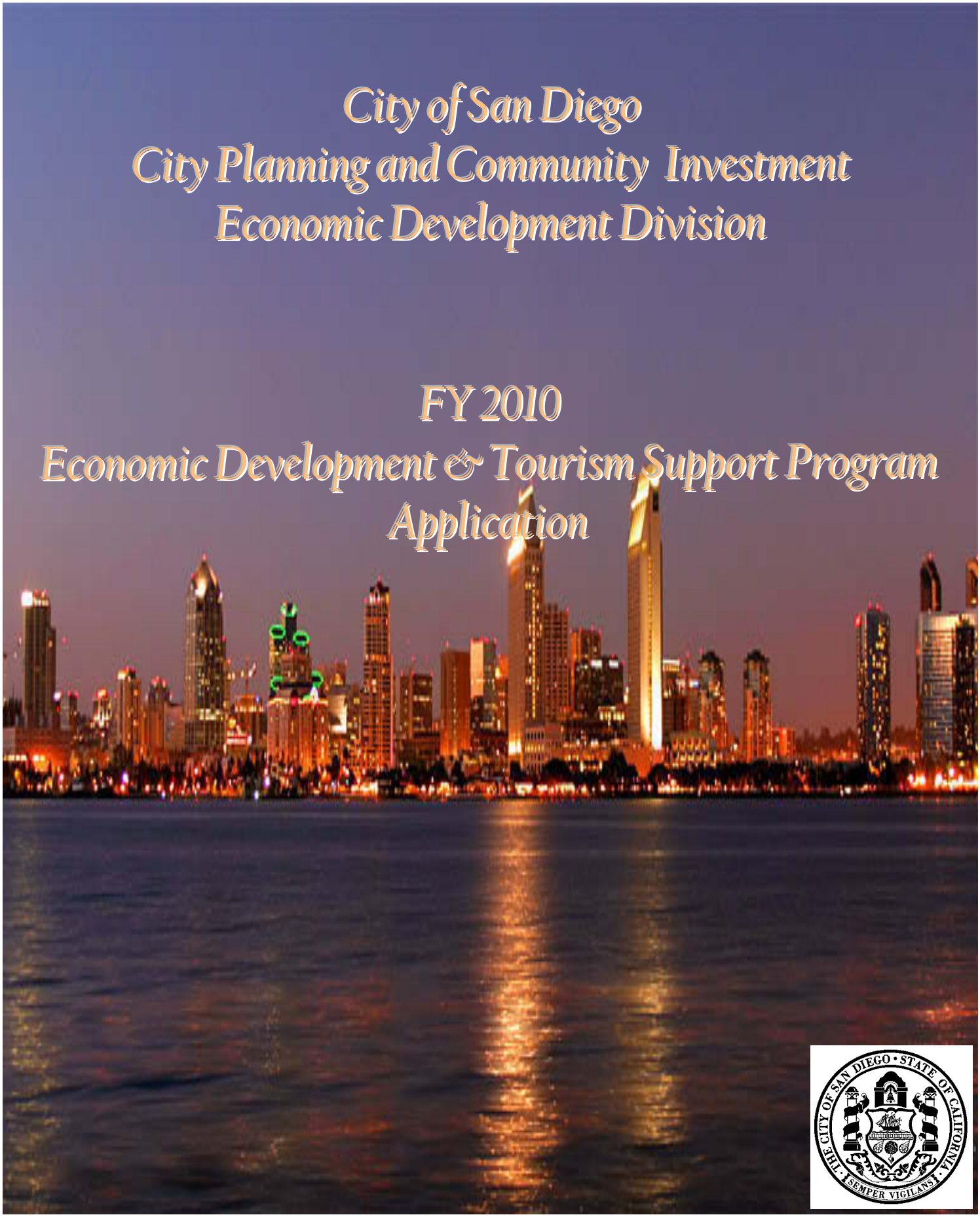
City of San Diego
City Planning and Community Investment
Economic Development Division

FY 2010
Economic Development & Tourism Support Program
Application



EDTS APPLICATIONS

MUST BE HAND-DELIVERED BY 5 P.M.
OR POSTMARKED BY:

Tuesday, January 20, 2009

Deliver to:

THE CITY OF SAN DIEGO
CITY INVESTMENT DIVISION
1200 Third Avenue, 14th, MS-56D
SAN DIEGO, CA 92101

For further information call 619-236-6475

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.

