

# **AGENDA ITEM**

**Committee of the Whole Meeting date:** February 4, February 17

**Council Meeting date:** March 3

**ITEM:** – Review and approve application process for use of Mae Ward fund

## **DETAILED DESCRIPTION OF SUBJECT MATTER:**

March 3 Packet Update – The final revisions for the Mae Ward fund have been made based on past discussions with council.

Enclosed in your packet is the overview of the Mae Ward Fund. The intent of the document is to identify how the program will be administered and to provide transparency for operation of the fund.

Also enclosed with the packet, is a project application form and donation form for your review. Please review this draft forms. Please note the donation form uses the same format as the monetary donation form that the city uses.

Council has made a commitment to the Mae Ward Fund by allocating \$500 from the general fund to the Mae Ward Fund in the 2020 budget.

Staff is seeking approval of the Mae Ward Fund Guidelines, Project Application Form and the Donation Form by the end of March so projects can be completed in 2020.

**LIST ALL SUPPORTING DOCUMENTATION ATTACHED: Mae Ward Fund Overview**

**ACTION REQUESTED OF COUNCIL: Review and approve application process for use of Mae Ward fund**



## **Mae Ward Fund Guidelines**

### **Purpose**

The Mae Ward Fund was established to fund projects that enhance the beauty of public places in Columbus. Completing projects that beautify Columbus will make our community a better place to live, work, and play. Research shows a visually appealing community increases property values, attracts businesses, and improves the community's image. This document was created to provide a transparent framework regarding how the Mae Ward Fund will raise funds and identify projects.

### **Background**

The fund was established due to the generosity of Mae Ward, who donated money to the City of Columbus for projects that beautify Columbus. These funds are held in trust and are specifically meant to be used for beautification of the city. Currently each request for use of these funds is heard on a case by case basis with the Council as the approving body.

### **Eligible Activities**

Eligible Projects for the Mae Ward Beautification Fund include:

- Purchase of plants and flowers for parks and public areas
- Enhancement of the streetscape throughout Columbus
- Encourage litter control by providing trash and recycling receptacles in parks and public areas
- Develop and update Gateway signage near entrances of the city
- Other items identified by City Council

Projects on private property are not eligible for Mae Ward Funding.

### **Education and Fundraising**

The city will complete an educational and fundraising effort for the fund in May of each year. This effort will be held in May to coincide with the Redbud trees being in full bloom throughout the city. The purpose of the educational effort is to inform the public of the purpose of the fund and to highlight recent and upcoming projects funded by the Mae Ward Fund. To kickoff the fundraising effort the City of Columbus should make a contribution to the Mae Ward fund. The city will utilize the city webpage, social media and local print media to inform the public of upcoming projects and the benefits of donating to the fund. Donations made to the fund are tax deductible. The city will issue a letter to each donor thanking them for the donation and the letter should be kept for tax purposes.

### **Annual Report**

The city shall complete an annual report that will review all program activities for the previous year. The report will identify the total amount of money raised by the fund and will recognize donors that contribute to the fund. If a donor wishes to remain anonymous, they will not be included in the report. Also, the report will recognize individuals and organizations that volunteered time to complete a project. The annual report shall be provided to the COW no later than each spring.



## **Mae Ward Fund Guidelines**

### **Budget Process**

The city will identify projects in the fall of each year to develop the program budget. Projects will be selected for the program budget based on the availability of funding and the level of commitment by a project sponsor.

A program budget will be completed annually to identify projects in the upcoming year. The program budget would identify projects and their projected costs to complete the project. In addition, the budget will identify the source of materials and who will install the project. In addition, the budget should consider any ongoing maintenance or storage of materials that might be needed as a result of the project. The COW shall review the draft program budget before the city budget is adopted.

### **Project Sponsor**

Eligible project sponsors include community organizations, non-profit organization, youth development organization, faith based groups, volunteer groups, or individuals that demonstrate the ability to complete the proposed project.

### **Project Completion**

If DPW assistance is needed to complete a project, it shall be scheduled at a time convenient for DPW. To the maximum extent practical, the program should collaborate with eligible project sponsors for installation or maintenance of projects. Sponsors must demonstrate the ability to complete the proposed project proposed within 6 months.

### **Disbursement of Funds**

An invoice or receipt shall be provided before funds will be disbursed to project sponsors. The fund will not reimburse the project sponsor for any expenditures made before project approval.

### **Examples of Ongoing Projects**

- Street Banners as needed
- Order Flowers for hanging baskets and planters and installation (work with FFA for flowers)

### **Examples of Potential Projects**

- New Garbage/Recycling Cans in Public Spaces
- New or Improved Gateway Signage on Highway 73 and 89
- Design and Install Flowering Boxes for Manning Street Bridge as you enter Columbus on 16/60
- Landscaping Projects at City Parks



## Mae Ward Fund Guidelines

### MAE WARD PROJECT APPLICATION FORM

Project Sponsor: \_\_\_\_\_

Project Name: \_\_\_\_\_

Please attach a narrative that identifies how the project completed with these funds. In no more than one (1) page, please describe:

- How the funds will be used?
- How the project sponsor is capable of completing the proposed project? Include a list of other projects completed by the sponsor.
- Where is the project is located?
- Identify how the project will enhance beauty in the City of Columbus?

#### Project Budget

Activity	Requested Mae Ward Funds	Other Funding Sources*	TOTAL
			\$
			\$
TOTAL	\$	\$	\$

\*If applicable, please identify the other funding sources: \_\_\_\_\_

Will the project sponsor donate time for the completion of the project? Yes \_\_\_ No \_\_\_

Will there be ongoing maintenance because of this project? Yes \_\_\_ No \_\_\_

If yes, will the sponsor volunteer time to in future years for ongoing maintenance? Yes \_\_\_ No \_\_\_

Does the city need to contribute staff time for completion or maintenance of the project? Yes \_\_\_ No \_\_\_

If available, Please include the following information:

- Bids or Estimates of Project Costs
- Landscaping or Site Plan
- Other documents that may be requested by the City

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name



## Mae Ward Fund Guidelines

### MAE WARD FUND DONATION FORM

Donor Information:

NAME	
ADDRESS	
PHONE	
E-MAIL	

Donation Amount: \$\_\_\_\_\_

Are their restrictions on the use of the donation? Yes\_\_\_\_\_ No\_\_\_\_\_

If yes, please state what the donation shall be used for? \_\_\_\_\_

\_\_\_\_\_

Excess funds from restricted use donations will be kept in the Mae Ward Fund for future projects.

\_\_\_\_\_  
Donor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Donor Signature

\_\_\_\_\_  
Date

The City of Columbus will provide a letter to each donor to the Mae Ward Fund. The letter will formally thank each donor and provide a receipt for the donation to the fund. The donation is tax deductible and the donor should keep the letter for tax records.

**THANK YOU FOR DONATING TO THE MAE WARD FUND!**