



## City of Rushford

# Rushford Economic Development Authority

## Micro Grant Program- Revised January 2020

### 1. PURPOSE

The purpose of this document is to establish guidelines for application and administration of the City of Rushford's Micro Grant Program. These guidelines are intended to ensure equitable treatment and to avoid discrimination in the application of procedures. However, as these policies are merely guidelines, departure from them is allowed when supported by reason and approved by the appropriate authority. Applications will be reviewed on a first-come, first served basis. The program will only continue as long as funds are available and partial project awards may be made in order to increase the impact of the program. These funds are intended to be used widely throughout the City therefore projects may be denied if the EDA or City finds that there are too many similar projects in the same location. Moreover, funds may be denied if the applicant has already received assistance through this or other incentive programs.

### 2. POLICY STATEMENT

Recognition of Needs: The City of Rushford and the Rushford Economic Development Authority (EDA) recognizes the need to stimulate investment in the beautification of commercial structures primarily located in the downtown, to encourage events and the performing arts, and for other purposes that will positively impact the experience of both local and visiting customers. This program has been created to provide incentive financing for commercial/mixed use building exterior beautification and events to promote the viability and vitality of the downtown area primarily and secondly to make Rushford a more attractive place to visit and live. Participants in this program are strongly encouraged to utilize local artists, vendors and suppliers whenever possible. Awardees may be asked to participate in an EDA survey to evaluate the effects of the program.

### 3. PROJECT ELIGIBILITY

Micro Grant Funds may be used for: 1) bike racks, 2) website developments for the business, 3) other marketing uses including online, 4) menu boards, 5) flowers/plants, 6) public sidewalk seating benches, 7) business signage, 8) handicapped accessibility, 9) events and the performing arts, and 10) other uses which are short in duration and meet the following terms/regulations.

### 4. FUNDING AMOUNT AND TERM

Micro Grants may match applicant funds dollar-for-dollar up to a total EDA contributed maximum amount of \$500 if all conditions of an application are met. Micro Grants will not be subject to pay back; however, any proceeds derived from the sale of items purchased through the Grant shall be paid back to the City. Recipients will receive a 1099 for the amount of the Micro Grant at the end of the year. Funds will be available to the approved applicant for one year from the date of Council approval.

## **5. REGULATIONS FOR BUILDING IMPROVEMENTS**

All commercial building construction or renovation is to be in compliance with applicable building codes, design guidelines, and other City codes and policies. All projects, outcomes, and effects on any other parties are the responsibility of the applicant. The applicant must provide a certificate of insurance indicating the building to be improved is insured for its full replacement cost.

## **6. REGULATIONS FOR DOWNTOWN EVENTS**

Eligible events may consist of competitions, dance performance, music, theatre and musical theatre, magic, comedy, and illusion or other events. Eligible applicants include businesses, organizations or individuals.

### 6.1 Application and Review

- A. Must be open to general public audiences and preferably held in the downtown business area.
- B. The fund may support event planning, preparing, marketing, licensing, presenting, and compensation.
- C. Must describe the activity for which the EDA support is requested and provide specific information on costs, venue and how it will be marketed.
- D. Police security requirements per City Ordinance may be required.

### 6.2 Ineligible

- A. The construction, purchase or renovation of a facility.
- B. Concessions, food, T-shirts, alcoholic or non-alcoholic beverages, gifts, prizes, or other items for resale.
- C. General miscellaneous, contingency costs or costs incurred before or after the completion of the event.
- D. Religious or political events, or charitable events that benefit an individual(s)
- E. Events where theme, language, nudity, sex, violence or other matters the EDA or City Council determines may be offensive to the public.

## **7. PROCEDURAL GUIDELINES FOR APPLICATION AND APPROVAL**

### 7.1 Application and Review

- A. Interested grant applicants should meet with City staff/consultants to obtain information about the Program, to discuss the proposed project, and to obtain application forms.
- B. The completed application form will be reviewed by City/Staff consultants to determine compliance with all City policies, ordinances, and codes. Incomplete applications will not be forwarded to the EDA.
- C. Applicant must own the property or obtain consent of the property owner.
- D. Applicant must be current on all City loans, utility payments, and property taxes and assessments.

### 7.2 Project Review

- A. The City/staff consultants shall review each Micro Grant application in terms of its proposed activities in relation to its local economic impact and ability to meet program goals.
- B. After receipt of the project cost summary, or estimates and the application, Staff will evaluate the project in terms of the following:

1. Project Design – Evaluation of project design will include review of proposed activities, timeliness, and capacity to implement.
2. Financial Feasibility – Availability of funds, private involvement, financial packaging and cost effectiveness.
  - (a) Projects that leverage private funds with Grant funds shall be deemed more desirable to fund.
  - (b) Determination of financial viability of the request
  - (c) Letter of commitment from applicable business pledging to complete project during proposed project duration if grant application is approved.
  - (d) Proof of matching funds if indicated.
  - (e) Additional consideration for local event coordinators, contractors and suppliers.
- C. All applications failing to meet the minimum threshold standards may be reviewed on a case-by-case basis. The EDA/City Council reserves the right to waive certain requirements of this program and may request additional information and documentation as deemed necessary.
- D. Program funds will be released at the completion of the event/project when the applicant provides copies of paid project invoices to City Hall to document total event/project costs. Rushford City Council will give final authorization to the finance clerk to make payment.
- E. Denied applicants may appeal to the City Council who will determine funding based upon the merits of the event/project and the meeting of the intent of the Micro Grant project goals.

### 7.3 Liability and Hold Harmless Provisions

Applicant releases and agrees that the City, its governing body members, officers, agents, including the independent contractors, consultants, and legal counsel, servants and employees thereof (hereinafter, for purposes of this Section, collectively the, “Indemnified Parties”) shall not be liable for and agrees to indemnify and hold harmless the Indemnified Parties against any loss or damage to property or any injury to or death of any person occurring at or about or resulting from any defect in the Project.

- A. Except for any willful misrepresentation or any willful or wanton misconduct of the Indemnified Parties, Applicant agrees to protect and defend the Indemnified Parties, now and forever, and further agrees to hold the aforesaid harmless from any claim, demand, suit, action or other proceeding whatsoever by any person or entity whatsoever arising or purportedly arising from the actions or inaction’s of Applicant (or if other persons acting on its behalf or under its direction or control) under this Agreement, or the transactions contemplated hereby or the acquisition, construction, installation, ownership, and operation of the Project; provided, that this indemnification shall not apply to the warranties made or obligations undertaken by the City in this Agreement.
- B. All covenants, stipulations, promises, agreements and obligations of the City contained herein shall be deemed to be the covenant, stipulations, promises, agreements and obligations of the City, and not of any governing body member, officer, agent, servant or employee of the City.

Micro Grant Program Approved and recommended to Rushford City Council:

/s/ Scott Ledebuhr  
President, Rushford Economic Development Authority

02/12/2020  
Date

Micro Grant Program Approved by Rushford City Council:

/s/ Terri L. Benson  
Mayor, City of Rushford

02/24/2020  
Date

Original August 12, 2013

Revised February 10, 2014

Revised December 14, 2015