



## **ECONOMIC DEVELOPMENT FUNDING PROGRAMS**

**APPLICATION FOR FUNDING  
Fiscal Year 2019  
(July 1, 2018–June 30, 2019)**

**DEADLINE: Monday, Feb. 5, 2018 at 5 p.m. PT  
MUST BE SUBMITTED ELECTRONICALLY VIA CITY'S SEAMLESS DOC PORTAL**

**A completed application and required attachments are to be submitted prior to the deadline. New or revised applications will not be accepted after the deadline.**

### **LATE APPLICATIONS WILL NOT BE ACCEPTED**

**Interested applicants are encouraged to attend the technical assistance workshop.**

**Jan. 11, 2018, 2:30-4:00 p.m.**

**Mission Valley Branch Library, Community Room  
2123 Fenton Pkwy., San Diego, CA 92108**

**For further information**

**619-236-6700**

**[sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov)**

**Economic Development Department  
Business Expansion, Attraction and Retention Division  
1200 Third Ave., 14<sup>th</sup> Floor  
San Diego, CA 92101**

## **ECONOMIC DEVELOPMENT FUNDING PROGRAMS**

### **Purpose**

Economic Development Funding Programs are intended to support the City's Vision, Mission, and Strategic Plan to foster economic prosperity throughout San Diego by utilizing Transient Occupancy Tax (TOT) and Small Business Enhancement Program (SBEP)-funded citywide efforts and SBEP-funded neighborhood-based efforts.

### **Mayor, City of San Diego**

Kevin L. Faulconer

### **San Diego City Council**

Barbara Bry  
Lorie Zapf  
Chris Ward  
Myrtle Cole  
Mark Kersey  
Chris Cate  
Scott Sherman  
David Alvarez  
Georgette Gomez

### **Chief Operating Officer, City of San Diego**

Scott Chadwick

### **Deputy Chief Operating Officer**

David Graham

### **Economic Development Department**

Erik Caldwell  
Lydia Moreno  
Christina Bibler  
Meredith Dibden Brown  
Elizabeth Studebaker  
La Tisha Thomas  
Jocelyn Maggard

# FY 2019 ECONOMIC DEVELOPMENT FUNDING GUIDELINES

## FUNDING SOURCES AND ELIGIBILITY

There are four different and unique Goals for these Funding Programs as described below. An Applicant Organization is only allowed to submit one Application in total and must select only one of the four Goals that is aligned with its mission, the intent of the funding sources and the City's Economic Development Strategy.

- ❑ **Goal A:** Creates, retains and/or expands small businesses with a neighborhood-based focus, excluding Business Improvement Districts (SBEP Microdistricts).
- ❑ **Goal B:** Creates, retains and/or expands non-base sector small businesses by offering a program to small businesses Citywide, not focusing on specific commercial neighborhoods with BIDs or microdistricts (SBEP Citywide).
- ❑ **Goal C:** Promotes the City of San Diego as a visitor destination, enhancing the Tourism base sector.
- ❑ **Goal D:** Enhances San Diego's economic standing and reputation as a Smart City and a center for innovation, entrepreneurship and technology development for base-sector businesses (Manufacturing & Innovation, International Trade/Logistics, or Defense).