ECONOMIC DEVELOPMENT DIVISION

Mission

The mission of the Community Investment Division (CID) is: To encourage a business-friendly environment, help attract, retain and expand businesses, create jobs and increase investment in San Diego.

Purpose

The purpose of the Economic Development and Tourism Support (EDTS) Program is to promote the City as a visitor destination and advance the City's economy by increasing tourism and attracting industry.

Mayor, City of San Diego
Jerry Sanders

Chief Operating Officer, City of San Diego
Jay Goldstone

San Diego City Council
Sherri Lightner
Kevin Faulconer
Todd Gloria
Tony Young
Carl DeMaio
Donna Frye
Marti Emerald
Ben Hueso

City Investment Division Staff
Beth Murray, Deputy Director
Meredith Dibden-Brown, Community Development Coordinator
Luis Ojeda, Program Manager
Steve Bal, Assistant Contract Administrator

January 2009

FY 2010

ECONOMIC DEVELOPMENT AND TOURISM SUPPORT PROGRAM GUIDELINES

FUNDING SOURCE

Council Policy 100-03: Funding for the EDTS Program is provided from the Transient Occupancy Tax (TOT) Fund and is governed by City Council Policy 100-03. A copy of Policy 100-03 is available upon request.

FUNDING ELIGIBILITY

To receive funding, an organization must meet the following eligibility requirements derived in part from Council Policy 100-03:

Nonprofit status: Organizations that have not been funded by the EDTS program and are applying for funding must be able to demonstrate proof of nonprofit tax-exempt status under Section 501 (c)(3) or 501(c)(4) 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 EDTS goals:

1. **ATTRACT BUSINESS TO THE CITY**
2. **RETAIN JOBS OR INCREASE EMPLOYMENT OPPORTUNITIES**
3. **PROMOTE SAN DIEGO AS A TOURISM DESTINATION**

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 EDTS funding may submit only one application under these guidelines and may not apply or receive funding in other City TOT allocations programs, such as those administered by the City of San Diego Commission for Arts and Culture or the Citywide Category.

FUNDING LIMITATIONS

Expenditures are prohibited for the following:
1. Programs which have already been completed.
2. Programs occurring before July 1, 2009, or after June 30, 2010.
3. Out-of-state travel.
4. Capital outlay for improvements and construction of buildings or facilities, or capital outlay for purchase of equipment.
5. Religious or political activity.
6. Programs in facilities not accessible to the disabled.
7. Tuition assistance.
8. Hospitality or food costs.
9. Trusts, endowment funds.
10. Profit-making organizations or ventures.
11. Replacement of deficit funds.
12. Ticket subsidy programs.

FY 2010 ECONOMIC DEVELOPMENT AND TOURISM SUPPORT PROGRAM GUIDELINES

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 $500

Council Policy 100-04: 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.

Non-Discrimination Clause: Contractors will comply with Title VII of the Civil Rights Acts of1964, 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's Non-discrimination in Contracting Ordinance (Municipal Code Section 22.3401-22.3417).

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.

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 contract. 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 current list and short biographies of your organization's Board of Directors. 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: The applicant must submit a biography or resume 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 provide the City with such evidence during the contract period, per City requirements. 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 provide the City with such evidence during the contract period.

Certificate of Good Standing: 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 contact the following:

Secretary of State
ATTN: IRC
1500 11th Street
Sacramento, CA 95814

In San Diego: (619) 525-4113 or http://kepler.ss.ca.gov/list.html

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 follow application instructions will negatively affect your rank.

