CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

ITEM: Motion – Approval of Application for West Des Moines Community Enrichment Foundation Grant

DATE: February 8, 2016

FINANCIAL IMPACT: This grant, if approved by the West Des Moines Community Enrichment Foundation would provide $2,000 for additional programing for the 2016 Mayor's Bike Ride.

SYNOPISIS: The West Des Moines Parks and Recreation Department has an interest in supporting unique and interesting projects and events related to the health and wellness of our community. We are seeking approval to apply for a $2,000 West Des Moines Community Enrichment Foundation grant to help support two special programs to be incorporated to the 2016 Mayor's Bike Ride. One program creates a challenge for the West Des Moines Elementary Schools and the other creates a program for the West Des Moines Business Community.

BACKGROUND: Elementary Participation Challenge, each West Des Moines Elementary School will be in a challenge against each other to see who can have the highest student participation in the 2016 Mayor's Bike Ride to be held on Saturday, May 14. The goals of the challenge are to increase the awareness of the health benefits of riding bicycles, increasing youth participation in the event, promoting safe riding, and the celebration of National Bike Month. Each elementary school that has student participation will receive a monetary amount. The two highest schools participating will receive $200, the next three schools will receive $150 and the final three schools will receive $100. Funding needed to support the elementary participation challenge is $1,150. An additional $350 would be needed for special promotions and marketing efforts for a total project cost of $1,500. Parks and Recreation Staff have confirmed cooperation for marketing and promoting efforts with the West Des Moines School District. This new challenge will be incorporated into the third annual Mayor's Bike Ride and the West Des Moines Community Enrichment Foundation logo will be used on all promotional pieces when possible.

The Mayor's Cup, a new unique category is also being created to support the West Des Moines Business Community. The business with the highest amount of participation in the 2016 Mayor's Bike Ride will receive the "traveling trophy" for one year. The goal of this program is to provide an activity in which business can compete against each other in a community event that promotes health and wellness. The West Des Moines Chamber of Commerce has committed to helping with the promotions and marketing. Total projected cost of adding the Mayor's Cup Challenge to the 2016 Mayor's Bike Ride will be $500. Funds will be used for special marketing and promotions to the business community. This new challenge will be incorporated into the third annual Mayor's Bike Ride and the West Des Moines Community Enrichment Foundation logo will be used on all promotional pieces when possible.

Promotions and Marketing. The campaign will include several different types of programs. The event is being published in the West Des Moines Parks and Recreation Spring/Summer 2016

Program Guide which is mailed to all West Des Moines households. The publication will also be mailed to over 1,700 non-resident households. The event will be promoted on the Parks and Recreation Website, Facebook page (2800 followers), and Twitter (980 followers). The Department's constant contact email service will also be used to reach over 2,500 previous Parks and Recreation participants.

The event will be on the Des Moines Bicycle Collective Bike Month Passport (incentive program) that coincides with National Bike Month which is May. The ride will be promoted through all of their marketing tools which are distributed metro wide. The event has also been posted on bikeiowa.com and has received several thousand views. The West Des Moines School District will be distributing the information in the electronic back pack program which is available to all elementary students weekly and information will be available at the schools.

The West Des Moines Chamber of Commerce will be pushing out information to their members via their email list serve and posting event information on their web page. The event will also be featured on the Catch Des Moines Active web site which is administered by the Greater Des Moines Convention & Visitors Bureau. The Des Moines Register will also be utilized for pre-event and post-event information. Parks and Recreation staff will also be promoting the event at the Farmers Market in Valley Junction which is celebrating National Bicycle Month on Thursday, May 12. Finally, staff is working on securing advertisement in high profile businesses for additional exposure.

The campaign includes several promotional item which will increase our exposure and enhance the event. These include but are not limited to: posters, t-shirts, bike jerseys, water bottles, awards and signage.

The six page application is attached.

OUTSTANDING ISSUES: None

RECOMMENDATION: Motion to approve the application for a West Des Moines Community Enrichment Foundation Grant.

