

# Public Relations Grant Guidelines

## Red Wing Port Authority

*Approved 3/06/18*

### **General Guidelines:**

1. Proposals must demonstrate that the Port Authority's funds will be used to help promote the Port and the Port's district (City of Red Wing).
2. Proposals must be submitted on an approved application that will be initially reviewed by City staff, and then by the Port Authority Board of Commissioners.
3. Final approval will be based upon meeting specified eligibility criteria and fund availability (see sections below).
4. Each grant shall be limited to no more than \$5,000; a significant public relations benefit to the Port Authority may result in a grant that exceeds this amount if approved by the Port Authority Board.
5. Grants from the Port Authority must be matched by a minimum of 100 percent, with at least 50 percent cash and the remainder as in-kind.
6. Grants approved by the Port Authority shall not be of any multiple grant requests to other public agencies, such as the Red Wing HRA and the Red Wing City Council.

### **Eligible Applicants:**

1. A non-profit corporation or organization (e.g., charities, trusts and tax-exempt entities).
2. A unit of government or a public agency.

### **Fund Availability:**

1. The funding source will be a portion of a budget line item of the Port Authority, as approved annually for "Marketing & Promotion".
2. Up to 50 percent of the annual marketing & promotion budget will be set aside for third party requests.
3. The Port Authority Board may exceed the 50 percent limit upon a majority vote of the Commissioners.

### **Eligible Use of Funds:**

1. Marketing-related costs, including personnel, materials and advertising.
2. Feasibility studies that will have outcomes within a minimum 2-year period.
3. Project-related costs, including items that clearly promote the Port and the Port's district.

### **Ineligible Use of Funds:**

1. Capital funding, fixed assets, campaigns or endowments.
2. Programs or services mandated by law.
3. Projects/programs already in progress or completed.
4. Loan programs or loan pools.
5. Research projects or internships.
6. Training and/or travel expenses; meals.

### **Priorities:**

1. Projects or programs that will demonstrate quantitative results from the Port grant funding related to public relations for the Port Authority.
2. Projects or programs that are effectively leveraging multiple funding sources.
3. Projects or programs that demonstrate overall positive economic impacts that benefit the City of Red Wing.