Failure to submit all required materials will result in disqualification.

Technical Assistance: Staff is available for technical assistance in the preparation of the application. Organizations are strongly encouraged to take advantage of technical assistance workshop and individual consultations before the deadline.

Panel Process: An advisory panel, composed of business, tourism, community development, and other experts will consider each applicant's current contractual performance (if applicable), the appropriateness of organizational goals and objectives based on the mission, the organizational budget and how accurately it supports the goals and objectives, the quality of responses to the review criteria and any other material submitted in support of the proposal.

The panelists will evaluate all applications individually and then as a group during a meeting. Applications will be ranked according to the four-point system described below:

The ranks of 4 and 4- designate an applicant as the highest priority for funding. Applications ranked "4" are considered to be "model" in stature, meeting all the review criteria to the highest degree possible.

If an organization has had an annual operating fund deficit of 5% or more for the two previously completed fiscal years, it cannot be ranked a "4". If there are no "model" applications, no "4" rankings should be given; this is not a grading curve but a rarefied achievement of near perfection given the criteria.

The ranks of 3+, 3 and 3- are considered good. Some improvements or development is needed.

The ranks of 2+, 2 and 2- are considered marginally fundable. Funding, if available, may be awarded once all the "4" and "3" ranked applications are awarded funding. These applications have some merit, but do not meet the criteria in a strong or solid way.

The rank of 1 is not fundable under any circumstance; inappropriate for EDD support, extremely marginal in quality, etc. This application would not receive funding even if the funding were available.

Panel comments and rank recommendations will be mailed to applicants. The applicant may comment upon the rank recommendations 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 evaluation of the applicant's request for funding.

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

Agreement: Once funding for FY 2010 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 EDTS Program. Should problems arise in fulfilling Agreements or changes in the Agreement need to be arranged, the Economic Development Division staff must be consulted. The Applicant must provide the support materials for the Agreement within 60 calendar days of the Notice of Funding, or they will forfeit funding for FY 2010.

Reports: Organizations receiving FY 2009 EDTS Program funding must have filed all required reports prior to processing their FY 2010 EDTS payments. Failure to comply with City financial disclosure requirements will negatively impact your rank and may cause the withholding of FY 2009 funding until all financial disclosure documentation is received.

Reimbursement: All funds are awarded on a cost reimbursable basis. All requests for reimbursement must be accompanied by copies of checks, invoices and bank statements. There can be *no payment in advance.* The EDD recommends that Contractors receiving more than $5,000 schedule 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.

Final Performance Reports: The Final Performance Report details how program objectives as outlined in the Agreement were met and how they were measured. *Note: If applicable, previous year's Final Performance Report will be taken into consideration during panel 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." The City seal will be made available for use by all funded organizations.

Appropriateness of Request

To determine appropriateness of request, apply the maximum request percentage to your organization's most recently completed Actual Operating Income (AOI). AOI should be rounded down to the closest figure.

AOI greater than:	Maximum Request % AOI:
$ 3,266,000	9.5%
$ 2,791,000	10.0%
$ 2,385,000	10.5%
$ 2,038,000	11.0%
$ 1,742,000	11.5%
$ 1,488,000	12.0%
$ 1,272,000	12.5%
$ 1,087,000	13.0%
$ 929,000	13.5%
$ 794,000	14.0%
$ 678,000	14.5%
$ 580,000	15.0%
$ 423,000	16.0%
$ 309,000	17.0%
$ 226,000	18.0%
$ 165,000	19.0%
$ 120,000	20.0%
$ 88,000	21.0%
$ 64,000	22.0%
$ 47,000	23.0%
$ 34,000	24.0%
0	25.0%

These Numbers Are For Determining Requests Only and Do Not Guarantee Minimums, Maximums or Any Funding At All.

DEFINITION OF TERMS

AUTHORIZED SIGNATOR
Dependent on the type and size of an applying organization, the authorized signator is either the board president, 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.

COLLABORATION
A more durable and pervasive relationship marks 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 Division 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.