Lead Staff Member: Greg Hansen, Superintendent of Recreation GH

STAFF REVIEWS

Department Director	
Appropriations/Finance	
Legal	
Agenda Acceptance	RTG

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee			
Date Reviewed			
Recommendation	Yes	No	Split

West Des Moines
Community Enrichment Foundation

West Des Moines Community Enrichment Foundation

www.wdmcef.org

Grant Application Overview (unprintable)

Mission Statement
Our mission is to preserve and improve the quality of life in West Des Moines by engaging others in philanthropic support and services.

What We Support
The West Des Moines Community Enrichment Foundation will provide grants to improve quality of living initiatives in West Des Moines, Iowa. Areas of foundation giving include: arts & culture, community affairs & development, education, environmental protection, health, historic preservation and human services.

Eligibility to Apply for Funding:

X Tax exempt, non-profit entities classified by the IRS as 501(c)(3) or a 170 (c)(1) governmental entity

☐ If not 501(c)(3), must have a fiscal sponsor who will be legally & financially responsible

X One application per organization

X Grant request minimum is $2,000.00; maximum is $_____

Application Deadline:

Grant applications are due the first day of each quarter: March, June, August, and December
A response of Accepted or Denied or More Information Needed will be returned within 30 days

Please forward completed application to:

Helen Eddy
209 South 27th Street
West Des Moines, IA 50265
heddy@hy-vee.com

Grant Application Instructions

Checklist/Instructions:

X Organizational information has been completed

X Contact information has been completed

X Project summary has been completed

X Project budget detail has been completed

X Project narrative information has been completed

X Project timeline has been completed

X Project promotion section has been completed

N/A Project certification has been completed

X 1 Original and 6 stapled copies of entire application (may not apply)

X All grant applications postmarked with US Post Office postmark on or before deadline

N/A Copy of 501(c)(3) IRS Determination letter attached to grant application or comparable proof of charitable exemption (i.e. a letter from a City, confirming their status as a government entity)

X Fiscal Sponsorship agreement completed if a fiscal sponsor is being used

Definitions/Explanations

Fiscal Sponsor is an organization that is receiving the money on behalf of the grant applicant and is responsible for disbursing the money for the project and maintaining appropriate documentation. This entity must be a 501(c)(3) or a 170(c)(1) unit of government in order to serve in this capacity. A fiscal sponsorship agreement must accompany the grant application if a fiscal sponsor is being used.

Organizations must be recognized by the Internal Revenue Service as tax-exempt, nonprofit, public charities under section 501(c)(3) or as a "unit of government" under Section 170(c)(1) to receive grant funding. A 501(c)(3) is a section of the Federal Tax Code, which establishes the criteria for tax-exempt charitable organizations. Section 170(c)(1) refers to agencies that conduct activities to benefit the public at large, like public schools, state universities, public libraries and volunteer fire departments.

Grant Application Cover Page

Applicant Requesting Funding/Fiscal Sponsor (if the organization is not a 501(c)(3):

Greg Hansen, Superintendent of Recreation, City of West Des Moines Parks and Recreation Department

Project Title:
2016 Mayor's Bike Ride

Federal tax identification number of Applicant/Fiscal Sponsor (EIN):
42-6005359

Applicant/Fiscal Sponsor Address:
The City of West Des Moines, 4200 Mills Civic Parkway, PO Box 65320, West Des Moines, IA 50265-0320

Applicant/Fiscal Sponsor Contact Person & Title:
Greg Hansen, Superintendent of Recreation

Applicant/Fiscal Sponsor Contact Person Phone & Email:
(515) 222-3448 greg.hansen@wdm.iowa.gov

Organization conducting project (if different from Applicant/Fiscal Sponsor):

Organization/Project Address (if different):

Organization/Project Contact Person & Title (if different):

Organization/Project Contact Person Phone & Email (if different):

Total Cost of Project: $2,000.00 Amount Requested: $2,000.00

Type of Request (check one):

☐ Capital Based – The building of or physical improvement of something

X Program Based – Operational, activity, general programmatic support

Project Focus Area (check one):

☐ Arts/Culture/Humanities ☐ Human Services ☐ Education ☐ Environment/Animals

☐ Public/Society Benefit X Health ☐ Other

Brief Description of Organization:
The City of West Des Moines Parks & Recreation Department helps improve the quality of life for the people of our community with a variety of recreational programs, parks & open spaces.

