



2019 ANNUAL PROMOTION FUND BUDGET PROCESS

1. The City Finance Officer will send promotion application forms to those organizations that were allocated promotion funds for the preceding fiscal year by May 4, 2018. New applicants can obtain a “promotion fund request form” from the City Finance Department or simply print the form from the city’s web-site (www.aberdeen.sd.us)
2. City staff will publish notice of the promotion fund application process on the City website on Friday, May 4, 2018.
3. The deadline for all applications shall be Friday, May 25, 2018.
4. The City Manager will submit to the City Council the anticipated income for the promotion fund annually by Monday, June 4, 2018 so the annual request allocations can be appropriately determined.
5. The Governing Body shall submit their recommended promotion fund distributions to the City Finance Officer on Monday, June 11, 2018.
6. The City Finance Officer shall present tabulated promotion fund allocation results based upon median values derived from the Governing Body submittals on Monday, June 18, 2018.
7. The City Manager shall place the allocation of promotion funds as a specific agenda item on the Monday, June 25, 2018 regular city council agenda. The Governing Body reviews suggested tabulated documents and approves or considers modifications with majority approval.

Special Note: Median value is a value in an ordered set of values below and above which there are an equal number of values.

A “PROMOTION FUND REQUEST FORM” MUST BE COMPLETED IN ORDER TO BE CONSIDERED FOR FUNDING.



Promotion Fund Process Summary Year 2019

- Friday, May 4, 2018 City staff will send promotion application forms to those organizations that had received an allocation year 2018.
- Friday, May 4, 2018 City staff to post the annual notice of promotion process on the city website for existing and newer organizations seeking funding information.
- Friday, May 25, 2018 Deadline to receive promotion fund applications from organizations.
- Monday, June 4, 2018 The City Finance Officer to provide Promotion Fund Request packets to City Councilors including a suggested distribution sheet.
- Monday, June 11, 2018 City Governing Body to present recommended distributions to the City Finance Officer.
- Monday, June 18, 2018 City Finance Officer to present tabulated results based upon median value derived from the Governing Body submittals.
- Monday, June 25, 2018 The Governing Body reviews suggested tabulated allocations and considers modifications.



City of Aberdeen

Promotion Fund Request Form for Year 2019

To enhance the evolutions in community marketing, four priorities had been set in 2016:

- To grow Aberdeen's annual tax revenue growth at a rate three basis points above the average for Class A cities.
- Maintain Aberdeen's employment rate one basis point below the average for class A cities.
- Support cumulative annual enrollment increases at local centers of education.
- To enhance community growth the governing body supports marketing activities or programs which address the objectives listed below.

**Promotional fund allocations will be made only to organizations
which can assist the community with regard to these priorities.**

1. Organization Name:

2. Executive Director or Administrator:

a. Mailing Address: _____

b. Telephone #: _____ Fax #: _____

c. Email Address: _____

3. Date and place of incorporation if applicable: _____

(Promotion Funds recipients must be qualified under IRS Chapter 501 (c) as a charitable, religious, or other nonprofit organization or a governmental subdivision or agency).

4. A brief description of the organization: _____

a. Purpose: _____

b. Background: _____

c. Number of active volunteers _____ and number of Board Members _____.

5. Total amount of funds expected to be received from the City for 2018:

\$ _____

A. Briefly describe your actual usage or intended usage of these funds for 2018.

6. Total amount of funding being requested for 2019: \$ _____

7. Description of specific project or program for which funding is being requested.

Please also provide the number of individuals your project or program will have direct impact or contact with. If necessary you can add an additional sheet for explanation purposes. _____

8. Description of how the project or program you are requesting funds for relates to the priorities adopted for Promotional Fund allocations for 2019. _____

9. Description of specific goals to be set for your organization use of Promotional Funds so your organization and the city have a measurable manner to gauge the success of this program. _____

10. All organizations requesting \$30,000 or more to promote or advertise the city must provide a copy of their proposed marketing plan. The marketing plan should give explanation to the primary goal, who is the target audiences, key message to be delivered and a listing of communication vehicles to deliver the message. Please also

describe how you intend to provide the city a measureable result with your marketing plan. _____

11. What are your organization's current sources of funding? _____

12. Your current funding request equals what percentage portion of your annual operations? _____

13. Do you expect your request to be a single incident request or a reoccurring request?

14. Financials (You must provide the following documents otherwise your application will be rejected for possible funding).

- a. Those requests at \$50,000 or above your organization must provide the most current audited financial statement, in addition any other financial documents which assist in explanation. The requirement for an audit is every two years.
- b. All organizations requesting promotion funds must provide a current year operating budget.

THE DEADLINE FOR APPLYING IS FRIDAY, MAY 25, 2018. ALL APPLICATIONS ARE TO BE MAILED OR EMAILED TO THE FOLLOWING ADDRESS:

**CITY OF ABERDEEN
KARL ALBERTS, CITY FINANCE OFFICER
123 SOUTH LINCOLN STREET
ABERDEEN, SOUTH DAKOTA 57401**

Karl.Alberts@aberdeen.sd.us