



**CITY OF SAN DIEGO
ECONOMIC DEVELOPMENT TOT PROGRAM**

**APPLICATION FOR FUNDING
ECONOMIC DEVELOPMENT & TOURISM SUPPORT**

**Fiscal Year 2017
(July 1, 2016– June 30, 2017)**

**Must Be Hand-Delivered Or Postmarked And Received By:
5:00 P.M. On Thursday, February 18, 2016**

Deliver To:

**City Of San Diego
Economic Development Department
1200 Third Avenue, 14th Floor
San Diego, CA 92101**

**The Application plus the Required Attachments must be
Complete at the Time of Submission. New or Revised
Application Information will Not be Accepted
after the Deadline.**

**LATE APPLICATIONS WILL NOT BE ACCEPTED.
THERE WILL BE NO EXCEPTIONS.**

**Interested applicants are encouraged to attend a technical assistance workshop scheduled for:
Tuesday, January 23, 2016 from 3:30 p.m. to 4:30 p.m.
Economic Development Department, Large Conference Room,
1200 Third Avenue, Suite 1400, San Diego, 92101.**

For Further Information Call 619-236-6700



ECONOMIC DEVELOPMENT TOT PROGRAM

Purpose

The purpose of the Economic Development TOT Program is to advance the City's economy by attracting or developing industry, business or tourism, and increasing employment, room-night stays, and tourism-related revenues.

Mayor, City of San Diego

Kevin Faulconer

San Diego City Council

Sherri Lightner

Lorie Zapf

Todd Gloria

Myrtle Cole

Mark Kersey

Chris Cate

Scott Sherman

David Alvarez

Marti Emerald

Chief Operating Officer, City of San Diego

Scott Chadwick

Deputy Chief Operating Officer

David Graham

Economic Development Department

Erik Caldwell

Lydia Moreno

Meredith Dibden Brown

Alicia Martinez-Higgs

Luis Ojeda

Adrienne Turner

FUNDING SOURCE

Council Policy 100-03: Funding for the Economic Development TOT Program is provided from the Transient Occupancy Tax (TOT) Fund and is guided by [City Council Policy 100-03](#). A copy of Council Policy 100-03 is available online at http://docs.sandiego.gov/councilpolicies/cpd_100-03.pdf

The Economic Development TOT category includes the 1) Citywide and 2) Economic Development & Tourism Support (EDTS) subcategories. The Citywide Economic Development category supports programs that promote the City as a visitor destination and advance the City's economy by increasing tourism and attracting industry on a citywide basis. The Economic Development & Tourism Support subcategory provides funding for non-profit, tax-exempt organizations to produce regionally significant programs, services and events that generate tourism, attract business, and create employment.

FUNDING ELIGIBILITY

To receive funding, an organization must 1) meet the following eligibility requirements derived in part from Council Policy 100-03 and 2) Support the City's 2014-2016 Economic Development Strategy (<http://www.sandiego.gov/economic-development/pdf/economicdevelopmentstrategy.pdf>).

Nonprofit status: Organizations must be able to demonstrate proof of nonprofit tax-exempt status under Section 501 (c)(3), 501(c)(4), or 501(c)(6) of the Internal Revenue Code, or Section 23701d of the California Revenue and Taxation by the application deadline date. Fiscal sponsors may not apply on behalf of a non-exempt applicant.

Primary Mission: An organization's primary mission must address ONE of the following Economic Development TOT Program goals and must also be aligned to support the 2014-2016 Economic Development Strategy.

1. ATTRACT OR DEVELOP INDUSTRY OR BUSINESS FOR THE CITY

*(Attract, retain, and/or expand businesses in one or more of the City's four economic base sectors of manufacturing & innovation, international trade & logistics, military, and tourism
OR Increase the amount of neighborhood business activity, especially in underserved neighborhoods)*

2. INCREASE EMPLOYMENT OPPORTUNITIES

(Increase the number of middle income jobs, especially in economic base sectors)

3. DEVELOP TOURISM

(Increase room-night stays in San Diego lodging businesses or increase TOT or Sales Tax revenue to the City)

Track record: Organizations must have engaged in continuous economic, employment or tourism development programming for three (3) years prior to the deadline within San Diego.

Location: The majority of the activities of the applicant organization must take place within the San Diego City limits and/or benefit City residents and visitors and demonstrate a direct economic and tourist impact. In order to insure organizational stability, priority in funding may be given to those organizations that have a history of funding with the City.

Schools: Universities, community colleges, school districts, foundations and private educational enterprises are not eligible to apply.

Note: Organizations requesting Economic Development TOT Program funding may submit only one application under these guidelines for either EDTS or Citywide and may not apply for or receive funding in other City TOT allocations programs.

FUNDING LIMITATIONS

Expenditures are prohibited for the following:

- | | |
|--|--|
| 1. Programs which have already been completed. | 7. Tuition assistance. |
| 2. Programs occurring before July 1, 2016, or after June 30, 2017. | 8. Hospitality or food costs. |
| 3. Out-of-state travel. | 9. Trusts, endowment funds. |
| 4. Capital outlay for improvements and construction of buildings or facilities, or capital outlay for purchase of equipment. | 10. Profit-making organizations or ventures. |
| 5. Religious or political activity. | 11. Replacement of deficit funds. |
| 6. Programs in facilities not accessible to the disabled. | 12. Ticket subsidy programs. |
| | 13. Late fees/Overdraft fees/Finance fees |
| | 14. Salary bonuses |
| | 15. Gifts or donations |

FUNDING POLICIES

Actual Operating Income (AOI): The City requires organizations to report only Financial Accounting Standards Board (FASB) unrestricted income which excludes the following:

- Property and equipment (fixed assets)
- Temporarily and permanently restricted income
- Capital gains and losses
- In-kind donations
- Value of collections
- Unrealized investment gains, losses, and income

Funding Adjustments: The City reserves the right to adjust funding to an organization under certain circumstances, such as:

- Funding to a single organization may not exceed 10% of total available funds
- Funding to new applicants may be limited to 50% of the computed allocation the first year and 75% the following year.
- A single allocation for an applicant may not be less than \$5,000.

