



2018 COMMUNITY DEVELOPMENT PROGRAMS

**Plans & Progress
Sullivan Signs
Business-Friendly Zoning & Permitting**

Division of Planning & Community Development

Sullivan County Legislature

County Government Center

100 North Street

Monticello, New York 12701

Sullivan County Division of Planning & Community Development

2018 Community Development Programs



	Plans & Progress	Sullivan Signs	Business-Friendly Zoning & Permitting
Eligible Applicants	Sullivan County Municipalities, not-for-profit agencies and community organizations	Sullivan County Municipalities	Sullivan County Municipalities
Eligible Projects & Activities	<p>New initiatives advancing County and community goals, such as:</p> <ul style="list-style-type: none"> • tourism • historic preservation • agriculture • recreation, trails • community development 	<p>Signage upgrades and new installations, including:</p> <ul style="list-style-type: none"> • municipal welcome signs • historical markers • light and street pole banners • wayfinding signage 	<ul style="list-style-type: none"> • Adoption of incentives or zoning changes to facilitate quality commercial development • Procedural improvements to streamline the review process • Purchase and installation of review tracking software
2018 Available Funds	\$100,000 (maximum award: \$10,000)	\$75,000 (maximum award: \$7,500)	\$75,000
Required Applicant Match	50% (can be cash or in-kind services)	25% (can be cash, in-kind services, donated materials)	25% (must be in cash)
Project Timeline	Must be completed within 2 years of County resolution	Must be completed within 1 year of County resolution	Must be completed by December 31 st , 2018
Submission Deadlines	<p>Round 1: April 6th, 4pm Round 2: June 1st, 4pm Round 3: August 3rd, 4pm</p>	<p>Round 1: May 18th, 4pm Round 2: July 6th, 4pm</p>	<p>Round 1: May 18th, 4pm Round 2: July 13th, 4pm Round 3: September 14th, 4pm</p>
Contact	Shannon Cilento shannon.cilento@co.sullivan.ny.us	Shannon Cilento shannon.cilento@co.sullivan.ny.us	Shannon Cilento shannon.cilento@co.sullivan.ny.us

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Attachments

- A. Sign Design
- B. Application Form
- C. Third-party Certification Form

1.0 BACKGROUND

Over the past two decades, Sullivan County, through its Planning division, has been providing financial support and technical assistance to local municipalities and community organizations as an incentive to the completion of new projects promoting economic development, historic preservation, expansion of cultural programs and other County objectives. Initiated in the late 1990's as the Economic Development Assistance Program (EDAP), the program operated for a number of years as the Historic and Cultural Assistance Program before being refashioned in 2015 into the PLANS & PROGRESS Program. In its first three years, Plans and Progress has funded 62 projects, including park and trail improvements, a new chamber orchestra, historic building upgrades, municipal planning, marketing and website improvements, signage, and more. For 2018, the County legislature has authorized two new incentive programs to be administered by the Division of Planning and Community Development. While the projects eligible under Plans & Progress have been broad, these new programs are intended to promote specific activities: 1) new and upgraded welcome signage and historical markers, and 2) changes to local zoning codes and development review procedures in order to increase the efficiency and lower the costs of obtaining permits for new commercial development. As these activities now have their own County incentive programs, they will no longer be eligible activities under Plans & Progress.

This document provides guidelines for the three 2018 programs in one place. It contains a separate section on each program and also addresses universal requirements.

2.0 OVERVIEW OF PROGRAMS

Plans & Progress

The purpose of the PLANS & PROGRESS Program is to assist local municipalities and community and not-for-profit organizations throughout Sullivan County with projects related to tourism, community and economic development, image enhancement, trails development, health improvement, agricultural and farmland protection, and other county goals. The program supports new capital projects and initiatives and may not be used for operating expenses.