Funding Program Name & Eligibility for Nonprofit Organizations	Intended Purpose of the Funding To benefit businesses within the City of San Diego	Funding Request Ranges
<b>TOT – EDTS &amp; Citywide</b> <ul style="list-style-type: none"> <li>• Private nonprofits - 501(c)3, 501(c)4 or 501(c)6</li> <li>• The majority of Applicant Organization's funded activities must occur within City of San Diego.</li> <li>• Should have 3 year history of continuous engagement in eligible economic development programming</li> <li>• Only City of San Diego businesses or residents can receive services with this funding</li> </ul>	<b>ECONOMIC DEVELOPMENT - <i>To promote the City as a visitor destination and advance the City's economy by increasing tourism and attracting industry.</i></b> Significant programs, services or events that: <ul style="list-style-type: none"> <li>• Promote the City of San Diego as visitor destination to enhance the Tourism base sector.</li> <li>• Enhance San Diego's economic health and position as a Smart City and a center for innovation, entrepreneurship, and technology development for base-sector businesses (Manufacturing &amp; Innovation, International Trade/Logistics, or Defense).</li> </ul>	\$10,000 to \$35,000
<b>SBEP – Citywide</b> <ul style="list-style-type: none"> <li>• Private nonprofits - 501(c)3, 501(c)4 or 501(c)6 or nonprofit California (San Diego) Institutions for Higher Education</li> <li>• Applicant Organization must be located within the County but only City of San Diego businesses or residents can receive services with this funding</li> </ul>	<ul style="list-style-type: none"> <li>• Create, retain and/or expand non-base sector small businesses (not neighborhood-based focus)</li> </ul>	\$5,000 To \$20,000
<b>SBEP – Microdistricts</b> <ul style="list-style-type: none"> <li>• Private nonprofits - 501(c)3, 501(c)4 or 501(c)6</li> </ul>	<ul style="list-style-type: none"> <li>• Create, retain and/or expand small businesses (neighborhood-based focus)</li> </ul>	\$3,000 To \$10,000

### Important Notes:

Community-based festivals, parades and other celebrations, with an emphasis on projects that promote neighborhood pride and community reinvestment, should apply to the City's Commission for Arts & Culture Program for Festivals and Celebrations. Events that are not broadly significant or don't promote Tourism on a Citywide basis are best submitted to the Commission for Arts & Culture Program.

Organizations that have submitted an application to the City's Commission for Arts & Culture for FY2019 TOT funding are NOT eligible to apply for any of these above-mentioned funds.

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Also, Organizations that have submitted an application to the San Diego Tourism Marketing District (TMD) Corporation for FY2019 TMD funding and are recommended for such funding are NOT eligible to receive any of these above-mentioned funds.

### **Council Policy 100-03:**

Funding from the Transient Occupancy Tax (TOT) Fund 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](http://docs.sandiego.gov/councilpolicies/cpd_100-03.pdf)

### **Council Policy 900-15:**

Funding from Small Business Enhancement Program is provided is guided by City Council Policy 900-15. A copy of Council Policy 900-15 is available online at [http://docs.sandiego.gov/councilpolicies/cpd\\_900-15.pdf](http://docs.sandiego.gov/councilpolicies/cpd_900-15.pdf)

### **Nonprofit status and California Corporation or Organization:**

Applicant 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 by the Application deadline and must be registered with the California Secretary of State. Fiscal sponsors may not apply on behalf of an ineligible applicant. However, SBEP Microdistrict in-kind funding requests may be submitted by eligible unincorporated San Diego nonprofits. See below regarding Institutions for Higher Education.

### **Institutions for Higher Education:**

San Diego universities and Community Colleges (Institutions for Higher Education) that are not registered as a nonprofit with the California Secretary of State with tax-exempt status under Sections 501 (c)(3), 501(c)(4) or 501(c)(6) of the Internal Revenue Code are only eligible to apply for SBEP –Citywide funding. Documentation shall be provided by Institutions for Higher Education indicating the authority under which the Institution of Higher Learning is chartered.

### **Track record:**

Applicant Organizations ideally have engaged in continuous economic, employment or tourism development programming for three (3) years prior to the deadline.

## **FUNDING POLICIES & REQUIREMENTS**

### **Funding Adjustments:**

The City reserves the right to adjust funding to an organization, for example:

- Funding to a single organization may be limited so as not to exceed 5 percent of total available funds
- Funding may be limited as a percentage of organizational Annual Operating Income
- Funding to new Applicants may be limited to 50 percent -75 percent of a computed Allocation.
- A single allocation for an Applicant may not be less than the limits stated in the Application.

### **Council Policy 100-04 (Americans with Disabilities Act/City Contractors):**

An Applicant Organization awarded a contract by the City acknowledges and agrees that it is aware of and will comply with Title 24 of the California Code of Regulations (Title 24) and Council Policy 100-04, adopted by Resolution No. 282153 relating to the federally mandated Americans with Disabilities Act (ADA). When a conflict exists between Title 24 and the ADA, the Applicant Organization shall comply with the most restrictive requirement (i.e., that which provides the most access). Organizations will be individually responsible for their own ADA program.