Brief Description of Project: (If your organization is not a 501(c)(3), please describe the charitable intent of this request.)
$1,500 for elementary school participation challenge for 2016 Mayor's Bike Ride. Each West Des Moines Elementary School will be in a challenge against each other to see who can have the highest student participation in the 2016 Mayor's Bike Ride to be held on Saturday, May 14. The goals of the challenge are to increase the awareness of the health benefits of riding bicycles, increasing youth participation in the event, promoting safe riding, and the celebration of National Bike Month. Each elementary school that has student participation will receive a monetary amount. The two highest schools

participating will receive $200, the next three schools will receive $150 and the final three schools will receive $100. Funding needed to support the participation challenge is $1,150. An additional $350 would be needed for special promotions and marketing efforts for a total project cost of $1,500. Parks and Recreation Staff have confirmed cooperation for marketing and promoting efforts with the West Des Moines School District. This new challenge will be incorporated into the third annual Mayor's Bike Ride and the West Des Moines Community Enrichment Foundation logo will be used on all promotional pieces when possible.

$500 for 2016 Mayor's Bike Cup. A new unique category is being created to support the West Des Moines Business Community, The Mayor's Cup. The business with the highest amount of participation in the 2016 Mayor's Bike Ride will receive the "traveling trophy" for one year. The goal of this program is to provide an activity in which business can compete against each other in a community event that promotes health and wellness. The West Des Moines Chamber of Commerce has committed to helping with the promotions and marketing. Total projected cost of adding the Mayor's Cup Challenge to the 2016 Mayor's Bike Ride will be $500. Funds will be used for special marketing and promotions to the business community. This new challenge will be incorporated into the third annual Mayor's Bike Ride and the West Des Moines Community Enrichment Foundation logo will be used on all promotional pieces when possible.

Promotions and Marketing. The campaign will include several different types of programs. The event is being published in the West Des Moines Parks and Recreation Spring/Summer 2016 Program Guide which is mailed to all West Des Moines households. The publication will also be mailed to over 1,700 non-resident households. The event will be promoted on the Parks and Recreation Website, Facebook page (2800 followers), and Twitter (980 followers). The Department's constant contact email service will also be used to reach over 2,500 previous Parks and Recreation participants.

The event will be on the Des Moines Bicycle Collective ***Bike Month Passport*** (incentive program) that coincides with National Bike Month which is May. The ride will be promoted through all of their marketing tools which are distributed metro wide. The event has also been posted on bikeiowa.com and has received several thousand views. The West Des Moines School District will be distributing the information in the electronic back pack program which is available to all elementary students weekly and information will be available at the schools.

The West Des Moines Chamber of Commerce will be pushing out information to their members via their email list serve and posting event information on their web page. The event will also be featured on the Catch Des Moines *Active* web site which is administered by the Greater Des Moines Convention & Visitors Bureau. The Des Moines Register will also be utilized for pre-event and post-event information. Parks and Recreation staff will also be promoting the event at the Farmers Market in Valley Junction which is celebrating National Bicycle Month on Thursday, May 12. Finally, staff is working on securing advertisement in high profile businesses for additional exposure.

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Questions of Purpose

1. *Describe the need or problem being addressed by this project:* Funding is needed to support the "prize money" given to the elementary schools for participating and for the special promotions and marketing efforts. Each school participating will receive funding if they participate. Additional funding for the Mayor's Cup will allow this program to be launched. The Parks and Recreation Department does not have the funds available to fund these two programs which would enhance the 2016 Mayor's Bike Ride.

