

# Central City



## Central City Growth Organization

### *EVENT SUPPORT GRANT GUIDELINES*

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# CENTRAL CITY GROWTH ORGANIZATION

## Event Support Grant Guidelines

The goal of this grant is to support community events that will bring business/revenue into the Central City area.

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The Central City Growth Organization has established a Event Support Grant Program for the purpose of providing financial assistance to events that will enhance the economic vitality and community spirit of the Central City business district. This program represents an opportunity for businesses and organizations to request funds from CCGO to support these events.

The Event Support Grant Program offers awards ranging from \$100 to \$300 in matching funds – it is expected that the grant amount be matched or exceeded by applicant monies.

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### Who should apply:

Organizers (businesses, non-profit organizations or community groups) of events that will be held within the Central City business district.

- Events must be able to demonstrate the ability to generate revenue and/or increased traffic in the Central City business district.
- Only one grant will be awarded per event.
- Recurring events may be funded if:
  - The occur no more frequently than annually
  - The sponsoring business/organization reapplies for funding at each event occurrence
  - The event continues to have a positive outcome in the Central City business district

### Eligible Expenses (include but are not limited to the following):

- Advertising or marketing
- Printing
- Equipment or supplies
- Permits

### Ineligible Expenses (include but are not limited to the following):

- Materials for resale
- Alcoholic beverages
- Salaries

### Grant Policy:

The Central City Growth Organization will not use race, sex, age or religion as grounds for refusing or granting assistance to an eligible applicant.

### Program Implementation:

1. Application Process
  - a. Application and guidelines for the program will be available at the CCGO office and website. Applications may also be requested via email – send your request to [centralcitygo@gmail.com](mailto:centralcitygo@gmail.com).



- b. Completed Event Support Grant applications must be submitted to the CCGO office for review by the CCGO Board of Directors. The Board meets monthly, on the third Monday of each month.
    - i. Applications should be submitted four to six weeks in advance of the event, to ensure adequate time for Board evaluation and response.
  - c. The CCGO Board of Directors may approve the application if it meets the required criteria and the supported event fits within the overall goals and continuity of the business district.
    - i. If not approved, the CCGO Board of Directors will explain, in writing, to the applying business or organization the reasons for rejection and what, if any, steps may be taken to receive further consideration.
2. Post Application Approval Procedures:
- a. Grant monies will be distributed to the applicant upon **completion** of the approved event, once receipts are provided to the CCGO Board.
  - b. Should expenses be less than projected in the grant application, funding will be adjusted.
  - c. Grant money will not be awarded for expenditures related to items other than those specified in the grant application, without prior written request to and approval by the CCGO Board of Directors.

**Program Amendments:**

The details of the Event Support Grant Program may be amended subject to the formal approval of a majority of the Central City Growth Organization Board of Directors.