



2018 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 26, 2017. 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. The deadline for all applications shall be June 23, 2017.
3. City staff will publish notice of the promotion application process on the City website on May 26, 2017.
4. The City Manager will submit to the City Council the anticipated income for the promotion fund annually by June 23, 2017 so the annual request allocations can be appropriately determined.
5. Allocation of funds will be a shared process among the Mayor and City Council.
 - a. Organizations soliciting funds will have an opportunity to speak before the governing body during a work session before the regular City Council meeting on the first Tuesday in July. (July 3, 2017)
 - b. The City Council by majority vote can extend presentations into another work session immediately after the first session which would be the second Monday in July. (July 10, 2017)
 - c. The Mayor and City Councilors are encouraged to submit their funding allocation sheet to the City Finance Officer at the end of the City Council meeting on July 17, 2017.
 - d. The Mayor and City Councilor shall each allocate their recommended distribution of promotion funds to programs or activities they deem important. The allocation of funds should not exceed the anticipated income deemed by the City Manager.
 - e. The City Finance Officer will tabulate the allocations from the Mayor and each City Councilor and present the tallied totals July 24, 2017. The actual distribution will be allocated based upon the median value derived from the tabulation amounts for each request. Median value is a value in an ordered set of values below and above which there are an equal number of values. Median value increases the probability that the combined distributions will match the stated anticipated income amount presented by the City Manager.

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



Promotion Fund Process Summary Year 2018

- May 26, 2017** City staff will send promotion application forms to organizations.
- May 26, 2017** Annual notice of promotion process published on city website.
- June 23, 2017** Deadline to receive promotion applications from organizations.
- July 3, 2017** 1st Work Session to hear presentations from organizations.
- July 10, 2017** 2nd Work Session if necessary to hear organization presentations.
- July 17, 2017** City Governing Body to present recommended distributions to the City Finance Officer.
- July 24, 2017** City Finance Officer to present tabulated results based upon median value derived from the Governing Body submittals. The City Council votes to put tally sheet within the upcoming city budget.



City of Aberdeen
Promotion Fund Request Form for Year 2018

To enhance the evolutions in community marketing, five 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 2017: \$ _____

A. Briefly describe your actual usage or intended usage of these funds for 2017.

6. Total amount of funding being requested for 2018: \$ _____

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 2018.

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.

9. 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.

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

11. Your current funding request equals what percentage portion of your annual operations.

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

13. Financial (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 JUNE 23, 2017. 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