



WELCOME, THE WEBINAR WILL BEGIN SHORTLY

FY 2021-2022 Grant Opportunities
Application Workshop & Public Meeting Webinar
January 26, 2021

Please Note:

- By default, all attendees are on mute and cameras are disabled
- If you have a question, please enter in the Q&A section



Application Workshop & Public Meeting Webinar FY 2021-2022 Grant Opportunities

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Grant Funding Opportunities

- Community Service Grant (CSG)
- Community Development Block Grant (CDBG)
- Event Sponsorship Grant (ESG)

All three grants are for activities or events that occur between July 1, 2021 and June 30, 2022

CSG Basic Information

- Awarded annually by the City Council
- Activities must benefit Elk Grove residents
- Flexible funding source
 - Ongoing program costs (staffing, supplies, etc.)
 - Equipment purchases
 - Capital improvements to facilities
- Maximum award: \$100,000
- Fundraising and one-time events are not eligible (see the Event Sponsorship Grant)
- Funds should expand capacity, not replace another funding source

CDBG Basic Information

- City receives an annual grant from the US Department of Housing and Urban Development (HUD)
- Some funds may be passed through to nonprofits and governmental entities for:
 - Ongoing program costs (e.g., staffing, supplies, etc.)
 - Capital improvements to facilities
- Goals
 - Provide decent, safe, and sanitary housing
 - Provide a suitable living environment
 - Expand economic opportunities
 - All programs must primarily benefit low-income households
 - One-person household: \$48,350 annually
 - Four-person household: \$69,050 annually

ESG Basic Information

- Awarded annually by the City Council
- Assistance to Elk Grove-based nonprofit organizations to host a special event, virtual or in-person, that benefits the Elk Grove community
- In-person events must take place in Elk Grove
- Cannot be organized around political or religious purposes
- Events with a fundraising component are eligible if all net proceeds will be provided to a nonprofit that serves primarily Elk Grove residents
- Flexible funding
 - Direct funding
 - City facility use
 - In-kind services

Estimated 2021-2022 Budget

- CSG: approximately \$390,000
 - Final amount determined during City budget process
- CDBG: approximately \$923,000
 - Public services \$138,450 (15% of award maximum)
 - Capital projects \$646,100
 - Administration \$138,450
 - Additional funding may be available for capital projects
 - Final amount determined by HUD later in the year
- ESG: approximately \$291,700
 - Cash \$82,700
 - In-kind & facility use \$209,000
 - Final amount determined during City budget process



General Information

Grant Applications

- Two applications:
 - CSG and CDBG (combined application)
 - ESG
- Applicants can apply for CSG, CDBG, and/or ESG
 - There is no limit on the number of applications eligible to submit
- Each activity or event must have its own application
 - Different activities must have different applications (e.g., service activity and facility improvement = 2 applications)
- Links to applications available at www.elkgrovecity.org/grants

Eligible Organizations

- Nonprofits that are corporations, associations, agencies, or faith-based organizations with nonprofit status under the Internal Revenue Service Code
- Governmental agencies that are independent of the City of Elk Grove's government (e.g., Elk Grove Unified School District)
- City departments (CDBG only)

Application Disclosure

- Applications and supporting materials are subject to disclosure via the Public Records Act
 - Sensitive information, like bank account numbers or client names, should not be included
 - For required documents, black out any sensitive info before uploading
- Requesting parties may be given read-only access to applications

Application Deadlines

- CSG/CDBG
 - Applications due: **February 16, 2021** at 11:59 pm
- ESG
 - Applications due: **February 26, 2021** at 11:59 pm



CSG/CDBG General Information

Types of Eligible Activities (incomplete list)

- Services for low-income households, youth, seniors, persons with disabilities, persons experiencing homelessness, persons with mental illness, veterans, foster youth, etc.
- Food assistance programs
- Job training/education
- Recreation and sports programs
- Public safety and crime prevention
- Housing assistance programs
- Improvements to existing facilities
- Acquisition (purchase) of new facilities

CSG, CDBG, or Both?

