



Community Betterment Fund FY21 APPLICATION

Introduction:

The City of Cedar Falls Tourism and Visitors Bureau is accepting requests for funding of not-for-profit or government organizations in Cedar Falls that contribute to the betterment or positive image of the city. Funds will be available beginning July 1, 2020 until June 30, 2021.

Purpose:

The program is designed to enhance quality-of-life in our community. Organizations and/or projects will be funded for one year. Successful applicants are not guaranteed future funding. Projects should have a positive and lasting effect on the Cedar Falls area and should have broad community support.

Fundable projects could include special equipment purchases as well as capital improvements, including new construction, renovation, restoration, and installation of fixtures. Operating expenses for special projects may also be considered.

Criteria:

Applications will be evaluated by the Tourism and Visitors Bureau board with the following criteria in mind.

1. Does the request enhance Cedar Falls as a quality place to live or improves the image of the city?
2. Does the project or request serve or impact a large number of citizens or interests?
3. Is the request compatible with other local, area-wide or regional organizations or projects? Or is it a duplication?
4. Projects with funding from additional sources will be considered more favorably.
5. Requests that enable something new and/or creative to take place will be considered more favorably than on-going program expenses or organizational costs.

General Instructions:

The Cedar Falls Tourism and Visitors Bureau must receive all applications, **no later than 4pm Friday, November 1, 2019. *Late applications will not be considered.***

Community Betterment Grant Application FY2021

1. **General Information** (*Applications must be typewritten. Use a separate sheet of paper, if necessary*):

Name of organization _____

Name of facility/project _____

Contact person _____ Email _____

Address of organization or person completing application:

Street _____

City _____ State _____ Zip _____

Phone: _____ Fax: _____

2. What is the mission of your organization?
3. How does your organization and/or your project enhance the community?
4. How long has the organization been in existence?
5. How many staff members and/or volunteers are involved in this organization?
6. If city funds were awarded in previous years, state the amount and describe how monies were used (attach any appropriate materials).
7. Please state the amount of your request and provide a description of how the grant monies will be used. Please include an organizational budget and, if applicable, a project budget (including other funding sources). Bids, mock-ups, samples, and any other information that will help illustrate your project or request, are highly encouraged.
8. Describe how the proposed project/program will improve the quality of life in the Cedar Falls area.
9. How many people does your organization serve and what impact do you anticipate your project will have?

10. What do you hope to achieve with the help of this grant and how do you plan to measure its success?

11. How would a partial award (an amount less than requested) affect your project or organization?

12. Please supply any additional information you believe will strengthen your application.

13. Please attach the following to the application:

- List of current board of directors and officers;
- Proof of non-profit status;
- If your project requires installation of fixtures on public property, please include a letter of approval from the appropriate representative.

BUDGET SUMMARY:

Total Project Cost	\$ _____
Additional Funding Sources <i>(This grant cannot be sole source).</i>	\$ _____
In-Kind Services	\$ _____
Betterment Grant Request	\$ _____

I have reviewed this Application for Grant Funds from the City of Cedar Falls. To the best of my knowledge, the information contained in this application and its attachments is accurate and complete.

The Community Betterment Grant Fund is to be used for the express purpose as stated in the Grant Application. I, the undersigned, know full and well that if this program/project does not transpire, recommendation by the Cedar Falls Tourism and Visitors Bureau Board for funding will be withdrawn. My organization will be responsible for refunding any portion of funds already received.

Signature of Applicant

Date

APPLICANTS ARE ENCOURAGED TO ATTACH SAMPLES OR MOCK-UPS, ETC. THAT MAY SUPPORT YOUR APPLICATION. MAIL OR EMAIL YOUR APPLICATION TO:

Cedar Falls Tourism and Visitors Bureau
6510 Hudson Road, Cedar Falls, Iowa 50613
kim@cedarfallstourism.org
(319) 268-4266 (800) 845-1955 Fax (319) 277-9707

Since funding from this grant program is uncertain, please do not rely on this grant as part of your annual operating budget. Application with incomplete information may jeopardize funding.