

Artistic, Cultural & Entertainment (A.C.E.) Program Program Guidelines (revised 3.25.2008)

I. Purpose

The Derby A.C.E. Program is established as a means to financially partner with organizations to provide events or programs that contribute to quality of life in Derby.

II. Assessment Criteria

Funds will be awarded to applicants who successfully demonstrate the following criteria:

- Focused principally within the city of Derby.
- Benefit a reasonably broad public audience, particularly those activities drawing visitors into the community.
- Add diversity to the entertainment, artistic, or cultural offerings available in Derby, especially those that keep Derby residents here for their leisure activities.
- Promote community, build pride, or enhance the awareness of Derby and all it has to offer to the regional or statewide community.
- Have multiple financial supporters, so that the A.C.E. award is not the sole source of funding.
- Make a distinctive contribution to the community without unnecessarily duplicating other programs already in place.
- Organizations that demonstrate quality outcomes and good financial management. Preference given to organizations operating under a formal legal structure.

III. Source of Funding

Funds for the program will be derived from the proceeds of the permits issued by the City of Derby to commercial fireworks stands each year. Twenty-five percent (25%) of the total revenue from the prior year will be set aside for city support of successful applications. An estimated \$9,000 per year will be available, although the amount is dependent upon the number of fireworks stands operating.

IV. Limitations and Restrictions

A maximum of \$2,500 per application will be awarded. Events or programs established prior to May of 2006 are ineligible for funding. Fundraising events to benefit non-profit organizations will only be eligible for a one-time start-up contribution. Funds may not be used for the following purposes:

- Contingencies, deficits, or debt reduction
- General endowment funds
- Direct aid to individuals
- Travel, registration for conferences or seminars
- Medical research

V. Application

Funds will be awarded in March of each calendar year with deadlines in February. Applications, when solicited, should include the following:

- Cover letter from chief executive officer or equivalent
- If applicable, the organization's most recent audited financial statements, including balance sheets and income statement, and latest IRS Form 990
- If applicable, the organization's 501(c)(3) IRS determination letter showing tax-exempt status
- Complete project budget, including estimated revenues and expenses, and a statement of actual revenues and expenses from the most recently held project/event (other than first-time projects/events)
- Contingency plan for inclement weather
- List of the organization's board of directors and officers
- If applicable, photographs or architectural renderings that portray and further explain visually the event or activity
- Two letters of support for the project

VI. Obligation of Grant Recipients

The City of Derby's support is to be acknowledged in any printed materials, press statements and press releases resulting from this event. The City's sponsorship must be demonstrated either as the City logo denoting its sponsorship or as follows: "Support for this event is provided by the City of Derby through an A.C.E. Grant."

This is a minimum standard for promoting the City's sponsorship. Grantees are encouraged to include further promotion of City sponsorship in competitive applications.

The City logo will be made available to grant recipients upon notification of their award. Grant recipients will only be authorized to use the City logo for promotion of the grant-sponsored activity.

VII. Evaluation of Applicants

- A committee of staff and elected officials will review applications and submit recommendations to the Derby City Council.
- Official awards will be discussed and voted upon by the City Council during a City Council meeting.
- Exceptions to any of the preceding guidelines may be made by City Council.

VIII. Follow-up

Award recipients will attend a City Council meeting to report the outcome of the event no later than two months after the event.