Council Policy 100-04 (Americans with Disabilities Act/City Contractors): Every person or organization awarded a contract lease or grant by the City of San Diego acknowledges and agrees that it is aware of and will comply with Council Policy 100-04, adopted by Resolution No. 282153 relating to the federally mandated Americans with Disabilities Act (ADA). Contractors and subcontractors will be individually responsible for their own ADA program.

Equal Opportunity (Non-Discrimination Clause): Contractors must comply with Title VII of the Civil Rights Act of 1964, as amended; the California Fair Employment Practices Act; and any other applicable federal and state laws and regulations hereinafter enacted, as well those requirements addressed by the City of San Diego's Equal Opportunity Program, recorded with the City Clerk as Document RR-262633.

Equal Benefits Ordinance: Applicants must comply with the City's Equal Benefits ordinance which requires employers to offer the same employment benefits to employees with spouses and employees with domestic partners

Council Policy 100-07 (Drug-Free Work Place): Contractors are required to publish and post a statement on their policies for a drug-free work place and provide a drug education program for all employees.

Living Wage Ordinance: Contractor shall comply, and require each of its subcontractors to comply, with the provisions of the City's Living Wage Ordinance, codified in San Diego Municipal Code sections 22.4201 et seq., in performing its obligations and/or duties.

Prevailing Wage Ordinance: Contractor shall comply, and require each of its subcontractors to comply, with the provisions of the City's Prevailing Wage Ordinance, codified in San Diego Municipal Code section 22.3019, in performing its obligations and/or duties.

REQUIREMENTS

Resolution: The organization must have a formal resolution of its board of directors to submit the application which states that the board understands and will comply with the terms and conditions of the agreement with the City should the organization be awarded any funding. This resolution must be signed by both the board president and treasurer and is to include the following:

- The amount of the request for funding based upon the last complete year's Actual Operating Income (AOI).
- The goals and objectives for the contract period.
- Assurance that the resolution is made available to all board members.

Nonprofit Status & Articles of Incorporation: Copies of the IRS Determination letter, Certificate of Domestic Corporation, and Federal IRS Form 990 are due with the application.

Board of Directors List with Biographies: Please submit a list of current board directors and short biography for each director. Biographies should be two to three sentences in length and may include information regarding academic credentials or professional expertise, ethnicity, gender and other information that describes how an individual's membership contributes to the organization's diversity and ability to meet its mission.

Staff Biographies: Please submit a short biography of key staff members describing educational background, training and job experience particularly as it pertains to the proposal.

Insurance: Applicants must maintain \$1,000,000 in combined single limit liability and property damage insurance, business automobile insurance, workers compensation insurance and shall provide proof/endorsements to the City that such insurance coverage is primary and non-contributory and for completed and ongoing operations consistent with the proposal. It is not necessary to have the insurance coverage at the time of application, but it is highly recommended to include the cost of insurance in the operating budget. All applicants must name the City as an additional insured and must also provide the City with such evidence during the contract period.

Certificate of Good Standing: A current Certificate of Status, Domestic Corporation from the California Secretary of State dated 2014 or 2015 is due with the application. Applicants must be in good standing with the Secretary of State and Franchise Tax board. All required filings must be current and the status of the corporation must be active. "Active" status means that your Corporation has not been dissolved, suspended, surrendered or forfeited.

For more information concerning Certificates of Good Standing in San Diego call (619) 525-4113 or visit the website <http://kepler.ss.ca.gov/list.html> or contact the California Secretary of State, ATTN: IRC, 1500 11th Street, Sacramento, CA 95814

Promotional Materials (Optional): Copies of current newspaper or magazine articles/clippings; audio/visual materials, such as audio tapes/CDs, videos, or photographs.

PROCEDURES

Failure to submit all required materials will result in disqualification.

Failure to follow application instructions will negatively affect your rank.

Technical Assistance: Interested applicants are encouraged to attend a technical assistance workshop scheduled for Tuesday, January 23, 2016 from 3:30 p.m. to 4:30 p.m. The workshop will be held in the Economic Development Department's Large Conference Room, located at 1200 Third Avenue, Suite 1400, San Diego, 92101.

Funding Process: An advisory panel, composed of business, tourism, economic development, and other experts will evaluate all applications individually and then as a group during a meeting. The applications will be scored according to: Applicant Qualifications – including applicant's current contractual performance (if applicable) (10pts); Project Characteristics and Benefits (10pts); Outreach & Communications (5 pts); and Partnerships & Community Support & Diversity (5 pts).

Scores are not assigned on a curve but reflect the quality of the application:

- Scores between 28 and 30 points indicate that the application will receive the highest priority for funding and are deemed to meet all or a majority of the review criteria to the highest degree possible.
- Scores between 22 and 27 are considered very good; there is room for improvement but funding is recommended.
- Scores of 18 to 21 are considered good with the potential to be funded once the higher scoring applications are funded.
- Scores of 17 and below are considered marginal or unacceptable; applications are not fundable.