- Most organizations should apply for CSG
- Apply for CDBG if:
 - You have data on the number of low-income persons you serve, or can realistically estimate this
 - You are willing to collect income and demographic data from every person you serve
- Applying for both will not hurt your chances of getting a grant – City will determine which is the best funding source

Budget

Eligible Costs: *(incomplete list)*

- Personnel/staff (salary and benefits)
- Office/facility lease and utility costs
- Materials and supplies
- Communications (phone and Internet)
- Local travel/mileage
- Contractual services
 - Financial, IT, janitorial support, etc.
- Indirect costs at no more than 10% of direct costs

Ineligible Costs: *(incomplete list)*

- Programs or services that promote religion
- Political activities
- Marketing, incentives, or fundraising
- Payment of debt or expenses incurred prior to July 1, 2021
- Entertainment, furnishings, or personal property
- Costs not directly related to providing service to Elk Grove residents

Documentation and Accounting

- There is a lot of flexibility in costs the City can cover...but we require documentation for all of it
 - All costs need to be clearly related to the activity the City funds
 - Acceptable documentation includes payroll summaries, invoices or receipts, mileage logs, etc.
 - Keep this in mind as you think about your budget request
- If activity serves non-Elk Grove residents, you need to have acceptable accounting methods to allocate or separate the costs

Funding Requests

- If you are not going to provide increased service or help more people, you must explain why your current funds are insufficient
- If you serve non-Elk Grove residents, please find the percentage of time spent on Elk Grove participants and request no more than that percentage for any one budget item



ESG General Information

Eligible Events (incomplete list)

- Event Types
 - Concert/Performance
 - Festival/Faire
 - Parade/Procession
 - Sports Tournament
 - Run/Walk/Race
 - Lecture Series/Symposium/Conference
 - Breakfast/Luncheon/Dinner/Reception
- Event Platform Types
 - In-person
 - Virtual
 - Combination (in-person and virtual)

Planning During COVID-19 Pandemic

- Events are required to comply with all applicable public health restrictions imposed by any federal, state, or local government agency
- Notify the City staff in advance of any changes, including platform (in-person or virtual), date and location changes, and/or cancellations
- Substantial changes made after preliminary awards have been determined may result in a change of funding, use of City facilities, and/or in-kind-services awarded

Sponsorship Requests

- Direct funding
- Facility use
 - Old Town Plaza (unavailable during construction, anticipated through April 2021)
 - District56 indoor facility
 - District56 outdoor facility
- In-kind
 - Police Department service (traffic management and overall event safety only)
 - Road closures/traffic management
 - Waste management (trash and recycle carts and service)
 - Marketing/promotion



Application Process ZoomGrants

ZoomGrants Online Application

- All applications must be completed and submitted via ZoomGrants.com
 - Links available on City website at www.elkgrovecity.org/grants
 - Paper applications will not be accepted
- Applicants must create a ZoomGrants account to apply
 - ZoomGrants recommends applicants use a generic email address and password on the applicant account, if multiple people need full access to the application or if you anticipate a high level of user turnover
 - Using the same account annually gives you access to prior year applications
- Multiple applications (for different projects) are allowed

ZoomGrants Tips

- Make sure you have the right application:
 - Elk Grove CDBG & CSG Funding – 2021-22
 - Event Sponsorship Grant Program FY 2021-22
- Application saves automatically when you click between questions
- You must answer every question and upload all required documents or you will not be able to submit
- Use the “Refresh Page” tab once documents have been uploaded

ZoomGrants Tips

- First row of tabs shows general grant information, requirements, link to email City, etc.
 - Click on tab to show text, click again to hide text
- Entering text
 - Most narrative categories have text limits of 3,000 characters (about one page)
 - Only plain text allowed - fancy formatting will not show up
 - Separate paragraphs with a blank line
- CSG/CDBG - You may not see all question numbers depending on the funding type you select (Q1)
- ESG – You may not see all question numbers depending on the event platform type you select (Q3)

Summary Tab

- Fairly self-explanatory
- Previous applicants - information on your organization should fill in automatically if using same ZoomGrants account
- EIN – returning applicants may need to complete this field before application will allow to submit
- All applicants requesting CDBG funds must have a DUNS number
 - Obtain at <http://fedgov.dnb.com/webform>
 - No cost to obtain, typically created within 1-2 business days using the online process

Documents Tab

- Documents tab includes a list of required documents
 - You must upload a document for every **required** document or you will not be able to submit
 - If your organization doesn't have a certain document, please contact staff
 - Many supported file extensions (e.g., .DOC, .XLS, .PDF, .PPT, .JPG, etc.)
- Check document requirements early
- Secretary of State Certificate of Status
 - May order actual Certificate of Status or submit printout from website
- Supporting Materials
 - Add anything else you would like the City to have

