opportunity for your organization/community to receive funding to help attain a specific goal. Please read and consider CAREFULLY the instructions for applying. During the course of the past five years, several organizations and projects have received financial assistance through the Community Enhancement and Marketing Programs.

For 2012 the Community Enhancement Fund has up to \$50,000 allocated for distribution. These funds are subject to availability of funds at the time of grant distribution. We need to stress, however, that in applying for funding; **you are in no way guaranteed financial support.** All financial awards are based on scoring criteria that has been approved by the City Commission. When filling out your application, please answer the narrative questions in the order presented. This will assist the Board in their scoring process.

Marketing Funds and Community Enhancement Funds are **now inter-related** and applications will be received at the same time, **with the deadline for ALL applications Friday, December 16, 2011.** This will mean that the minimum amount that can be requested for both funds will be \$2,500.

In order to alleviate any confusion or disappointment, please inform your organization's members – **APPLYING DOES NOT AUTOMATICALLY GUARANTEE OR INFER THAT YOUR ORGANIZATION WILL RECEIVE FUNDING!** A scoring process has been developed to provide a fair and equitable evaluation for all projects based on their merit and benefits provided to the local communities.

The Board is looking forward to receiving and reviewing this year's applications! If we can be of any help in answering questions about the application process, please do not hesitate to call the Economic Development office for the City of Williston. Interviews with applicants will be scheduled for Thursday, January 26, 2012; please mark your calendars. Phone interviews will not be accepted this year.

# **COMMUNITY ENHANCEMENT MARKETING FUND**

## **GENERAL PURPOSE**

On June 6, 2000, the voters of the City of Williston approved a 1% city sales tax through June 30, 2020. The proceeds of this tax are dedicated 75% to property tax relief including special assessment bond debt reduction and infrastructure replacement and 25% to a job creation fund, called the Williston STAR Fund, which includes community enhancements related to job creation, retention and expansion & marketing.

Of the 25% dedicated to economic and community development, up to 20% and not to exceed \$50,000 per year, would go toward community enhancement/marketing projects to improve the quality of life in our trade region.

The Community Enhancement Fund Committee was established to develop guidelines and procedures to be used by the STAR Fund to determine the community enhancement projects to be financed.

***"The primary purpose of the Community Enhancement / Marketing Fund is to enhance the quality of life in our trade area through job retention."***

Our quality of life affects the performance of existing businesses and is an important factor in determining whether new businesses and individuals will visit and/or move to our trade area.

The Community Enhancement/Marketing Funds provide resources to organizations and communities that are working to create, improve, and strengthen the quality of life by marketing, promoting and enhancing job development through the cultural, historical, recreational, educational, health/fitness and social/ethnic activities in our trade area.

# **COMMUNITY ENHANCEMENT MARKETING FUND**

## **WHO IS ELIGIBLE TO APPLY?**

### **ELIGIBLE USES**

1. Applications will be accepted from communities within the Williston Trade Region and Organizations intending to operate in the Williston Trade Area.
2. The Community Enhancement/Marketing Funds will provide resources to organizations and communities that are working to retain or develop jobs and enhance the quality of life in the Williston Trade Area.
3. Leveraging financing from other sources shall be considered in providing funding to a project.
4. Generally funds shall be used for:
  - a. Capital improvements (i.e. land, buildings, equipment.)
  - b. Programs, annual, and special events
  - c. Operating expenses
  - d. Marketing, community development and job creation

### **INELIGIBLE USES**

1. No project shall be financed from this fund which will allow it to unfairly compete with existing projects or organizations (profit or non-profit). Such determinations shall be made by the STAR Fund Board.
2. Restructuring existing debt generally will not be considered.

### **GENERALLY**

1. Funds will be used to develop non-profit organizations.
2. Organizations for profit will be considered for these funds only under the most unusual circumstances and only when it can be determined the venture meets the general purpose for which the fund was established.
3. No project shall be funded that violates any state, federal or constitutional provisions (i.e. equal access laws, discrimination on the basis of race, sex or religion, separation of church and state, etc.)

# **COMMUNITY ENHANCEMENT MARKETING FUND GENERAL GUIDELINES AND APPLICATION PROCESS**

## **PLEASE READ CAREFULLY.**

1. To apply for funding, applicants must complete the application forms and require attachments. **Applications are available from the Williston Economic Development Director located in City Hall.**
2. The Community Enhancement/Marketing funds will be grants to the recipients. Funds are to be expensed within 12 months from receipt of Letter of Approval. Extensions are only allowed upon STAR Fund Board approval.
3. The Community Enhancement/Marketing funds will be awarded **annually**. ***The deadline for applying is Friday, December 16, 2011.***
4. **GENERALLY**
  - a. More than one project will be funded each year. A project will consist of a specific "Use of Funds", not the group or organization applying for funds.
  - b. At least one project (but not limited to one) from outside Williston will be funded each year.
  - c. Applications for less than \$2,500 will not be considered for funding.
  - d. No funds will be committed beyond the current project year.
  - e. If the applicant changes it's "Use of Funds" after the December 16 deadline, the application will be rejected.
5. Submitting an application **does not in any way guarantee funding**; funding will be based on the project's meeting grant criteria & scoring.
6. Applications will be submitted to the STAR Fund Committee for scoring and recommendation for funding.
7. The Williston City Commission will review and grant final approval or disapproval for all projects at their meeting in January. Projects may receive less funding than the amount requested in the application.
8. If the application is not approved for funding, the Williston Economic Development Director will notify the applicant including any comments the STAR Fund members deem appropriate.
9. Applicants approved for funding will be notified by the Williston Economic Development Director and will be required to sign a funding agreement at which time 100% of the funds will be disbursed.