FAMILIARIZATION TOUR
Familiarization tours acquaint tourism practitioners with the community and cultural assets of a city that may be marketable to travelers.

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.

ORGANIZATIONAL SUPPORT
Funding restricted for 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.

RANKING-SYSTEM
The application rank is a tool used by panelists to apply an objective value to each proposal. Rank has meaning in, terms of an applicant's funding request.

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.

FY 2010 Economic Development and Tourism Support Program 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 Signatory Name: _____ Title: _____

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

Years of Economic, Employment or Tourism Development Programming**: _____**

Authorized Signature Required:_____
(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): $ _____
(AOI is located on **Budget, page 8, BUDGET SUMMARY (REVENUE), FY08 ACTUAL REVENUE**, line 15

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

FINANCIAL SUMMARY: Proposed FY10 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] $_____

FY 2010 (2) EXECUTIVE SUMMARY

On a separate page provide in outline form a 25-35-word mission statement or statement of purpose, goals and objectives of your organization for FY 2010. **The list of objectives will become the terms of your contract with the City should your proposal be recommended for funding. Number all pages for this application on the upper right hand corner.**

A **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 planning process.
- It sets the future direction of an organization.
- It should be singular and specific.
- It is no more than 25-35 words in length.

A **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.
- It is written in terms of the outcomes of a project or service which you hope to achieve (how things should be).
- It is no more than 1-2 sentences in length.

An **Objective** is described as follows:

- They are a means to achieve an organization's goal.
- They explain the specifics of the methods to be used for the outcomes expected.
- They should be precise, concrete, clear and measurable (what you are going to accomplish, who will be served, how many people will be served and when they will receive the services)
- They should act as a standard by which results can be measured, monitored during the course of service, and eventually be evaluated.
- They should be one sentence in length.

Objectives are important because:

- They are the basis and primary selling point of your application.
- They reflect your program development skills.

Particular attention should be given to the following:

- ✓ The objective should be realistic so that your activities will fully support the achievement of the objective.
- ✓ Do not confuse the term 'objective' with 'procedures'.
- ✓ Procedures are not measurable; objectives are.

Do NOT Include These Instructions With Your Application.

REVIEW CRITERIA

The dispersal of City funds through the Economic Development and Tourism Support Program (EDTS) enables nonprofit organizations to achieve one or more of the following goals: **1)** ***Attract business to the city*** **2)** ***Increase employment opportunities and retain jobs,*** or **3)** ***Promote San Diego as a tourism destination*****.**

Please limit your responses to the criterion below to four single-spaced pages, and number each page "Review Criteria, 3A, 3B… Number and label each response, "Review Criteria 1. Applicant Qualifications: ….". Succinct narratives or simple, bullet-style outline formats are encouraged as they decrease panel fatigue and present your organization in a stronger way.

1. **Applicant Qualifications:** Describe your organization including its history and existing programs and services. Present evidence that your organization employs sound fiscal and managerial practices (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.

2. **Measurable Benefits to City Residents and Visitors:** Please respond to one of the criterion below, *Economic Development*, *Employment Development* or *Tourism Development*, that most strongly relate to your organizational mission or purpose and quantify. Choose A, B, or C and quantify.
   - **A) Economic Development** - Describe how your organization's programs will develop economic opportunities for San Diego residents and/or how they will enhance the economic status of the City of San Diego.
   - **B) Employment Development** - Describe how your organization's programs will develop employment opportunities for San Diego residents outside of your organization.
   - **C) Tourism Development** - Describe how your organization attracts tourists or encourage them to lengthen their stay in the City of San Diego.

3. **Marketing:**
   - **A) Publicity** - Describe in detail the tools and strategies you will use to publicize your organization, 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.

Organization Name: _____

FY 2010 (4A) CHALLENGES TO YOUR ORGANIZATION

In the space below, include other issues, concerns or challenges your organization is facing that you were not able to address in the program narrative. (Use one additional page if necessary.)