Submitting the Application

- ZoomGrants will send an email confirming submittal
- Once submitted, applications may not be edited
- ZoomGrants will automatically close application period at 11:59 pm on the deadline

ZoomGrants Technical Assistance

- Help link at top of application
- ZoomGrants University <http://help.zoomgrants.com/>
- 866.323.5404
- questions@zoomgrants.com



CSG/CDBG Application Questions

Applications due: **February 16, 2021** at 11:59 pm

Late applications will not be accepted

Application Questions Tab

- Funding Type (Q1)
 - Select which funding type you are applying for
- Project Description/Narrative (Q3)
 - Describe specifics of activity proposed for City funding (who, what, when, where)
 - Indicate how you plan to spend City funds, if awarded
- Public Health Orders (Q4)
 - How will the activity comply with public health orders should they be in effect?
 - What contingency plans do you have (if any) for conducting programming virtually or with social distancing in place?

Application Questions Tab

- Persons/Households Served (Q10)
 - Estimate for July 1, 2021 – June 30, 2022
 - Include only people who receive service, not all people who could use the service if desired
 - Do not count the same person/household more than once, even if they receive service every day
 - Be realistic – you will be held to these goals!

Application Questions Tab (Questions 11-17 CDBG-only)

- Project Beneficiaries – Income Level (Q13)
 - Must have the same total as Q10
- Proposed Goal (Q15)
 - Broad in scope, general statement on proposed program/activity's purpose
 - Observable and measurable end result
- Proposed Objectives (Q16)
 - Specific result achieved within time frame of grant
 - Specific, measurable, action-oriented, realistic, time-bound
- Proposed Outcomes – performance measures (Q17)
 - Measurement and evaluation of activity's results
 - Short- and long-term benefits

Example

- Goal

- XYZ Organization will provide free childcare to low-income households in Elk Grove

- Objectives

- Work with 10 local service organizations to educate 200 low-income Elk Grove households on available resources by December 31, 2021
- Register 30 low-income Elk Grove households in the free childcare program by June 30, 2022

- Outcomes

- Direct outcome: provide 20 hours of childcare each week for low-income households in Elk Grove
- Short-term benefit: parent finds employment
- Long-term benefit: child is better prepared for school
- Outcome measure: number of parents employed at beginning and end of project

Application Questions Tab (COVID-19 impact questions)

- COVID-19 Impact (Q18-Q20)
 - Organizational impact – financial, staffing, etc.
 - Organization's response to financial impact
 - Programmatic impacts – demand, change in how deliver programming, etc.
 - Federal assistance received related to COVID-19

Application Questions Tab

- Assets (Q28)

- Total assets - amount can often be found in annual audit
- Liquid assets
 - This includes cash or assets that could be easily converted to cash, such as stocks
 - Real property, materials/supplies, etc. are NOT liquid assets
- Restricted assets – these are formally limited to a specific use, such as a building purchase fund

- Other Grants (Q30)

- List other grants applied for in the past 2 years
- This is important—Council indicated in past years that grantees should be actively looking to reduce their reliance on City funding

Budget Tab

- Budget Summary
 - Common categories of expenditure pre-filled, edit as needed
 - Categories can be changed or added consistent with your organization's budget
- Personnel Expenses
 - Show all relevant personnel, even if not proposed for City funding
 - Start with the example row, changing the position title as needed
- Strongly recommend applications requesting more than \$5,000 submit a more detailed budget in Documents tab under Supporting Materials

Application Review Criteria

- Project feasibility
- Budget reasonableness
- Agency capacity
- Impact on priority needs
- New or increased service
- Leveraged funds
- Self-support plans

Application Review

- City sends follow-up questions to most applicants
 - February 17 - March 5
 - Questions will be sent through ZoomGrants (keep email address up to date)
 - Applicant
 - CEO/Executive Director
 - Additional Contacts
 - Application Collaborators
 - New tab labeled “Extra”
 - Please respond so we can fairly evaluate your application

CSG/CDBG Application Anticipated Timeline

- **Jan 15** Release of Application
- **Jan 26** Application Workshop and Public Meeting
- **Feb 16** Deadline for application submissions
- **Feb 17 - Mar 5** Review period
- **Mar 24** City Council public hearing (preliminary awards)
- **Apr 12 - May 12** CDBG Action Plan public review period
- **May 12** City Council public hearing (final awards)
- **July 1** Funding year begins