Sullivan Signs

The purpose of the SULLIVAN SIGNS Program is to assist local municipalities with enhancing the County's image, identity, and sense of place, and improving visitor experiences, through upgrades and additions to welcome signs, pole or street light banners, historical markers, wayfinding and other types of signage.

This program is open to municipal applicants only. Organizations and agencies such as local chambers of commerce, business associations or community improvement groups may participate through a partnership with the Town of Village in which they are located. Municipalities may apply for projects in connection with multiple entities, if desired.

Business-Friendly Zoning & Permitting

This program aims to incentivize changes to local zoning codes and development review procedures in order to increase the efficiency and lower the expense of obtaining permits for new economic development — and conversely to remove the barriers to small business development and expansion posed by cumbersome, unclear, and costly regulations and processes. Funding is available to support the costs of attorneys, planners and other professionals, permit tracking technology, and related expenses.

3.0 PLANS & PROGRESS PROGRAM

3.1 Funding

This program has been seeded with \$100,000 for FY2018 and applicants may apply for awards of up to \$10,000. The Division of Planning and Community Development will accept applications for the PLANS & PROGRESS Program on a rolling basis. Applications will be reviewed by a program committee, and awards made, up to three times during the calendar year. The first review will assess all applications received by 4:00 p.m. **April 6th, 2018**. The second round will look at applications received by 4:00 p.m. **June 1st, 2018** and a the third round will assess applications received by 4:00 p.m. **August 3rd, 2018**. The later round(s) of application reviews will take place only in the event there are funds remaining after the initial awards have been made.

It is the intent of the program to distribute funds throughout the county as broadly as possible, with a minimum of \$10,000 in funding to each of the County's 9 legislative districts. Funds that remain unallocated after review of the second round of applications will be released from geographic restrictions, and may be awarded based on need and compliance with program objectives regardless of project location. Funding is provided as a reimbursement once documentation of project completion and all incurred expenses are submitted. Successful applicants have two years from the time of the award to complete their projects.

3.2 Minimum Eligibility

In order to be eligible for the PLANS & PROGRESS Program, applications must meet the following minimum criteria:

- 3.2.1 The applicant organization must be either a municipality of Sullivan County or a not-for-profit agency or organization operating within Sullivan County that is not part of County government;
- 3.2.2 The proposed activity must be located within Sullivan County;
- 3.2.3 The funded activity must be a new and discreet project with a schedule and demonstrated outcome. Organizational operating expenses are **not** an eligible activity for program funding, **nor is funding for projects and/or programs traditionally undertaken on an annual basis.**
- 3.2.4 The applicant must demonstrate that at least 50% of the approved project/program cost will be provided by sources other than the PLANS & PROGRESS Program. Acceptable sources of matching funds include local, state and federal funding, in-kind services by municipalities or organizations, donations of materials and professional services from private for-profit businesses, and not-for-profit sweat equity. Funding recipients should review Section 11.0 below for requirements on documenting the match.
- 3.2.5 The proposed activity advances Sullivan County Planning goals, as identified in such County planning documents as the Sullivan County 2020 Plan, the draft Sullivan County Economic Development Strategy, the Sullivan County Agricultural and Farmland Protection Plan, the Comprehensive Coordinated Transportation Plan, and the draft Local Waterfront Revitalization Program (LWRP), and/or the

work of County task forces, committees and working groups, such as the Trails Task Force. Prospective applicants are encouraged to contact the Sullivan County Division of Planning and Community Development for assistance in identifying how their proposed activity relates to County plans and projects.

3.3 Preference Criteria

Projects that meet the minimum eligibility requirements will be ranked based on the degree to which they meet the following additional criteria:

- 3.3.1 The project is a stated County priority;
- 3.3.2 The project will enhance life in Sullivan County;
- 3.3.3 The project leverages County funding with matching funds higher than the required minimum 50%;
- 3.3.4 The project will result in a completed capital improvement within two years of the award, or will launch a new program or service within two years of award;
- 3.3.5 The applicant has a demonstrated track record;
- 3.3.6 The project has demonstrated support from the host municipality and the broader community;
- 3.3.7 Impacts of the project will extend beyond the host community;
- 3.3.8 Impacts of the project will be long term;
- 3.3.9 Impacts of the project will be measurable.

