



City of Gastonia, North Carolina City Council Policy on In-kind Services

I. Purpose

To set forth guidelines and criteria governing the granting of City of Gastonia funds and/or in-kind services for the purpose of supporting local festivals, special events, community projects or programs. Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such activities, the City recognizes that such activities can promote tourism and economic development efforts of the City, as well as supplement City efforts to provide other types of services. It also should be noted that the City Council Policy on In-kind Services does not apply to sponsorship activities *initiated* by the City for strategic marketing purposes to promote business attraction, expansion, and retention.

II. Goals and Objectives

The granting of in-kind services (includes, but is not limited to, contributions of staff, equipment or other services) will be considered for special events, community projects or programs designed to accomplish one or more of the following goals and objectives:

- *Promote the City of Gastonia as a desirable place to live, visit and do business..*
- *Promote the City of Gastonia as a visitor destination and/or bring tourism-associated revenue to the City.*
- *Enhance the quality of life and well being of the citizenry.*
- *Advance the City's commitment to and pride in being a multicultural community.*
- *Encourage the development of neighborhood identity and pride.*
- *Promote cultural and artistic awareness among the citizenry.*

The granting of City in-kind support is evaluated according to the effectiveness and impact that the particular special event, community project or program has on the community-at-large. Special attention is paid to events that promote the attractiveness of the City of Gastonia as a place to visit and/or live, celebrate the heritage of the City and its environs, and/or enrich the character and quality of life of its citizens.

III. General Requirements, Eligibility Criteria and Conditions

The entity seeking in-kind services for special events, community projects or programs must meet all of the following requirements, eligibility criteria, and conditions:

1. The applicant shall be a registered nonprofit corporation or organization with tax-exempt status.
2. The special event, community project or program supports one or more of the aforementioned goals and objectives.
3. Event or program must take place within the City of Gastonia corporate limits.
4. The nonprofit corporation must be ready, willing and able to provide a certificate of liability insurance or proof of self-insurance, if applicable.
5. The nonprofit organization will comply with all other applicable state and local laws and ordinances for conducting the event, project or program.
6. The purpose of the special event, community project or program is not organized around political or religious themes, but serves as a benefit to the City of Gastonia community as a whole.
7. The nonprofit organization will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, disability or sex. Further, the organization must agree to conform to all applicable requirements of the Americans with Disabilities Act.
8. All the application requirements under this policy have been followed.

IV. Application/Award Process

1. An application for in-kind services is required for all organizations requesting such support from the City of Gastonia. Applications are administered through the City Manager's Office and must be received (at least 90 days prior to the date of the event for which services are requested). One application will be accepted per organization per fiscal year. The application may be either for a one-day event, a multi-day event occurring on consecutive days, or for a related series of events over an extended period. Some limited exceptions may be granted.
2. Organizations must apply each year for funds or in-kind services. With certain limited exceptions, it is not the intention of the City to be a major contributor for any special event, community project or program.
3. All applications will be reviewed and evaluated according to the guidelines stated herein and the organization's ability to advance the City's goals and objectives and meet all criteria. Special attention is given to the number of City of Gastonia citizens reached, the direct feedback received from citizens as a result of participation, and the ability to enrich the character and quality of life of its citizens. Prior year performance and demonstrated fiscal responsibility will also be considered in the decision.

4. In-kind services shall be provided as determined by the City Council. Services required over and above the granted amount shall be covered at the applicant's expense.
5. All Applicants for funds and/or in-kind services will be expected to pay all user, application, and administrative fees required to accommodate their event. These fees will not be waived, even for those organizations whose application for in-kind services is granted.
6. Approval for any sponsorship is not guaranteed, and is subject to the City's availability of funds for in-kind services. All targeted funding sources must be listed on the application. Funding allocation may be adjusted, if additional funds are obtained by applicant from other sources. The City Manager will make the recommendation for overall funding of in-kind services to the City Council for consideration and approval through the Annual Budget process.
7. For consideration, an application must be received ninety (90) days prior to the event. Mail or deliver to:

**City of Gastonia
City Manager's Office
P.O. Box 1748,
Gastonia, NC 28053.**

V. Reporting Requirements

The City of Gastonia is accountable to the citizens it serves for ensuring appropriate use of its funds and in-kind services. In an effort to ensure appropriate quality control of funds and in-kind services, and in order to monitor that the nonprofit organization's intended outcomes are achieved, the City may conduct site visits and attend the sponsored events.

Additionally, the following documents are required upon completion of the event or at the end of the sponsorship period:

1. Final Narrative Report is required no later than forty-five (45) days after the closing of the special event, community project or program. The Report shall be submitted on the form provided by the City.
2. Financial Report is required upon submittal of the Final Narrative Report. The Report is a detailed financial statement on revenues generated, if any, and expenditures. Failure to provide either report will disqualify applicant from receiving funds or services in subsequent years.

3. Promotional Materials (fliers, posters, programs, etc.) distributed in marketing the special event, community project or program are, also, required with the submittal of the Final Narrative Report.

Adopted August 2, 2005.