Panel comments and scoring recommendations may be mailed to applicants. The applicant may comment upon its scoring recommendation through the appeal process.

Appeals Process: The applicant or a representative directly associated with the applicant may submit an appeal to the advisory panel for a re-evaluation based upon the following:

Assessment based on a misstatement of factual information as contained in the application such that it negatively influenced the panel's scoring of the application.

Note: Dissatisfaction with an award's denial or scoring is not sufficient ground for appeal

Agreement: Once funding for FY 2017 has been approved by the City Council, an Agreement will be issued. The Agreement details how City money will be spent, and other requirements of the Economic Development TOT Program. Should problems arise in fulfilling the Agreement or changes in the Agreement need to be arranged, then Economic Development staff must be consulted. The Applicant must provide the support materials for the Agreement within 45 calendar days of the Notice of Funding, or they will forfeit funding for FY 2017.

Reports: Organizations currently receiving FY 2016 Economic Development TOT funding (EDTS or Citywide) must have filed all required reports prior to requesting any payments under the FY 2017 Economic Development TOT Program. Failure to comply with City financial disclosure requirements will negatively impact your eligibility and may cause the withholding of FY 2017 funding until all financial disclosure documentation is received.

Reimbursement: All funds are awarded on a cost reimbursable basis. All request for reimbursement must be accompanied by copies of checks, invoices and bank statements as detailed in the Agreement. There can be *no payment in advance*. It is recommended that Contractors submit requests for payments on a quarterly basis. One twelfth of the total award will be withheld until the Final Performance Report and any other required documents are submitted.

Performance Reports – Quarterly and Final: The Quarterly and Final Performance Reports detail how program objectives, as outlined in the Agreement, were met over the course of the year and how they were measured. *Note: If applicable, the previous year's Final Performance Report will be taken into consideration during the application review.*

Financial Statements: All organizations receiving City money are required to submit financial statements for the organization's last completed fiscal year. If total City funding is \$75,000 or more, financial statements must also be audited. Estimated increased expenditures for such audits may be included in administrative costs for which City reimbursement is requested. Required financial reports for the last completed fiscal year must be submitted three months after the closing date of an organization's contractual period.

Acknowledgment of City Funding: A credit line must be included in any printed, visual or recorded matter that credits the City for its support. The following is an example of a credit line that might be utilized: "This project is funded in part by the City of San Diego."

Appropriateness of Request: Applicants may not request more than \$75,000. The requested amount does not guarantee a minimum, maximum or any funding at all.

DEFINITION OF TERMS

AUTHORIZED SIGNER

Dependent on the type and size of an applying organization, the authorized signer is either the board president, the executive director, program administrator, or any person who has direct contact with management or administration of the organization or program and who will be responsible for ALL requirements of the contract.

CAPITAL

Capital is defined as substantial wealth used or available for use in the production of more wealth.

- Capital Assets: Long-term assets, such as land or buildings.
- Capital Expenditures: Funds expended for additions or improvement to plant or equipment.
- Capital Gains: Profit from the sale of capital assets. Eligible to be included in the budget as long as its use pertains to operational support.

CERTIFICATE OF GOOD STANDING

The Certificate of Good Standing (Certificate of Status, Domestic Corporation) documents the organization as a legal entity in good standing as required by City Council Policy 100-03.

COLLABORATION

A more durable and pervasive relationship is a hallmark of collaboration. Participants bring separate organizations into a new structure with full commitment to a common mission. Such relationships require comprehensive planning and well-defined communication channels operating at all levels. The collaborative structure determines authority, and risk is much greater because each partner contributes its resources and reputation. Partners pool or jointly secure the resources and share the results and rewards.

COMMUNITY

A unified body of individuals; people with common interests living in a particular area; the physical boundaries of an area; a group of people with a common characteristic or interest living together within a larger society; the society at large.

CONTRACT FOR SERVICE

The Economic Development Department of the City of San Diego enters into contracts with organizations for services, rather than grants. A contract for service details which "services" organizations are going to provide for citizens within the city of San Diego.

COOPERATION

Cooperation is a shorter-term informal relation that exists without any clearly defined mission, structure or planning. Cooperative partners share information only about the subject at hand. Each organization retains authority and keeps resources separate so virtually no risk exists.

COORDINATION

Coordination is characterized by a more formal relationship and understanding of missions. People involved in a coordination effort focus their longer-term interaction around a specific effort or program. Coordination requires some planning and division of roles and opens communication channels between organizations. While authority still rests with individual organizations, everyone's risk increases. Resources are made available to participants and rewards are shared.

DIVERSITY

Diversity refers to differences in race, gender, ethnicity, age, socioeconomic class, religion, sexual orientation, skills and abilities, and politics among other qualities. A diversity commitment is not to be confused with "quota" systems, equal employment opportunity or affirmative action practices. Instead, it asks organizations to embrace an ongoing process that values the inclusion of people of all backgrounds in all phases of the organization's growth and development.

ENDOWMENT

Endowments are funds or property donated to an institution to produce a consistent source of income.

FINANCIAL ACCOUNTING STANDARD BOARD (FASB)

The Financial Accounting Standards Board (FASB) establishes standards of financial accounting and reporting for the private sector. These standards govern the preparation of financial reports and are officially recognized as authoritative by the Securities and Exchange Commission (Financial Reporting Release No. 1, Section 101) and the American Institute of Certified Public Accountants (Rule 203, Rules of Conduct, as amended May 1973 and May 1979).

IN-KIND CONTRIBUTIONS

In-kind contributions are the value of goods or services donated to the applicant in volunteer staff time or by vendors at no cash expense to the applicant. In-kind expenses are not allowed under these guidelines.