### **Equal Opportunity (Non-Discrimination Clause):**

Applicant Organizations shall not discriminate on the basis of race, gender, gender identity, religion, national origin, ethnicity, sexual orientation, age or disability. Organizations shall comply with City's Equal Opportunity Contracting

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Program (EOCP) Requirements. Organizations shall not discriminate against any employee or applicant for employment on any basis prohibited by law. Organizations shall provide equal opportunity in all employment practices. Organizations shall ensure that their subcontractors comply with this program.

### **Equal Benefits Ordinance:**

Applicant Organizations must comply with the City's Equal Benefits Ordinance (EBO) codified in the San Diego Municipal Code (SDMC), 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):**

Applicant Organizations shall comply with City's Drug-Free Workplace requirements set forth in Council Policy 100-17.

### **Living Wage Ordinance:**

Applicant Organizations shall comply, and require each of its subcontractors to comply, with the provisions of the City's Living Wage Ordinance, codified in SDMC sections 22.4201 et seq., in performing its obligations and/or duties.

### **Prevailing Wage Ordinance:**

Applicant Organizations shall comply, and require each of its subcontractors to comply, with the provisions of the City's Prevailing Wage Ordinance, codified in SDMC section 22.3019, in performing its obligations and/or duties.

### **Insurance:**

It is not necessary to have the required insurance coverage at the time of Application, but it is highly recommended to include the proportional cost of insurance in the operating budget.

Generally, Applicant Organizations must maintain Commercial General Liability (CGL) and automobile insurance providing minimum liability coverage of \$1 million per occurrence and \$2 million aggregate 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 and that the City is named as an additional insured. Applicants must also maintain \$1 million workers compensation insurance coverage and must provide an endorsement that the insurer waives the right of subrogation against the City.

### **Audited Financial Statements**

If an Applicant Organization receives \$75,000 or more in federal, state and/or City funds in a year, then financial statements (including the statement of revenues and expenditures and balance sheet/Statement of Financial Position of all funds received by the Contractor), prepared in accordance with GAAP, and audited by an independent Certified Public Accountant, in accordance with Generally Accepted Auditing Standards, must be submitted to the City. Lesser standards apply for lower levels of funding. It is highly recommended to include the proportional cost associated with the preparation, and auditing as applicable, of City-required financial statements.

### **Funding Limitations:**

The following expenses are NOT permitted with these Funds and may NOT be included in the Program/Project Budget Detail submitted with the Application:

1. Program / Project that has already been completed
2. Program / Project occurring before July 1, 2018 or after June 30, 2019
3. Travel or Mileage
4. Capital outlay for improvements and construction of buildings or facilities, or capital outlay for purchase of equipment

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5. Religious or political activity
6. Programs in facilities not accessible to the disabled
7. Tuition assistance
8. Hospitality, e.g., alcoholic beverages, meals/refreshments, or entertainment expenses
9. Lodging
10. Contributions to trusts or endowment funds, or gifts or donations
11. Profit making organizations or ventures
12. Replacement of deficit funds
13. Ticket subsidy programs
14. Penalties, fines, late fees, overdraft fees/finance fees
15. Salary bonuses
16. Organization Fundraising (e.g., galas, golf tournaments, fundraiser mailers etc.)
17. More than one Special Event
18. Job training or job placement activities
19. Indirect cost recovery (unless already permitted under another Agreement with the City of San Diego)

### PROCEDURES

**\*\*Failure to submit required materials, to provide complete responses to the Application questions or to follow application instructions will result in disqualification or have a diminishing effect on the scoring of the Application.\*\***

If any of the required materials/documents do not apply to your organization, please include explanations with your Application.