2. *Explain how this project will benefit the citizens of West Des Moines:* This challenge will provide an incentive for the elementary children to participate in a quality of life/recreational program coordinated by the Parks and Recreation Department. The citizens of West Des Moines have invested in our bicycling amenities. This program will place them directly on those amenities while providing some additional funding for the elementary schools. It is a two-fold approach, increase participation for exposure to our City

resources and for the opportunity for the elementary schools to earn some extra money. The Mayor's Cup allows for the business community to become actively engaged in our community.

3. *Explain your organization's ability to carry out and ensure success of this project:* As a Parks and Recreation Department we plan, organize and administer various recreation programs and events throughout the year in the City. We also have the support of other City Departments such as Public Safety and Public Works to ensure proper safety and other related matters are in place. This will be our third Mayor's Bike Ride.

4. *Describe the timeline of the project:*
   January: pre-planning, sponsorships, marketing strategies, route reviews
   February 2016: special event application, lock in sponsorships, finalize promotional & marketing pieces
   March 2016: launch marketing campaign
   April 2016: route review, monitor sign-ups, increase marketing and promotions where and when needed
   May 2016: promote event at Valley Junction Farmers Market Event on May 12. Hold event on May 14. Survey out to participants after event.
   June 2016: survey review, wrap up meeting with recommendations for next year

5. *Have you previously received funding from the West Des Moines Community Enrichment Foundation?* Yes *If so, when?* 2011-WDM Teen Center Climbing Wall; 2012-Art on the Campus Exhibit: 2013-Raccoon River Park Archery Facility; 2015-WDM Park Financing Analysis and Citizen Survey.

Fiscal Sponsorship Agreement

Date: January 25, 2016

Fiscal Sponsor (Legal Applicant): City of West Des Moines Park and Recreation Department

Fiscal Sponsor Contact Person and Email: Greg Hansen greg.hansen@wdm.iowa.gov

Fiscal Sponsor Full Mailing Address: 4200 Mills Parkway, P.O. Box 65320, West Des Moines, IA 50265

Sponsored Organization Conducting Project: West Des Moines Parks and Recreation

Project Name: 2016 Mayor's Bike Ride Elementary Challenge

(Legal Applicant/Fiscal Sponsor, hereafter referred to as **The Sponsor**) has agreed to serve as a fiscal/program sponsor for the (Organization conducting project, hereafter referred to as the **Sponsored Org.**) as outlined in the attached application and supporting materials. The Board of Directors of **The Sponsor** has passed a resolution adopting the **Sponsored Org.'s** project as a program or project consistent with the **Sponsor's** purpose and mission. The **Sponsored Org.'s** financial activities will be accounted for as a program of **The Sponsor** for IRS auditing and financial reporting purposes.

Since the **Sponsored Org.** is not recognized by the IRS as a charitable tax-exempt entity, **The Sponsor** must exercise full control over the **Sponsored Org.'s** financial administration, management and disbursement of funds resulting from this grant application. **The Sponsor** has delegated Greg Hansen (name of person/s) as responsible for fulfilling these accounting and reporting functions subject to the ultimate authority of the Board of Directors of **The Sponsor**. **The Sponsor** is responsible for ensuring completion of timely

reports and submission of necessary financial statements to the Community Foundation's Administrative Office (contact info below). Failure to insure timely reporting on behalf of the **Sponsored Org. /Sponsor** will also result in a loss of good standing.

This agreement will be in effect from the date of a grant award to support the above-named project until the grant funds are expended and the final report has been submitted and accepted.

We agree to the terms stated above in this agreement:

Legal Applicant/ Fiscal Sponsor Representative Signature: _____

Printed Name: Gary Scott **Date:** February 1, 2016

Sponsored Organization Representative Signature: Greg Hansen

Printed Name: Greg Hansen **Date:** February 1, 2016

Attach to this agreement the Fiscal Sponsor's 501(c) (3) Tax-Exempt Determination Letter or comparable proof of charitable exemption. (i.e. a letter from a City, confirming their status as a government entity. Contact our Administrative Office with questions, or for examples of a letter from a City.)*