LEVERAGING FUNDS

Use of the City's Economic Development TOT Program grant as a means of attracting grants from other sources and other types of financial support such as private contributions, other local, state or federal government or earned income is strongly recommended and encouraged.

ORGANIZATIONAL SUPPORT

Funding is restricted to the cost of administering or operating an organization to carry out its programming.

QUALITY

Quality is the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

TRANSIENT OCCUPANCY TAX

The transient occupancy tax is a 10.5% City of San Diego tax on hotel/motel rooms and is governed by City Council Policy 100-03.

UNDERSTANDING MISSION STATEMENT, GOALS, AND OBJECTIVES AS USED IN THIS APPLICATION

MISSION STATEMENT or statement of purpose is described as follows:

- It is written in terms of "quality of life" or the conditions of life you hope to achieve for some group through your efforts.
- It provides a frame of reference for the entire application.
- It should be singular and specific.
- It is no more than 25-35 words in length.

GOAL is described as follows:

- It is a broad statement. It addresses general future accomplishments (long-range plans).
- It relates to an identified problem or need.

OBJECTIVE is described as follows and supports the City's 2014-2016 Economic Development Strategy:

- They are a means to achieve a goal.
- They explain the specific outcomes expected.
- They should be precise, concrete, clear and measurable
- They should act as a standard by which results can be measured, monitored during the course of service, and eventually be evaluated.

Particular attention should be given to the following:

- ✓ The objective(s) selected should be realistic and activities appropriate to supporting the achievement of the objective.
- ✓ Be clear as to what you are going to accomplish, who will be served, how and when they will be served and measuring the results.

ECONOMIC DEVELOPMENT TOT PROGRAM - EDTS FY2017 APPLICATION

APPLICANT ORGANIZATION: _____

Mailing Address: _____

_____ CA _____

Organization Address (if different from above): _____ WEB SITE: _____

Organization Telephone: _____ FAX: _____

Contact Person/Title: _____ E-MAIL: _____

Contact Person Telephone: _____ FAX: _____

Authorized Signer Name: _____ Title: _____

Closing Date of Applicant's Most Recently Completed Fiscal Year: ____/____/____

Years of Economic, Employment or Tourism Development Programming: _____

Signature: _____

(Under penalty of perjury and application disqualification, I hereby certify that the information provided herein is true and correct)

TOT REQUESTED AMOUNT: \$ _____

MOST RECENT ACTUAL OPERATING INCOME (AOI): \$ _____

(as reported in this application Budget Summary (Revenue) FY15 Actual Revenue, line 15)

Percent of TOT Requested Amount to Actual Operating Income (AOI): _____%

FINANCIAL SUMMARY:

PROPOSED FY 2017 FUNDING

Proposed Revenue

City TOT \$ _____

City Other \$ _____

County \$ _____

Membership \$ _____

Other \$ _____

Total Revenue \$ _____

Proposed Expenses

Personnel Expenses \$ _____

Non-Personnel Expenses \$ _____

Total Expenses \$ _____

Projected Accumulated

Surplus or [Deficit] \$ _____

EXECUTIVE SUMMARY

Organization Name: _____

Provide a 25-35-word mission statement or statement of purpose, goals and objectives of your organization for FY 2017

MISSION STATEMENT: _____

Check which of the following Economic Development TOT Program goals you will meet.

- ☐ **ATTRACT OR DEVELOP INDUSTRY OR BUSINESS FOR THE CITY**
 - *Attraction, retention, and/or expansion of San Diego businesses, especially in one or more of the City's four economic base sectors of manufacturing & innovation, international trade & logistics, military, and tourism.*
 - *Increase neighborhood business activity, especially in underserved neighborhoods.*
- ☐ **INCREASE EMPLOYMENT OPPORTUNITIES**
 - *Increase the number of middle income jobs, especially in economic base sectors.*
- ☐ **DEVELOP TOURISM**
 - *Increase room-night stays in San Diego lodging businesses or TOT or Sales Tax revenue to the City.*

Identify the **OBJECTIVE(S)** you will undertake as selected from the list below (one objective is perfectly sufficient but no more than three should be selected). Should your application be funded then fulfilling the objective(s) will be a requirement of your agreement with the City

- ☐ Increase the number of businesses attracted, retained or expended in San Diego
 - ☐ Base sector businesses
 - ☐ Manufacturing plants which have a taxable point of sale
 - ☐ Locally-owned (small) businesses
- ☐ Increase exports
 - ☐ Increase in volume of goods exported
 - ☐ Increase in value of goods exported
 - ☐ Increase in numbers of businesses exporting
- ☐ Increase the procurement of locally-produced goods and services by the military
 - ☐ Increase in volume of goods purchased
 - ☐ Increase in value of goods and/or services purchased
- ☐ Increase the number of jobs in San Diego
 - ☐ Manufacturing & Innovation (R&D) sector
 - ☐ International Trade & Logistics
 - ☐ Tourism
 - ☐ For Local residents
- ☐ Increase the overall economic activity of the tourism industry cluster
 - ☐ Increase in room night stays
 - ☐ TOT revenue to the City
 - ☐ Sales tax revenue to the City from tourism-related businesses

PROPOSAL

Organization Name: _____

1. Applicant Qualifications:

Briefly describe your organization including its history and existing programs and services.

Provide evidence that your organization employs sound fiscal and managerial practices (and attach financial statements).

In terms of governance and management describe how board members engage in policy making and resource development (attach a roster and biographies of board of directors).