#### **Technical Assistance:**

**Interested applicants are encouraged to attend a technical assistance workshop.**

**Thursday, Jan. 11, 2018, 2:30-4 p.m.**

**Mission Valley Branch Library, Community Room**

**2123 Fenton Pkwy., San Diego, CA 92108.**

#### **Review and Funding Process:**

Advisory Panels composed of business, tourism, economic development, and/or other professionals will score Applications within each Funding Program. The Panelist scores will be averaged resulting in an overall score for each application.

The Applications will be scored according to the following:

- Mission, Goal, Outcome, Funding, Program/Project Characteristics and Benefits (50 pts);
- Compliance with respect to complete responses, following directions, and attaching required documents, and meeting obligations of prior year agreements, as applicable (Deductions of up to 10 points)

Organizations will be evaluated and rated as Highly Qualified, Qualified, Minimally Qualified or Not Qualified, with only those organizations deemed Highly Qualified or Qualified being eligible for funding.

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

- A score of 43 to 50 points indicates that the Application will receive the highest priority for funding and is deemed to meet more than a majority of all the review criteria to the highest degree possible.
- A score of 35 to 42.99 is considered very good; there is some room for improvement but funding is recommended once the highest priority applications are funded.

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- A score of 27 to 34.99 is considered average with the potential to be funded once the higher scoring applications are funded.
- A score below 27 is considered marginal or unacceptable; applications are not fundable.

Advisory Panel comments and scoring recommendations may be mailed to Applicant Organizations.

Even if an Application receives a score of 27 or higher there is no entitlement to funding.

Once the scores are finalized by the Advisory Panels, City staff will develop the recommended funding amounts based on the quantity and quality of applications received and funds budgeted for the respective programs for FY2019.

### **Agreement, Scope and Budget:**

Recommended funding allocations will be developed in May 2018 with final amounts subject to the budget adopted by City Council during the City's annual budget process. Recommended funding amounts will be communicated to Applicant Organizations by email in June 2018 when the City's Appropriation Ordinance is introduced but will not be confirmed until the City's FY2019 Budget is finalized with the adoption of the City's Annual Appropriation Ordinance, which typically occurs in late June or July.

In June 2018, City staff will provide the Proposed Agreement for the use of the recommended funding amount to those Applicant Organizations recommended to receive funding. The Applicant Organization shall return the Agreement to the City, signed by Applicant's authorized representative by July 10, 2018 along with all required documentation.

The Agreement details how City money will be spent via the scope and budget derived from the Application subject to the requirements of the Economic Development Funding Programs. The Agreement will be effective from July 1, 2018 through June 30, 2019. Expenses for eligible activities within this period, however, cannot be reimbursed until the Agreement is fully executed and a purchase order has been issued by the City.

If problems arise in fulfilling the Agreement or there are any requests for changes to the Agreement, then Economic Development staff must be consulted. Failure to comply with funding deadlines may result in forfeiture of the allocation for FY2019.

### **Reimbursement:**

Funds are awarded on a cost reimbursable basis. All requests for reimbursement must be accompanied by copies of checks, invoices and bank statements/proof of payment as detailed in the Agreement. It is recommended that funded Organizations submit requests for payments monthly, but no less than quarterly. One-twelfth (1/12) of the total award will be withheld until the Final Performance Report and any other required documents are submitted.

### **Reports – Financial and Performance:**

Performance reports will be required quarterly detailing the funded Organization's performance of the Scope of Services, i.e., how program objectives were met and measured, as outlined in the Agreement. A Final Report shall detail quarterly and annual results. Financial reports shall be provided to the City as required per the Agreement. Note: Deficiencies in reporting, as required per a current Agreement, will be taken into consideration when scoring applications and will negatively impact application scores. Reporting deficiencies that carry over into a new Agreement will result in delayed or canceled payments.

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## **Financial Statements:**

All funded Organizations 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:**

Applicant Organizations shall comply with funding request limits as noted in this Application and its guidelines. The requested amount does not guarantee a minimum, maximum or any funding at all.

## **Resolution:**

If funding is awarded, the Organization must have a formal resolution of its Board of Directors approving the Agreement with the City of San Diego. The resolution shall state that the Board of Directors understands and will comply with the terms and conditions of the Agreement, including maintaining the required insurance coverage and performing the Scope of Services within the amount of the allocated Budget. This resolution must be signed by the Board President or designated officer.

