

**Grant Request:** \_\_\_\_\_  
**Grant Award:** \_\_\_\_\_

## **Green Cedar Valley Initiative Grant Application**

### **Introduction:**

The Waterloo Convention & Visitors Bureau (CVB), on behalf of the Green Cedar Valley Initiative, is accepting requests for grant funding. Requests should be not more than \$1,000 per business, organization or event located within the greater Cedar Valley. Each business or organization is asked to submit only one application per deadline.

- **Applications should be received no later than 5 p.m. on the following deadline dates:**
  - **September 1, 2009; December 1, 2009; March 1, 2010**
  - **Additional deadlines may be added as funding becomes available**
- **Grant applications must be typed or they will not be considered.**
- **Funding must be utilized for the project designated on the application or funding will be forfeited.**
- **Funds should be used within 90 days of the date the award is made.**

### **Purpose:**

Projects should be NEW projects that will improve the environmental impact of the organization, business or event. The program is designed to stimulate interest and participation in ecological efforts including education, waste reduction, reduced energy consumption, reduction in pollution, and use of environmentally friendly products. It is not designed to supplement daily operating budgets, nor is it intended to provide the sole or majority of funding for the project being applied for. At least 50% of project's cost must be funded through other sources. Consideration will be given to projects that increase the business, organization or event's GCVI Certification point total.

### **Fundable items**

- Marketing (internal or external)
- Honorariums for educational purposes or green-related consultation/audits
- Capital improvements centered around green initiatives
- Green events

### **Non Fundable items:**

- Annual operating expenditures
- Professional legal, medical, engineering, accounting services
- Salaries, wages or administrative fees
- Food and beverage
- Equipment rental
- Items for re-sale
- Bumper stickers, toll-free numbers, membership solicitation literature, trophies, plaques, decorations, trinkets, hats, shirts, flags, floats, etc.
- Travel expenses of staff
- In-house postage
- Donations and in-kind contributions to sponsors
- Interest or reduction of deficits or loans
- Anything contrary to federal or state law or local ordinance

## General Instructions

Incomplete or incorrect applications will be returned, and the applicant will be given the opportunity to correct or complete the application and re-submit. **Please submit 1 copy of the application, preferably electronically via online form or email.**

All project materials (printed or electronic), signage or advertising must contain the words, "Sponsored in part by a grant from the Green Cedar Valley Initiative" and a link should be added from your website to that of the GCVI. A logo will be provided for such use.

**Grant monies will be distributed in full from the Waterloo CVB approximately one month following the recipient's submission to the CVB of a completed project and evaluation form. All monies must be spent within 90 days of the award date.**

Grant recipients must provide a final report (1 copy, electronic preferred) within **30 days** of the completion of the project to the Waterloo Convention and Visitors Bureau. Failure to provide this final report will result in the loss of grant funds. A report sheet is provided with this application. Capital projects may be required to complete additional assessment at a later date to evaluate the long-term impact.

Send completed application to:

**Green Cedar Valley Initiative  
c/o Waterloo Convention & Visitors Bureau  
500 Jefferson Street  
Waterloo, IA 50701**

**Or email: [brooke@travelwaterloo.com](mailto:brooke@travelwaterloo.com)**

## Timeline

September 1, 2009

December 1, 2009

March 1, 2010

Application should be received by Waterloo CVB no later than 5pm on deadline date. Additional dates may be added as funding allows. Discussion of applications will occur within the 20 business days following deadline dates. Applicants may be contacted for additional information.

30 calendar days after  
project completion

Final report due to CVB

Within 90 days of award date

Grant funds must be spent

## Grant Application

**1. GENERAL INFORMATION** *(use a separate sheet of paper, if necessary):*

Name of business/organization \_\_\_\_\_

Check payable to: (If different from above) \_\_\_\_\_

Name of project/event \_\_\_\_\_

Date of project/event \_\_\_\_\_

Contact person \_\_\_\_\_

Address of organization or person completing application (include address for check if different):

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**1. How does your project improve your environmental impact?**

**2. Have you received grant monies in the past from the GCVI or similar program? If so, describe how monies were used and the results of the project (attach any appropriate materials).**

**3. Please describe, in detail, your project. a) Explain the project as though you were telling a complete stranger. b) Please be sure to specify how the grant monies will be used in the overall project.**

**4. Please provide the following information about your project/program as applicable:**

**a) Describe how the proposed project/program will improve your environmental impact**

**b) Describe any budgetary impact of the project (for your business/organization or others)**

**c) Describe any expected community impact (public education, internal awareness, tourism impact, etc.)**

**5. Describe specifically how the proposed project will be marketed. Please list, in detail, where marketing will take place, if applicable:**

**6. Please describe how you currently market your green efforts in general:**

**7. Please provide a detailed description of the project budget. Please include information about additional funding sources, income and how the project cost and GCVI grant fit into the overall budget.**

**8. Additional information:**

**9. Please attach or separately submit the following to this application:**

- ✓ Current GCVI Application and Baseline Assessment, if not on file with the GCVI

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**BUDGET SUMMARY:**

<b>Total Project Cost</b>	\$ _____
<b>Additional Funding Sources</b>	\$ _____
<b>In-Kind Services</b>	\$ _____
<b>GCVI Tax Grant Request</b>	\$ _____
<i>(50% or less of total project costs)</i>	

**Please note: Additional Funding Sources, In-Kind Services and GCVI Grant Request *must* equal Total Project Cost.**

I have reviewed this Application for Grant Funds from the Green Cedar Valley Initiative. To the best of my knowledge, the information contained in this application and its attachments is accurate and complete.

The GCVI Grant funds are to be used for the express purpose as stated in the Grant Application. I, the undersigned, know full and well that if this program/project does not transpire, recommendation by the Waterloo Convention and Visitors Bureau and the Green Cedar Valley Initiative for funding will be withdrawn. My business/organization will be responsible for refunding any portion of funds already received.

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Date**

## Project Completion and Evaluation Form

In order for your reimbursement request to be approved for payment, 1 copy, preferably electronic, of the following items must be provided to the Green Cedar Valley Initiative, ATTN: Brooke Burnham, 500 Jefferson Street, Waterloo IA 50701 within **30 days** after completion of the project (120 days from award date), or reimbursement expenses will no longer be available.

- Evaluation Form – this page.
- Brief financial summary account for all expenditures including matching funds.
- Copies of invoices. Only itemized and dated invoices can be considered for reimbursement.
- Proof of Payment – to certify proof of payment submit a photocopy of the check and/or other proof of payment.

To assist us in evaluating the impact your project had on the Cedar Valley area, please complete the following (*use additional paper/pages if necessary*):

1. **Name of organization:** \_\_\_\_\_

2. **Name of project/event:** \_\_\_\_\_

3. **Grant amount:** \_\_\_\_\_

4. **Date of grant award:** \_\_\_\_\_

5. **Project dates:** \_\_\_\_\_ **Hours:** \_\_\_\_\_

6. **Contact person:** \_\_\_\_\_

7. **Check payable to:** \_\_\_\_\_

8. **Address to which check should be mailed:** \_\_\_\_\_

9. **Employer/Tax ID #:** \_\_\_\_\_

10. **Address of organization or person completing evaluation:**

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone: \_\_\_\_\_

11. **Number of out-of-town visitors (if applicable):** \_\_\_\_\_ **Total attendance (events):** \_\_\_\_\_

12. **Provide a list of other sponsors and amounts of their sponsorships, as applicable.**

13. **Do you consider your project a success? Why?**

- **Capital projects may be required to complete additional evaluation at a later date to evaluate long term impact.**