Discuss the qualifications of key administrative staff and the involvement of qualified professionals in on-going programs (attach resumes of key personnel).

Describe any awards or commendations your organization has received within the last year that speaks to the quality of your organization.

Describe challenges to your Organization, including other issues, concerns or challenges not mentioned above.

2. Measurable Benefits from Proposed Objectives:

Describe your program activities and/or services to be implemented which will achieve the proposed objectives from the Executive Summary page and identify the specific benefits anticipated and how those will be measured and verified (for example, number and type of businesses or jobs created or retained as proved by new City Business Tax Certificates or reporting of jobs created by businesses assisted.)

Objective 1: _____

Activities or Services to be implemented in order to achieve objective: _____

Anticipated Measurable Benefit: _____

Measuring success - method of verification: _____

Objective 2: _____

Activities or Services to be implemented in order to achieve objective: _____

Anticipated Measurable Benefit: _____

Measuring success - method of verification: _____

Objective 3: _____

Activities or Services to be implemented in order to achieve objective: _____

Anticipated Measurable Benefit: _____

Measuring success - method of verification: _____

3. Outreach & Communications:

- A) Publicity** - Describe in detail the tools and strategies you will use to publicize your proposed activities, such as press releases, press packets, calendar listings, feature stories or newsletters. Who will coordinate this effort and are they a staff member, pro bono consultant, or other volunteer?

- B) Promotions** - Describe in detail the number and types of promotional tools you will use including direct mail, brochures, posters and banners, telemarketing, special events, such as contests, or previews, specialty items or giveaways, such as buttons, bumper stickers or t-shirts. What quantities of the above items will be distributed or displayed, who will you target to receive them and how will the distribution process be implemented?

- C) Advertising** - Describe in detail the advertising tools you will use, including display ads, classified ads, radio/television ads, transit placards and billboards. How long or frequently will these ads appear? Describe any cost-saving strategies you will employ to make your advertising plan more affordable.

- D) Sponsorships (Optional Question)** - Describe in detail any sponsorship strategies you will use to market your organization. What corporate sponsors - will you target? What assets and benefits make your organization an attractive investment? What tangible and intangible benefits do you hope to receive from your corporate sponsor(s)?

- E) Marketing Plan Time Line** - Please provide a time line of key activities as discussed in items A-D.

- 4. Partnerships:** The City encourages organizations to develop mutually beneficial partnerships and to work cooperatively. Explain how your organization will cooperate with other organizations in providing or planning the delivery of programs. Specify the type and extent of cooperation that is planned: personnel, technical, facilities, marketing, and other.

- 5. Community Support and Diversity:** Priority will be given to applicants that evidence broad community support and a commitment to diversity. Community support can be demonstrated through a variety of ways, such as a growing and diverse customer base, sources of earned and contributed revenue, in-kind donations and volunteer participation. A commitment to diversity is demonstrated by practices that include and encourage the participation of people of all ethnic, gender, socio-economic etc. backgrounds in your organization. This commitment may be reflected through policies, programs and services, staff composition, board membership, the equitable distribution of resources. Describe your sources of community support and any actions your organization has taken to build diversity.

REPORTING REQUIREMENTS

Organization Name: _____

Returning applicant only

Please indicate by checking the appropriate box below if your organization has or has not complied with City of San Diego financial disclosure requirements.

- ☐ In compliance with City of San Diego financial disclosure requirements for FY 2015.
- ☐ Not in compliance-with City of San Diego financial disclosure requirements for FY 2015. Please explain.

- ☐ In compliance with City of San Diego financial disclosure requirements for FY 2016.
- ☐ Not in compliance with City of San Diego financial disclosure requirements for FY 2016. Please explain.

BUDGET SUMMARY

Organization Name: _____

Budget Summary Terms and Definitions

I. REVENUE

A) Contributions

1. **Federal Government:** Cash support from grants or appropriations by federal agencies.
2. **State Government:** Cash support from grants or appropriations by state agencies.
3. **County:** Cash support from grants or appropriations by county.
4. **ALL City of San Diego Allocation:** Indicate past allocations and this year's request for All City of San Diego cash support from grants or appropriations by City of San Diego agencies (i.e. CDBG, SBEB, TOT, etc.).
- 4a. **TOT Requested:** Write total request as it appears on the title page of the application.
5. **Individual Contributions:** Cash support from private individuals (i.e. donations from patrons, board members, etc.)
6. **Foundations:** Cash support from private or community foundations. (Note: include business/corp. foundations)
7. **Memberships:** Cash support (usually dues) from customers who receive membership privileges.
8. **Fund Raising:** Include gross proceeds from benefits, or other special events. Include contributions from guilds and auxiliaries. Do not include revenue from bookstores, restaurants or other non-program related activities. These should be listed as earned revenue.
9. **Other:** Sponsorships, underwriting, funding from other cities, and any other form of contribution not mentioned above.

B) Earned

10. **Fees:** Revenue (usually from individuals) generated from the performance of services such as, workshops, consultations, event admissions, subscriptions, etc.
11. **Contracted Services:** Revenue (usually from an organization) generated from the sale of services, such as training, workshop facilitation, etc.
12. **Product Sales/Concessions:** Revenue generated from the sale of materials or hard goods, such as gift store items, t-shirts, advertising space in programs, parking, etc.
13. **Investment Income:** Dividends, interest and other income, **if and only if, utilized for operational support**, including endowment funds if used for operations.
14. **Other:** Other sources, if any, such as net revenue from bookstores, restaurants, facilities rental or other non-program related activities.
15. **Total Revenue:** Use total from FY15 Actual Revenue as AOI for page 1 of the Application

II. EXPENSES

A) Personnel

Include salaries, wages and benefits for employees. Use the "Other" columns to indicate all part-time, project based, seasonal collaborating and consulting personnel.

