

## **COMMUNITY EVENT PROMOTIONAL GRANT PROGRAM GUIDELINES**



### **Program Overview**

Beginning with the Fiscal Year 2018 (FY18) Budget, Levy Court established and funded a discretionary grant category to be called the Community Event Promotional Grant. A total of \$15,000 was provided in the FY18 Budget and Levy Court will consider an annual appropriation in subsequent Fiscal Year Budgets. This Grant Fund is intended to be used on a first come/first considered Application basis to provide financial assistance to municipalities to defray expenses associated with the promotion of small community events. Promotional expenses include: advertising costs; promotional brochures, pamphlets, cards, posters, or flyers; event signage; and similar promotional materials. All disbursements from this Grant Fund shall be approved by Levy Court.

### **Eligible Events**

In order to qualify for Community Promotional Grant Program funding, events must be open to the public and take place within the corporate limits of Kent County, Delaware and/or within the corporate municipal boundaries of the towns and cities in Kent County including the entirety of the corporate limits of Smyrna, Marydel, and/or Milford. A qualifying event, or events, shall be endorsed and/or hosted by a municipality in Kent County, Delaware.

Qualifying events include but may not be limited to: Community Festivals; Parades; Fireworks Displays; Educational Programs; and similar events.

Kent County Levy Court reserves the right to approve or not approve any specific request and is under no obligation to fund any or all requests.

### **Ineligible Events/Activities**

The following events shall be ineligible for funding: Invitation Only Events; Member Only Events; Age-Restricted Events; Gender-Restricted Events; Service Organization Sponsored Events; Political Rallies; Social or Political Demonstrations; Protest Marches; Religious or Theological Events.

Any Event that has already been approved for any other Grant Funding in the Annual Kent County Budget shall be ineligible for additional Community Promotional Grant Program funding during the same fiscal year.

**Maximum Grant Award**

Requests for funding from the Community Promotional Grant Program shall be in the form of an itemized cost proposal and shall be accompanied by supporting documentation such as vendor cost proposals for planned promotional materials and/or services. The maximum Grant Award under this program shall be \$750.00.

**How to Apply**

Applicant shall complete an Application for the Community Event Promotional Grant Program and return it to the Levy Court Office for review and processing. Application may be made at any time throughout the year, subject to available funding. The Application shall be signed by the Mayor or Highest Elected Official of the municipality where the event will take place.

Each Application will be forwarded to the Levy Court Finance Committee for review and consideration. The Applicant or their representative may be requested to attend the Levy Court Committee Meeting when the Grant Application is being considered.

**Questions**

Please contact the Levy Court Office with any questions you may have at 302/744-2305 or Admin@co.kent.de.us.

**KENT COUNTY LEVY COURT  
COMMUNITY EVENT PROMOTIONAL GRANT APPLICATION**



Name of Event/Promotional Material: \_\_\_\_\_

Host Municipality: \_\_\_\_\_

Name & Address of Lead Event \_\_\_\_\_

Coordinator – Grant Applicant: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_

Description of Proposed Event and Location: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will this Event benefit the Host Municipality: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Requested Grant Amount: \_\_\_\_\_

Proposed Use of Grant (Attach Itemized Costs & Written Vendor Quotes if Applicable) :

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Certification of Applicant:**

I, \_\_\_\_\_, hereby certify that I am duly authorized to submit this Grant Application on behalf of \_\_\_\_\_ for the above-referenced and described Community Event and/or Promotional Materials, and that if approved, the Grant Funding will be utilized for the above-stated promotional purposes.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Authorization of Host Municipality (Mayor or Highest Elected Official):**

I, \_\_\_\_\_, hereby certify that I am duly authorized to express the endorsement of the above-referenced Community Event and/or Promotional Materials on behalf of the City/Town of \_\_\_\_\_.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_