ESG Applications

Applications due: **February 26, 2021** at 11:59 pm

Late applications will not be accepted

Application Questions Tab

- Event Platform Type (Q3)
 - In-person
 - Virtual
 - Combination (in-person and virtual)
- In-person/Combination Events (Q4-Q5)
 - Plan for event if public health orders are still in effect
 - Contingency plans

Application Questions Tab

- Event Description (Q7)
 - What activities will occur during the event?
 - Be specific – this is used to develop grant agreement
- Date(s) of Event (Q10) & Location of Event (Q11)
 - If unconfirmed put anticipated date/location and indicate that it may change
 - As soon as confirmed it important to provide an update to the City
- Type of Sponsorship Requesting (Q13)
 - Note: Old Town Plaza construction anticipated through April 2021
 - Other (e.g., emcee, speakers, swag, etc.)
- In-kind Services (Q14)
 - City will not provide Police as security. Grantees are responsible for coordinating their own event security
 - City is unable to provide technical support/hosting for virtual events

ESG Application Anticipated Timeline

- **Jan 15** Release of Application
- **Jan 26** Application Workshop and Public Meeting
- **Feb 26** Deadline for application submissions
- **Mar 1 – Apr 5** Review period
- **Apr 28** Funding recommendations presented to City Council (preliminary awards)
- **May/June** City Council approves annual budget (final awards)
- **July 1** Funding year begins



Grant Policies

Agreement dates:

July 1, 2020 to June 30, 2021

Basic Information

- Awarded applicants will receive one or more grant agreements based on the funding source
 - Agreements are sent electronically through DocuSign (hard copy option)
 - **Read carefully before signing!** Most edits will require a formal amendment once the agreement has been executed.
- Insurance coverage is required
 - Types and amounts will vary based on activity/event
 - City will not sign the agreement until the insurance requirements are met
- File Retention
 - CSG/CDBG - all grant-related files must be maintained for five (5) years
 - ESG – all grant-related files must be maintained for two (2) years

Organizational Standing

- Grantees must be in good standing with both the California Secretary of State and the California Attorney General's Registry of Charitable Trusts, if required by law to be registered
 - Registration – CA Secretary of State
 - Check at <https://businesssearch.sos.ca.gov/>
 - Registration – CA Attorney General
 - Check at <http://rct.doj.ca.gov/MyLicenseVerification/Search.aspx?facility=Y>
- Organizational standing must be active/current prior to execution of agreement and throughout grant terms

Communications & City Logo

- Grantee shall include the City's name and/or logo in all materials identifying any person or entity as being a sponsor of, donor, or contributor to the activity/event or the Grantee
- In instances where Grantee receives funding related to the arts, such communications shall also display the logo for the Elk Grove Arts Commission
- Grantee must obtain permission of the City before including the City's name or logo in any communication

Payment Policies

- Payment requests submitted on ZoomGrants
 - CSG/CDBG - Reimbursement only and must have adequate back-up documentation
 - ESG – Payment may be requested in advance, no more than 30 days prior to event date
 - All required documentation (e.g., reports, event summary forms, permits, etc.) must be submitted and approved prior to payment request being paid
- Failure to comply with terms and conditions of agreement (including but not limited to complying with applicable public health restrictions, meeting goals, etc.) may result in the City reducing or terminating funding

Required Reporting

- Reports submitted in ZoomGrants
- CSG/CDBG
 - Quarterly and/or mid-year reports to show persons served
 - CDBG recipients must collect info on demographic characteristics and usually income
 - Annual report describing persons served and accomplishments
 - Financial reporting, type depends on amount of grant
- ESG
 - Post-event Summary Report including financial summary

Technical Assistance and Monitoring

- Staff is available to help grantees throughout the year
 - On-site assistance for reporting and invoicing
 - Review/discuss modifications to scope of work and/or budget
 - Help navigating ZoomGrants
- All grants are subject to a financial and program audit by City staff
 - CSG/CDBG - periodically complete a monitoring visit where we look at financial and program information



Questions?



Copies of the PowerPoint slides and a recording of this webinar will be made available at: www.elkgrovecity.org/grants



Thank you for coming!

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