16. **Wages:** This should include, but is not limited to executive directors, business managers, marketing directors, press agents, development staff, clerical, maintenance, and security staff, etc.
- 16a. **Benefits:** Cost of dental, health insurance, 401(K), incentives, etc.
17. **Contractual Services:** Contract for service expenses such as consulting fees or other services provided to the organization by a subcontractor.

B) Operating

18. **Facility/Space Rental:** Rental of office space, kiosks, visitor centers, booths, etc. and overhead for basic utilities. Also include non-structural renovations and improvements. Do not include capital expenditures.
18. **Marketing:** Marketing, publicity and promotion, not including payments to personnel listed above (II.A.). Include costs of newspaper, radio and television advertising; food, drink and space rental when directly connected to promotion, publicity or advertising.
- 19a. **Support Materials:** Office supplies, printing and mailing of brochures, flyers or posters, postage, etc.
20. **Fund Raising Expenses:** Total cost of fund raising activities. Fund raising expenses should relate to fund raising events included in contributed revenue.
21. **Other:** Be sure to attach a schedule if amount of this line exceeds 10% of total expenses. Include interest charges, liability insurance, miscellaneous administrative expenses not covered above and yearly acquisitions.

Budget Summary Terms and Definitions

III. Deficit or Surplus

- A. **Surplus [Deficit]:** Subtract line 15 from 22; enclose deficit figures within parentheses.
- B. **Carryover Fund at Beginning of Year:** Include only operating funds.
- C. **Accumulated Surplus or [Deficit]:** Add line A and line B.
- D. **Other Net Adjustments:** Include fund transfers, special gifts, etc. Indicate deficit adjustments within parentheses.
Please explain this number in the budget detail.
- E. **Balance at Year End:** Add line C and line D. Note: If an organization has had an annual operating deficit of 5% or more for the two (2) previously completed fiscal years, it cannot be ranked a “4”.
- F. **Pass Through Funds:** Include any funds received as a fiscal sponsor for the benefit of another organization. Do not include these values in the Revenue and Expense sections of the Budget Summary.
- G. **Investments (Endowment, Capital Funds, Loans):** Organizations may opt to include the value of endowments, cash reserves, restricted funds, capital assets and in-kind contributions. Do not include these values in the Revenue and Expense sections of the Budget Summary.

BUDGET SUMMARY cont.

Organization Name: _____

REVENUE

I. REVENUE							
	FY15 Budget	FY15 Actual	FY16 Current Budget	FY16 % of Current Budget	FY17 Proposed Budget	FY17 % of Proposed Budget	City Funds FY17 TOT Requested
A. Contributed							
1. Federal Government							4a.
2. State Government							
3. County							
4. All City of San Diego Allocation							
5. Individual Contributions							\$
6. Foundations							
7. Memberships							
8. Fund raising							
9. Other							
Subtotal Contributed:							
B. Earned							
10. Fees							
11. Contracted Services							
12. Product Sales/Concessions							
13. Investment Income							
14. Other							
Subtotal Earned:							
15. TOTAL REVENUE:		\$	\$	100%	\$	100%	\$

(AOI page 1)

BUDGET SUMMARY cont.

Organization Name: _____

EXPENSES

II. EXPENSES							
	FY15 Budget	FY15 Actual	FY16 Current Budget	FY16 % of Current Budget	FY17 Proposed Budget	FY17 % of Proposed Budget	City Funds FY17 TOT Requested
A. Contributed							
A. Personnel							4a.
16. Wages							
16a. Benefits							
17. Contractual Services							
Subtotal Personnel:							
B. Operating Expenses							
18. Facility Expenses/ Space Rental							
19. Marketing							
19a. Support Materials							
20. Fund Raising Expenses							
21. Other							
Subtotal Operating:							
22. TOTAL EXPENSES:		\$	\$	100%	\$	100%	\$

BUDGET SUMMARY cont.

Organization Name: _____

SURPLUS OR DEFICIT

III. SURPLUS or DEFICIT	FY15 Budget	FY15 Actual	FY16 Current Budget	FY17 Proposed Budget
A. Surplus Revenue [Deficit] at Year End Subtract Line 15 from line 22				
B. Carryover Fund Balance at Beginning of Year Surplus or [Deficit]				
C. Accumulated Surplus or [Deficit] Add Line A and B				
D. Other Net Adjustments (Explain in Budget Detail Sheet)				
E. Balance at Year End Add Line C and Line D				
F. Pass-through Funds				
G. Investments (Endowments, Capital Funds, Loans)				
15. TOTAL REVENUE		\$	\$	\$
22. TOTAL EXPENSES		\$	\$	\$

If your organization receives an audit, does your Board of Directors receive and discuss the management letter from the audited report?

☐ Yes ☐ No

ANNOTATED BUDGET NOTES

Budget notes are imperative for clarity and understanding of the Budget Summary - your explanations should be succinct but sufficient enough to clarify obscure revenue sources and expense purposes. Attach additional pages, if necessary.

- Be sure to explain any increases or decreases of 15% or more between line items between any two fiscal years in either Revenue, Expenses or Accumulated Surplus or Deficit.
- If applicable, please also attach a detailed plan to reduce the deficit or utilize the surplus. Indicate any efforts towards endowment planning, implementation or growth.