## **DEFINITION OF TERMS**

### **Authorized Signer**

Dependent on the type and size of an the Applicant Organization, the designated representative 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 Agreement.

### **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 from the California Secretary of State) with an "Active" status documents the Applicant Organization as a legal entity in good standing with the Secretary of State and Franchise Tax Board. For more information concerning Certificates of Good Standing in San Diego, visit this website: <http://kepler.ss.ca.gov/list.html>

### **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.



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## Contract for Service

The Economic Development Department of the City of San Diego enters into agreements 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.

## 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.

## Diversity and Inclusion

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 and facilitates the inclusion of people of all backgrounds in all phases of the Organization's growth and development and where the inherent worth and dignity of all people are recognized.

## 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

Using the City's Economic Development Funding Program as a means of attracting funds or 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 the programming.

## Quality

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

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## Transient Occupancy Tax

The Transient Occupancy Tax (TOT) is a 10.5 percent City of San Diego tax on hotel/motel rooms and is governed by City Council Policy 100-03.

## Budget Terms

The following definitions will assist you in completing the Excel workbook, "FY2019 ED Funding Application Financial Details".

Projected Program/Project Income: Projected revenue from all sources including Contributions (grants and appropriations from public or private sources, individual monetary contributions/donations, membership dues, sponsorships, underwriting, other fundraising) and Earned Income (Fees, contracted services, sales/concessions, investment income, other) associated with the Program/Project and apportioned between "City Requested Funds" versus "Other Funds".

Personnel: Includes salaries, wages, taxes and benefits for employees. If requesting reimbursement for these expenses, the organization must be able to document specific expenses and proof of payment.

Salaries/Wages: Limited to eligible work performed directly by executive directors, business managers, development staff, clerical, etc.

Taxes: Employer taxes, etc.

Benefits: Cost of dental, health insurance, 401(K), incentives, etc.

Consultant/Contractual Services: Contract for service expenses such as consulting fees or other services provided to the organization by a subcontractor.

Space Rental: Rental of meeting space or facility fees for seminars, workshops or training, or proportional share of office space rent.

Utilities: Electricity/gas, water, phone, internet or other charges associated with office occupancy.

Outreach: Advertising, marketing, publicity and promotion and related-items, includes postage but not payments to staff or consultants.

Supplies: Office and related supplies not promotional in nature.

Insurance: Premiums for City-required insurance, etc.

Other: Complete a schedule of expenses. Include miscellaneous expenses not covered above

Actual Operating Income (AOI): The City requires Applicant Organizations to report only Financial Accounting Standards Board (FASB) unrestricted income that 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

## Contributions

Cash support from grants and/or appropriations from:

1. Federal Government; 2. State Government; 3. County; 4. Foundations (private, business or community)
- 5a. City of San Diego Funding (other than this request)
- 5b. This Application - Funds Requested: Write total request as it appears on the title page of the application.
6. Individual Contributions: Cash support from private individuals (i.e. donations from patrons, board, etc.)

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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 contribution not mentioned above.

### Earned Income

10. Fees: Revenue (usually from individuals) generated from the performance of services such as, workshops, consultations, event admissions, subscriptions, and etc.
11. Contracted Services: Revenue (usually from an organization) generated from the sale of services, such as training, workshop facilitation, and 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, and 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 FY16 Actual Revenue as AOI for Page 1 of the Application.

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## SAMPLE BOARD RESOLUTION

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A Resolution of the Board of Directors of the aforementioned organization approving Economic Development Funding from the City of San Diego Economic Development Funding Program for Fiscal Year 2019.

WHEREAS, Funding is governed by City Council Policies and Contracting requirements;

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 the requirements associated with this funding and will comply with the guidelines, standards and procedures thereof;
2. Appoints the person(s) 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 \_\_\_\_\_

Name of authorized agent and title \_\_\_\_\_

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

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_

(Printed Name and Signature of Authorized Board Officer )