FY 2010 (4B) REPORTING REQUIREMENTS (returning applicant only)

(Returning applicants 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 2008.
- ❑ Not in compliance-with City of San Diego financial disclosure requirements for FY 2008. Please explain.

- ❑ In compliance with City of San Diego financial disclosure requirements for FY 2009.
- ❑ Not in compliance with City of San Diego financial disclosure requirements for FY 2009. Please explain.

FY 2010 (5) BUDGET SUMMARY INSTRUCTIONS

Budget Summary Terms and Definitions

I.

A) Revenue - Contribution

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, other cities, or any other form of contribution not mentioned above.

Required: Please specify and provide on a separate sheet a list of ALL actual funding sources that were contributed to your organization for FY08.

B) Revenue - 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 ***FY08 Actual Revenue*** as *AOI* for page 1 of the Application

II.

A) Expenses - 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) Expenses- Operating

18. ***Facility/Space Rental*:** Rental of office, rehearsal facilities, theater, hall, gallery, 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.

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 can not 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.

Organization Name:_____

FY 2010 (5) BUDGET SUMMARY (Revenue)

I. REVENUE

A. Contributed	**FY08 Budgeted Revenue**	**FY08 Actual Revenue**	**FY09 Current Budget**	**% of Budget**	**FY09 Projected Revenue**	**% of Budget**	**FY10 Proposed Budget**	**% of Budget**	**City Funds FY10 TOT Requested**
1. Federal Government									
2. State Government									
3. County									**4a.**
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%			

Organization Name: _____

(5) BUDGET SUMMARY (Expenses)

FY 2010

II. EXPENSES

A. Personnel	FY08 Budgeted Expenses	FY08 Actual Expenses	FY09 Current Budget	% of Budget	FY09 Projected Expenses	% of Budget	FY10 Proposed Budget	% of Budget	City Funds FY10 TOT Requested
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%		100%	

Organization Name:_____

FY 2010 BUDGET SUMMARY

III. [DEFICIT] or Surplus	FY08 Budget	FY08 Actual	FY09 Current Budget	FY09 Projected Budget	FY10 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]					
(5) 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

Organization Name:_____

(5) BUDGET SUMMARY (Detail)

FY 2010

Annotated budget notes which explain any increases or decreases of 10% or more between line items in either Revenue or Expenses, including accumulated surplus or deficit are <u>REQUIRED.</u> Budget notes are imperative for clarity and understanding of the Budget Summary in all cases. Your explanations should be <u>brief and succinct</u> but sufficient enough to clarify obscure revenue sources and expense purposes. Attach schedules, additional pages, etc. if necessary. 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.

THE CITY OF SAN DIEGO
EQUAL OPPORTUNITY CONTRACTING PROGRAM
1010 SECOND AVENUE - SUITE 500 – SAN DIEGO, CA 92101
(619) 533-4464 • FAX: 533-4474

WORK FORCE REPORT

The objective of the Equal Employment Opportunity Program is to ensure that contractors doing business with the City, or receiving funds from the City, will not engage in unlawful discriminatory employment practices prohibited by State and Federal law. Such employment practices include, but are not limited to 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.

NO OTHER FORMS WILL BE ACCEPTED

CONTRACTOR IDENTIFICATION

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

Name of Company: _____

AKA/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):

City _____ County _____ State _____ Zip _____

Telephone Number: _____ FAX Number:( ) _____

Type of Business: _____ Type of License: _____

The Company has appointed: _____
as its Equal Employment Opportunity Officer (EEOG). 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: _____

For Firm's: ☐ San Diego Work Force and/or ☐ Managing Office Work Force

I, the undersigned representative of _____
(Organization Name)

_____ _____
(*County*) (*State*)

hereby certify that information provided herein is true and correct. This document was executed on this day of _____, 2009.