Line Item	Note
1. Federal Government	
2. State Government	
3. County	
4. City SD Allocation	
5. Indiv. Contributions	
6. Foundations	
7. Memberships	
8. Fund raising	
9. Other	
10. Fees	
11. Contracted Services	
12. Product Sales/Conc.	
13. Investment Income	
14. Other	
16. Wages	
16a. Benefits	
17. Contractual Svcs	
18. Facility Exps/Rent	
19. Marketing	
19a. Support Materials	
20. Fund Raising Exps	
21. Other	
A. Surplus Revenue [Deficit] at Year End	
B. Carryover Fund Balance	
C. Accumulated Surplus or [Deficit]	
D. Other Net Adjustments	
E. Balance at Year End	
F. Pass-through Funds	
G. Investments	

FUNDING SOURCES AND AMOUNTS

Please provide a detailed list of ALL sources of funding for FY2015 and the individual amounts that were contributed (cash and/or grants awards) to your organization for FY15 from the following: Federal Government, State Government, County, City of San Diego, Individual Contributions (exceeding \$1,000), Foundations, Memberships (exceeding \$1,000), Fund Raising, Other Sponsorships, or any other form of contribution not mentioned.

A. Contributor	Entities/Departments	FY15 Actual \$
1. Federal Government		
2. State Government		
3. County		
4. City of San Diego		
5. Individual Contributions		
6. Foundations		
7. Memberships		
8. Fund raising		
9. Sponsorships		
Underwriting		
Other Cities		
Other		

BOARD RESOLUTION

Organization Name: _____

A Resolution of the Board of Directors of the aforementioned organization approving Economic Development & Tourism Support Funding from the City of San Diego Economic Development TOT Program for Fiscal Year 2017.

WHEREAS, Chapter III, Article 5, of the San Diego Municipal Code provides for the imposition of a tax on transient occupants of hotel rooms in the City of San Diego, the proceeds of which are to be used for the promoting of the City of San Diego, including cultural purposes, and for certain other purposes as the Council may direct; and

WHEREAS Council Policy 100-03 sets forth guidelines, standards and procedures for the allocation and expenditure of TOT funds; and

WHEREAS, the aforementioned organization is a legally constituted nonprofit corporation completely directing and in control of its own affairs through its own officers or members;

NOW, THEREFORE BE IT RESOLVED, that the Board of Directors of the above mentioned organization, hereby:

1. Certifies that said organization understands Council Policy 100-03 and will comply with the guidelines, standards and procedures thereof;
2. Appoints the person indicated as follows as its agent to conduct all negotiations; execute and submit all documents including but not limited to applications, contracts, amendments, billing statements, and so on which may be necessary to operate the aforementioned organization.

Name of authorized agent and title

3. Certifies support of the organizational goals and objectives as outlined in the accompanying application.

Adopted this _____ day of _____, 20__.

(Printed Name and Signature of Authorized Board Officer)



City of San Diego

EQUAL OPPORTUNITY CONTRACTING (EOC)

1200 Third Avenue • Suite 200 • San Diego, CA 92101

Phone: (619) 236-6000 • Fax: (619) 236-5904

WORK FORCE REPORT

The objective of the *Equal Employment Opportunity Outreach Program*, San Diego Municipal Code Sections 22.3501 through 22.3517, is to ensure that contractors doing business with the City, or receiving funds from the City, do not engage in unlawful discriminatory employment practices prohibited by State and Federal law. Such employment practices include, but are not limited to unlawful discrimination in the following: employment, promotion or upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training, including apprenticeship. Contractors are required to provide a completed *Work Force Report (WFR)*.

NO OTHER FORMS WILL BE ACCEPTED

A. CONTRACTOR IDENTIFICATION

Type of Contractor: ☐ Construction ☐ Vendor/Supplier ☐ Financial Institution ☐ Lessee/Lessor
☐ Consultant ☐ Grant Recipient ☐ Insurance Company ☐ Other

Name of Company: _____

ADA/DBA: _____

Address (Corporate Headquarters, where applicable): _____

City: _____ County: _____ State: _____ Zip: _____

Telephone Number: () _____ Fax Number: () _____

Name of Company CEO: _____

Address(es), phone and fax number(s) of company facilities located in San Diego County (if different from above):

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Telephone Number: () _____ Fax Number: () _____

Type of Business: _____ Type of License: _____

The Company has appointed: _____

As its Equal Employment Opportunity Officer (EEOO). The EEOO has been given authority to establish, disseminate and enforce equal employment and affirmative action policies of this company. The EEOO may be contacted at:

Address: _____

Telephone Number: () _____ Fax Number: () _____

- ☐ One San Diego County (or Most Local County) Work Force - Mandatory
☐ Branch Work Force *
☐ Managing Office Work Force

Check the box above that applies to this WFR.

**Submit a separate Work Force Report for all participating branches. Combine WFRs if more than one branch per county.*

I, the undersigned representative of _____

(Firm Name)

_____, _____ hereby certify that information provided

(County)

(State)

herein is true and correct. This document was executed on this _____ day of _____, 20____

(Authorized Signature)

(Print Authorized Signature Name)

OFFICE(S) or BRANCH(ES): _____ COUNTY: _____

INSTRUCTIONS: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row provided. Sum of all totals should be equal to your total work force. Include all those employed by your company on either a full or part-time basis. The following groups are to be included in ethnic categories listed in columns below:

- (1) Black, African-American
- (2) Hispanic, Latino, Mexican-American, Puerto Rican
- (3) Asian, Pacific Islander
- (4) American Indian, Eskimo
- (5) Filipino
- (6) White, Caucasian
- (7) Other ethnicity; not falling into other groups

