



**RED WING PORT AUTHORITY  
APPLICATION  
PUBLIC RELATIONS GRANTS**

Date of Application: \_\_\_\_\_

Name of Organization (Legal Name): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Federal Tax ID# \_\_\_\_\_ State Tax ID# \_\_\_\_\_

Tax Status: \_\_\_ 501(c)(3); \_\_\_ Unit of Government; \_\_\_ Public Agency;  
\_\_\_ Other: \_\_\_\_\_

Date Established: \_\_\_\_\_

**Grant Request (Amount):** \$ \_\_\_\_\_

**Match (Amount):** \$ \_\_\_\_\_

Match #1 (From): \_\_\_\_\_

Match #2 (From): \_\_\_\_\_

Match #3 (From): \_\_\_\_\_

**Project Title:** \_\_\_\_\_

**General Project or Program Description:**

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Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**How Does this Project or Program Help Promote the Port Authority?**

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**What is the Positive Economic Impact of This Project or Program to Red Wing?**

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**Additional Information Attached and To Be Provided:**

1. The “Public Relations Grant Guidelines”, as adopted by the Red Wing Port Authority on March 6, 2018 is attached.
2. Attach any pertinent information to this application, such as a Project or Program flyer.

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I declare that the information provided on this application and the accompanying exhibits is true and complete to the best of my knowledge. I understand the Red Wing Port Authority has the right to verify this information and will be in contact with those individuals and institutions involved in the proposed project.

By: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

**Submit completed application to:**

Red Wing Port Authority  
Attention: Shari Chorney, Business Development Manager  
419 Bush Street, Red Wing, MN 55066  
Direct: (651) 385-3639  
Email: [Shari.Chorney@ci.red-wing.mn.us](mailto:Shari.Chorney@ci.red-wing.mn.us)

# 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.