_____ _____
(Authorized Signature) *(Print Authorized Signature Name)*

(Revised 12/00)

WORK FORCE REPORT – PART 2

NAME OF ORGANIZATION: _____ DATE: _____

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

OCCUPATIONAL CATEGORY	(1) African-American		(2) Latino		(3) Asian		(4) American Indian						(7) Other Ethnicities	
	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)
Executive, Administrative, Managerial														
Professional Specialty														
Engineers/Architects														
Technicians and Related Support														
Sales														
Administrative Support/Clerical														
Services														
Precision Production, Craft and Repair														
Machine Operators, Assemblers, Inspectors														
Transportation and Material Moving														
Handlers, Equipment Cleaners, Helpers and Non-construction Laborers														

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

TOTAL EACH COLUMN														

GRAND TOTAL ALL EMPLOYEES	

INDICATE BY GENDER AND ENTHNICITY THE NUMBER OF ABOVE EMPLOYEES WHO ARE DISABLED:

DISABLED														

NON-PROFIT ORGANIZATION ONLY:

BOARD OF DIRECTORS														
VOLUNTEERS														
ARTISTS														

BOARD RESOLUTION

Resolution of the Board of Directors of _____, approving the application for Funding from the City of San Diego Special Promitional Program for Fiscal Year 2010 in the amount of $_____.

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 100-3 requires applicants' Board of Directors or other governing body to certify by resolution authorization for the application for financial assistance and to empower a specific individual to execute the agreement on behalf of the organization; and

WHEREAS, _____ 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_____, hereby

1. Approves filing an application for funding for the City's fiscal year FY 2010 Special Promotional Program;

2. Certifies that said organization understands Council Policy 100-03 and will comply with the guide-lines, standards and procedures thereof;

3. Appoints _____ as its agent to conduct all negotiations; execute and submit all documents including but not limited to applications, agreements, amendments, billing statements, and so on which may be necessary to operate the aforemen-tioned institution;

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

Adopted this _____ day of _____, 2009.

_____

(Board Signature)

FY 2010 (7) APPLICATION CHECKLIST

PLEASE PACKAGE THE APPLICATION IN THE FOLLOWING ORDER:

(1) ORIGINAL APPLICATION:

(√) CHECK IF INCLUDED IN APPLICATION

- ❑ Title Page (Authorized Signature required)
- ❑ Executive Summary
- ❑ Review Criteria
- ❑ Challenges, Response to Panel Comments
- ❑ Reporting Requirements Declaration
- ❑ Budget Summary and Detail
- ❑ List of all contributed funding sources
- ❑ Work Force Report (2 Pages)
- ❑ Application Checklist
- ❑ Certificate of Good, Standing from Secretary of State of California **(Certificate of Status, Domestic Corporation)** dated 2007 or 2008

- ❑ **EACH PAGE IS NUMBERED IN THE UPPER RIGHT HAND CORNER**

ORIGINAL ATTACHMENTS:

A. Required Attachments

- ❑ List of Board of Directors and Short Bios
- ❑ Staff Biographies/Resume
- ❑ Resolution of the Board in support of this application
- ❑ Articles of Incorporation
- ❑ **EACH PAGE IS IDENTIFIED. "ATTACHMENT A, B, C…." IN THE UPPER RIGHT HAND CORNER**
- ❑ Nonprofit Tax-Exempt Status
- ❑ Attached Federal current IRS Form 990

B. Non-required 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
- ❑ Videotape (1, cued to run a maximum of 2 minutes), or
- ❑ CD/Audio Tape.

* *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 & Response to Panel Comments Reporting
- ❑ Requirements Declaration
- ❑ Budget Summary and Detail
- ❑ List of all contributed funding sources
- ❑ Work Force Report (2 Pages)
- ❑ Application Checklist

COPIES ATTACHMENTS:

A. Required Attachments

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

B. Non-required 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
- ❑ Acknowledgement of receipt of Division Operating Manual.

Failure to submit ALL materials will result in disqualification.

FY 2010 (8) PACKAGING DIRECTIONS

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 page number.**
- ✓ **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 amount of space allowed.**
- ✓ **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