[illegible]

*Construction laborers and other field employees are not to be included on this page

[illegible]

	Grand Total All Employees
--	---------------------------

--

Indicate by Gender and Ethnicity the Number of Above Employees Who Are Disabled:

[illegible]

Non-Profit Organizations Only:

[illegible]

Disabled								
----------	--	--	--	--	--	--	--	--

PACKAGING DIRECTIONS

Organization Name: _____

PLEASE PACKAGE THE APPLICATION IN THE FOLLOWING ORDER:

(1) ORIGINAL APPLICATION:

(√) CHECK IF INCLUDED IN APPLICATION

- ☐ Title Page (Authorized Signature required)
- ☐ Executive Summary (Mission and Objectives)
- ☐ Applicant Qualifications
- ☐ Measurable Benefits from Proposed Objectives
- ☐ Marketing
- ☐ Partnerships/ Diversity & Support/ Challenges
- ☐ Reporting Requirements Declaration
- ☐ Budget Summary – Revenue, Expenses, Deficit/Surplus
- ☐ Funding Sources and Amounts
- ☐ Work Force Report (3 Pages)
- ☐ Application Checklist
- ☐ Certificate of Good Standing from Sec. of State, CA
(Certificate of Status, Domestic Corporation)
dated 2014 or 2015.

- ☐ EACH PAGE IS NUMBERED IN THE LOWER CENTER MARGIN

ORIGINAL ATTACHMENTS:

- ☐ EACH PAGE IS IDENTIFIED. "ATTACHMENT A, B, C...." IN THE UPPER RIGHT HAND CORNER

Required Attachments

- ☐ List of Board of Directors and Short Bios
- ☐ Staff Biographies/Resume
- ☐ Board Resolution
- ☐ Articles of Incorporation
- ☐ Nonprofit Tax Exempt Status
- ☐ Attached Federal current IRS Form 990

Optional Attachments

- ☐ Program information not included in other materials (no more than 3 pages)
- ☐ Resumes (no longer than 2 pages)
- ☐ Current news clippings, critical reviews (no more than 3 pages, no older than 2 years except national publications)
- ☐ Support letters (no more than 3 letters)
- ☐ Programs/Brochures (no more than 3)
- ☐ Audio-Visual Documentation (optional) *
- ☐ Slides (maximum 10) with description page
- ☐ DVD/CD (1, cued to run a maximum of 2 minutes)

* If you would like materials returned, submit with a self-addressed, stamped envelope.

(10) COPIES:

(√) CHECK IF INCLUDED IN APPLICATION

- ☐ Title Page (Authorized Signature required)
- ☐ Executive Summary
- ☐ Review Criteria
- ☐ Challenges to Organization
- ☐ Reporting Requirements Declaration
- ☐ Budget Summary Pages (5A through 5D)
- ☐ List of all contributed funding sources
- ☐ Work Force Report (2 Pages)
- ☐ Application Checklist
- ☐ EACH PAGE IS NUMBERED IN THE LOWER CENTER MARGIN

COPIES ATTACHMENTS:

- ☐ EACH PAGE IS IDENTIFIED. "ATTACHMENT A, B, C...." IN THE UPPER RIGHT HAND CORNER

Required Attachments

- ☐ List of Board of Directors and Short Bios
- ☐ Staff Biographies/Resume

Optional Attachments:

- ☐ Program information not included in other materials (no more than 3 pages)
- ☐ Resumes (no longer than 2 pages)
- ☐ Current news clippings, critical reviews (no more than 3 pages, no older than 2 years except national publications)
- ☐ Support letters (no more than 3 letters)
- ☐ Programs/Brochures (no more than 3)

The following are due prior to the Contractual Agreement:

- ☐ Certificate of Liability Insurance with proper insurance coverage including all required endorsements.
- ☐ Proof of Workers' Compensation Insurance
- ☐ Certification of Compliance: EBO - Equal Benefits Ordinance
- ☐ Certification of Compliance: LWO – Living Wage Ordinance

**Failure to submit ALL materials
may result in disqualification.**

PACKAGING DIRECTIONS cont.

When completing the APPLICATION PACKET, please keep the following information in mind:

Failure to follow these instructions may result in disqualification

- ✓ Label each page with the organization name and indicate extra page numbers as needed.
- ✓ Three hole punch ALL pages.
- ✓ Maintain a margin of at least .5". Always leave enough space to make the information legible.
- ✓ Do not hand write the application.
- ✓ Do not use a font smaller than a computer 10 font.
- ✓ Do not exceed the number of pages indicated for the Proposal.
- ✓ Audio-Visual materials should be clearly labeled with the organization name and topic.

Please submit the **APPLICATION PACKET** as follows:

1. One (1) **ORIGINAL SIGNED APPLICATION, REQUIRED ATTACHMENTS, NON-REQUIRED ATTACHMENTS** and **AUDIO-VIDEO DOCUMENTATION** in a manila envelope clearly labeled as: **ORIGINAL**.
2. Ten (10) **COPIES OF THE APPLICATION, INCLUDING ALL REQUIRED ATTACHMENTS (copies version) and NON-REQUIRED ATTACHMENTS**, each in a separate envelope numbered from 1 to 10.
3. All **ELEVEN (11)** envelopes must be labeled with the organization name and packaged containing the material indicated.

FOR ALL APPLICATIONS (One Original and Ten Copies) :

- ☐ **THREE HOLE PUNCH ALL PAGES**
- ☐ **DO NOT STAPLE ANY PAGES (USE BINDER CLIPS INSTEAD)**

Failure to follow these instructions may result in disqualification