

City of Auburn Economic Development Commission

Dear Applicant:

The Economic Development Commission (EDC), has the responsibility for reviewing funding and in-kind requests supporting events and projects that promote the City of Auburn's economic development. The EDC makes recommendations to the Auburn City Council with regard to these requests.

When reviewing requests, the EDC will consider whether the event or project supports the City's brand which is reflected in the following brand statement: *"Auburn has always been a magnet for nature lovers and outdoor enthusiasts, attracting individuals that personify strength/endurance and perseverance. Auburnites have a unique attitude toward life and are seen as friendly, healthy, down to earth, adventurous, youthful, creative, and fun."*

If your event/project fits with the City brand and needs assistance, we encourage you to submit a Request for Funding. The attached Request for Funding form have been provided for your convenience. To ensure requests are not delayed in the review process, only complete forms will be considered.

The EDC will make every effort to review your application within 90 days. You will be notified when your request is on an EDC meeting agenda so that you have the opportunity to present your request in more detail and answer any questions the EDC has regarding your request.

If funding or in-kind assistance is recommended by the EDC, you need to allow a minimum of an additional four weeks for the City Council's final approval. If approved, you will have one year from the date of funding authorization in which to use the funds. If the funding has not been used in the one year period as stated in your proposal, the funding authorization may be withdrawn and you may be required to resubmit your funding request for approval

Prioritization of funded applications will be determined by the EDC based on the goals and objectives established by the Commission:

- By providing contributions to new and existing, unique and innovate events/projects, the EDC can assist with generating a positive economic impact in Auburn.
- By providing startup contributions, the EDC may assist new events up to three years
- By providing funding contributions, the EDC can assist organizations in their efforts to increase business and/or make desirable improvements to Auburn.
- Ongoing funding will only be considered when the EDC believes there is an overriding public benefit, coupled with a perceived inability to be self-sustaining without City assistance.

Thank you for your interest in our community. Should you have any questions, please direct them to the City Manager, at (530) 823-4211, Ext. 192 or at idonlevy@auburn.ca.gov.

**CITY OF AUBURN ECONOMIC
DEVELOPMENT COMMISSION REQUEST
FOR FUNDING**

Organization: _____

Contact Name/Title: _____

Address: _____

Phone/Email: _____

Funding Information

AMOUNT REQUESTED FROM EDC	\$
Value of in-kind services requested from City	\$
Amount of other funds and in-kind services for this project	\$
Total amount from all funding sources	\$

Provide a detailed budget for your project or event. At a minimum, please provide a breakdown of your total revenue, which should include fundraising, grants/donations, investment income, value of in-kind services, and any existing balance(s). Also, provide a breakdown of your expenses, which should include fundraising, insurance, printing, postage, office promotion, professional fees, and contingency. State "none" or "not applicable" when appropriate.

Proposal Information (attach additional pages as necessary)

1. Provide a complete description of your project or event (include if this is a one-time or ongoing project or event). Attach pictures, drawings, and posters, if needed, to clearly define its scope. Include the purpose and anticipated results of your project or event. For events, include the number of participants anticipated, location of the event, and hours. Provide clear, complete, and accurate information:

2. How will the requested funds be used?

3. Provide a description of in-kind services requested from City (if any):

4. How does your project or event enhance Auburn's business environment and economic base? Please elaborate. What measurable results or goals are expected? Measurable goals are an important portion of a well-planned event or project. Please include all measurable benefits to Auburn.

5. Does this project or event promote Auburn as a destination for visitors? If so, how?

6. How does this project or event align with Auburn's brand?

7. If this project or event has received EDC funding in the past, please provide history and reasons why continued funding should be considered.

By requesting funding, I agree to report on the outcomes of the project or event if funding is approved and provided. This report must be submitted no later than 60 days from the last day of the project or event. Please submit the report to: City Manager, Auburn City Hall, 1225 Lincoln Way, Room 9, Auburn, CA 95603. The report must include the following:

1. Estimated number of participants or attendees in the project or event
2. Estimated economic impact of the project or event
3. How the project or event benefitted Auburn's brand, economic base, and/or business environment
4. An explanation of the marketing and outreach strategy for the event or project
5. What outcomes were achieved as a result of the funding
6. Provide stories or anecdotal evidence of the impact and difference made for participants or attendees
7. Provide a final income and expense budget
8. Provide photos of the project or event

Signature of Contact Person

Date Submitted: _____ Date Reviewed by EDC _____

Upon completion of the Request for Funding application, return form and attachments to:

City Manager/ City of Auburn
1225 Lincoln Way, Room 9
Auburn, CA 95603
Phone: (530) 823-4211, Ext. 192
Email: jdonlevy@auburn.ca.gov

