

TOWN OF MIDDLEBURG POLICY PERTAINING TO TOWN GRANTS FOR SPECIAL AND COMMUNITY EVENTS

All grant awards are subject to the availability of funding in the Town budget

Town Grants

Purpose of Town Grants: The purpose of an events grant award is to make an investment in positive change in the town of Middleburg. Events grants are tools that applicants use to have an impact on events they are organizing and should be considered by the applicant from a mission-based perspective. Since the point of an events grant award is impact rather than money, the point of a grant proposal is to rally the necessary resources to help the applicant fulfill its purpose.

Goal of Grant Awards from Town's Perspective: The goal of an events grant award is to ensure the Town of Middleburg makes impactful grants to the right partners. This will be accomplished through a thorough proposal evaluation. An events grant proposal is a call-to-action for the Town to join the applicant as a partner in achieving a specific result. This will require, at a minimum, a two-way conversation.

Definitions:

"Event" shall mean a special, community or cultural event as proposed by an applicant. An "Event" shall constitute the entire event and may not be broken into individual components for the purpose of obtaining more than one Town grant. Events are not intended to include annual fundraising events, such as a "gala" or "ball." Events shall be located within close proximity to the Town of Middleburg to qualify for a Town grant.

"Grant" shall mean a request for a grant from the Town of Middleburg.

"Special Circumstance" shall mean an event or activity that is distinguished by some extremely unusual or extremely exceptional quality or condition.

Application of Grant Policy:

This policy shall apply to all requests for an events grant unless an exception or special circumstance applies.

Town Grant Regulations

The following shall apply to the application for and issuance of Town grants:

- A. All grant requests must comply with the requirements set for in this Policy.
- B. In accordance with Virginia Code Section 15.2-953, the Town of Middleburg is only authorized to appropriate public funds or make charitable donations to (1) charitable institutions or associations located within the Town limits or that provides services to residents of the Town if located outside of the Town limits, provided the institution/association is not controlled in whole or part by any church or sectarian society; and, (2) public institutions of higher education in Virginia that provide services to Town residents. **Accordingly, only non-profit organizations and public institutions of higher education in Virginia that provide services in the corporate limits of the Town of Middleburg are eligible to apply for a Town grant.**

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- C. **Town grants are intended to provide start-up funding only. Accordingly, no organization may be awarded more than three (3) Town events grants during their lifetime.**
- D. No organization may be awarded an events grant and an infrastructure grant during the same fiscal year.
- E. Grant awards shall be limited to a maximum of \$5,000 annually, unless the event qualifies for and the Town receives a Virginia Commission for the Arts grant as described in this Policy.
- F. Applicants may not submit an application for an events grant and solicit a sponsorship from the Town for the same event during the same fiscal year.
- G. The applicant must attend at least one (1) Town grant writing workshop or view the grant writing video prior to submitting a grant application.

Grant Application and Award Process:

Unless an exemption applies, the following grant process shall be utilized:

Grant Submission: Requests for a Town grant shall be submitted on the Town's Events Grant Application Form, as approved by the Town Council, which is available on the Town's website. Grant applications shall be submitted to the Business Development & Community Partnerships Director a minimum of one hundred twenty (120) calendar days in advance of the event. Requests submitted in any other manner and/or incomplete applications will not be advanced for consideration. Applications submitted less than 120 calendar days in advance of the event are not guaranteed to be considered in time to receive a grant award.

Review Process: Event grant applications for special, community and cultural events shall be reviewed by the Middleburg Arts & Community Events Committee (MACEC). The MACEC shall consider grant applications on a quarterly basis during their meetings held in January, April, July and October. Upon determining the grant application is complete, based upon the checklist as approved by the Town Council, the Business Development & Community Partnerships Director shall place it on the next quarterly committee meeting agenda during which grants are considered. The committee shall evaluate the application based upon the evaluation criteria identified in this Policy and forward their recommendation to the Town Council. Upon receipt of the committee's recommendation, the Town Clerk shall place the request on the next available Council agenda.

Contract and Grant Award: Upon approval of a grant award and the execution of the Grant Contract, the Town Treasurer/Finance Director shall issue a check in said amount within seven (7) business days of the date of the latest signature on the Contract.

Final Report: Within two months of completion of the event, the applicant must submit a final report to the Business Development & Community Partnerships Director. Said report shall include: (1) the measurements of the event as agreed to in the grant application; and (2) a complete financial report on the event, to include receipts confirming the funds were spent for the purpose for which they were approved by the Town. Said report shall be reviewed by the MACEC at their meeting following the submission. Until such a report is provided, future grant applications will not be considered by the Town.

Events Grant Evaluation Criteria:

The below listed information will be used by the Town of Middleburg in evaluating whether an application for an events grant should be approved. Accordingly, the applicant will be required to provide information in their grant application to address each of these criteria.

1. The applicant's background and experience in organizing such an event;
2. The applicant's financial health;
3. Whether the applicant has obtained any other partners to assist in organizing the event;
4. The type of event for which the grant is being sought;
5. The applicant's identification of the costs of items for which the grant is sought;
6. The applicant's goal for the use of the grant funding;
7. The measures being proposed by the applicant to determine the success of the event;
8. The applicant's plan to make the event self-sustaining or to obtain alternative funding sources within a three-year period from the first grant award;
9. The applicant's communication/marketing plan for the event;
10. Whether additional Town resources will be required for the event;
11. The success of any past events for which Town grants were received, if applicable.

General Requirements Applicable to Town

In order to ensure success of the Town's Events Grant Program, the Town shall adhere to the following requirements:

- Aside from special events organized by the Town of Middleburg itself, there shall be no individual line item designations in the annual budget for events grants;
- Assuming the economic environment supports it, the Town Manager shall recommend in the annual budget an amount sufficient to fund the award of Town events grants, said amount not to exceed \$40,000. The Town Council will determine the ultimate budget amount when it approves the annual budget and appropriates funding;
- A copy of the Town Events Grant Policy must be provided to all applicants as a part of the grant application;
- The Business Development & Community Partnerships Director shall hold at least one grant workshop per fiscal year and may meet individually with interested groups if they are not able to attend the workshop.
- As special circumstance awards are intended to occur infrequently, the funding of such awards shall come from the fiscal year budget's Contingency Reserve or General Fund Reserves as identified by the Town Council at the time of approval.

Virginia Commission for the Arts Grants

Some events may be of a nature as to allow the Town to apply for a Commission for the Arts grant, when such grants are available through the Commonwealth of Virginia. Virginia Commission for the Arts (VCA) grants require a Town match equal to the amount of the VCA grant. In the event a VCA grant is received by the Town for an event, the applicant shall receive both the VCA grant amount and the Town's required grant match. (As an example, if a VCA grant is received in the amount of \$4,500, the applicant would receive \$9,000 from the Town, which represents the VCA grant and the Town's match.) All grant applications that involve a VEC grant are required to meet all other requirements in the Policy (with the exception of the \$5,000 per year grant limit as explained above).

Waiver Provision

In the event of an emergency or time-limited request, the Town Council may waive the grant submission and review processes identified in this Policy and may evaluate the grant application itself, based upon the Evaluation Criteria identified in this policy, without the benefit of a recommendation from the MACEC.