# COMMUNITY ENHANCEMENT/MARKETING FUND APPLICATION FORM

Legal Applicant							
Address							
City		State		Zip			
Phone		Fax		County			
Federal Tax ID # (if applicable)							
Contact Person							
Person who completed Application (if different)							
<b>USE OF FUNDS</b> (check <u>one</u> )				<b>Eligible Categories</b> (check all that apply)			
Capital Improvements				Cultural			
Land	Building	Equipment	Historical				
Other				Recreational			
Annual Events & Programs				Educational			
Special Events & Programs				Health / Fitness			
Operating Expenses				Community Development			
Social / Ethnic				Job Creation			
Community Enhancement Development/Marketing							
Use of funding (specifically)							
<b>PROPOSED FUNDING AND SOURCES</b>							
1. Funding request from STAR Fund				\$			
<b>MATCHING FUNDS</b>							
2. Cash Donations				\$			
3. In-Kind Donations				\$			
<b>OTHER GRANTS</b>							
4. Local (within trade region)				\$			
5. Other (outside trade region)				\$			
6. Other (describe)				\$			
7. TOTAL MATCHING FUNDS (add lines 2 - 6)				\$			
8. TOTAL PROJECT COSTS (add lines 1 & 7)				\$			
<b>APPLICANT CERTIFIES</b> The undersigned says he/she is duly authorized to verify the foregoing application, can provide proof of matching funds. And to the best of his/her knowledge and belief, the data in this application is true and correct.							
<b>AUTHORIZED SIGNATURE</b>					<b>DATE</b>		
<b>NAME</b>				<b>TITLE</b>			

# **COMMUNITY ENHANCEMENT MARKETING FUND APPLICATION FORM**

## **NARRATIVE QUESTIONS**

Please answer the following questions in **order and in three pages or less.** **Attach responses to this application.** Be as thorough and concise as possible.

1. Describe, in detail, how the funds that you are requesting will be used. Be as specific as possible.
2. Describe to what degree this project will contribute to job development directly and/or indirectly through business creation, retention and/or expansion.
3. Describe the degree to which the project will have an economic impact on the economy of the Williston Trade Area.
4. Describe how the proposed project will sustain itself.
5. Describe the project and the degree of financial support the project has in the Williston Trade Area including in-kind and volunteer participation.
6. Describe the reason(s) Community Enhancement/Marketing funds are necessary for completion of the project.
7. Describe the immediacy/urgency of the project and whether it demonstrates a long-range plan for the Williston Trade Area.
8. Describe whether the project is effective/appropriate when compared with similar projects in the Williston Trade Area and whether it will or will not enhance an existing project.
9. Indicate the number of people who will benefit either directly or indirectly from this project.
10. Describe whether the proposed project will be supported by and made available to other organizations in the Williston Trade Area.
11. Describe to what degree this project will enhance the quality of life in the Williston Trade Area.

## For Office Use Only

### COMMUNITY ENHANCEMENT/MARKETING FUND SCORING

(Total Possible points 1200)

Each of the questions will carry a maximum score of 100 points.

The suggested point ranges for each are:

**100 - 70 High**

**60 - 40 Medium**

**30 – 0 Low**

<b>APPLICANT</b>		
<b>1.</b>		To what degree does this project contribute to job development (directly and/or indirectly) through community marketing & development, business creation, retention and/or expansion?
<b>2.</b>		What will be the degree of economic impact of this project upon the economy of the Williston Trade Area?
<b>3.</b>		Will the project have the ability to sustain itself?
<b>4.</b>		What is the degree of financial support for the project within the Williston Trade Area? (including in-kind and volunteer participation)
<b>5.</b>		Are Community Enhancement Marketing Funds necessary for the completion of this project?
<b>6.</b>		What is the degree of immediacy or urgency for the project?
<b>7.</b>		Is the project effective or appropriate when compared with similar projects in the Williston Trade Area?
<b>8.</b>		Does the project demonstrate a well conceived long-range plan for the Williston Trade Area?
<b>9.</b>		How many people will benefit from this project both directly and indirectly?
<b>10.</b>		Is the project supported by and available to other organizations and communities in the Williston Trade Area?
<b>11.</b>		Does this project enhance an existing project within the Williston Trade Area?
<b>12.</b>		Does this project enhance the quality of life in the Williston Trade Area?
		<b>TOTAL SCORE</b>