3.4 Ineligible Projects

The following projects and activities are not eligible for funding under this program:

- 3.4.1 Organizational operating expenses.
- 3.4.2 Projects and/or programs traditionally undertaken on an annual basis.
- 3.4.3 Any component of a project for which work has commenced prior to approval by the County Legislature of PLANS & PROGRESS award.

3.5 Selection Process

Applications will be reviewed by a committee consisting of:

- The County Manager, or designee
- The Commissioner of Planning and Community Development, or designee
- The Grants Administration Supervisor, or designee
- Two representatives from organizations engaged in economic development, tourism, and community enhancement in Sullivan County

Committee recommendations will be presented to the County Legislature for review and authorization. Funding of the particular project shall only be authorized upon resolution of the County Legislature.

3.6 Contact

For questions regarding the PLANS & PROGRESS Program, or assistance with project development, please contact Shannon Cilento, Community Development and Grants Planner, at Shannon.Cilento@co.sullivan.ny.us or (845) 807-0529.

4.0 SULLIVAN SIGNS PROGRAM

4.1 Funding

\$75,000 in funding is available for the 2018 program year. Eligible project costs include design, production and installation. The program requires an applicant match of at least 25% of the total project cost, which may be provided as cash, in-kind services and/or donated materials. There is no maximum award; efforts will be made to distribute funds to achieve the greatest visible impact.

Funding is provided as a reimbursement once documentation of project completion and all incurred expenses are submitted. Successful applicants have one year from the time of the award to complete their projects.

The County Division of Planning and Community Development will accept applications for the SULLIVAN SIGNS Program on a rolling basis. Applications will be reviewed by a program committee that will recommend awards to the County Legislature. For 2018, the first review will assess all applications received by 4:00 p.m. **May 18th, 2018**. The County encourages all municipalities to take advantage of this program. To the extent the total funds are not expended in the first round there will be a second round. The second round will look at applications received by 4:00 p.m. **July 6th, 2018**.

4.2 Minimum Eligibility

In order to be eligible for SULLIVAN SIGNS monies, applications must meet the following minimum criteria:

- 4.2.1 Applicants must be a municipality within Sullivan County. It should be noted that projects may be developed and carried out in conjunction with one or more not-for-profit or community organizations; however, the municipality must take responsibility for all project commitments, including submitting project vouchers, receiving of the awarded funding and any third party reimbursements if applicable;
- 4.2.2 The proposed activity must be located within Sullivan County;
- 4.2.3 The applicant must demonstrate that at least 25% of the approved project cost will be provided by sources other than the SULLIVAN SIGNS Program. Acceptable sources of matching funds include local, state and federal funding, in-kind services by municipalities or organizations, donations of materials and professional services from private for-profit businesses, and not-for-profit sweat equity. Successful applicants are directed to Section 11.0 below for requirements on documenting the match.

4.2 Eligible Activities

Projects supported by SULLIVAN SIGNS can take a variety of forms, as outlined below:

- New or updated municipal welcome signage at visible entryways to towns, villages, or hamlets;
- Municipal welcome banners placed on streetlamps or telephone poles in Main Street districts or central business corridors;

- New or updated wayfinding signage directing visitors to local public attractions or areas of interest;
- New or restored historical markers describing historic places or events throughout the County.

4.3 Ineligible Activities

- Signs promoting individual businesses. Any wayfinding signage should direct visitors to public places of interest, such as village and hamlet centers or central business districts, parks, museums, or other non-commercial attractions.

4.4 Preference Criteria

Projects that meet the minimum eligibility requirements will be ranked based on the degree to which they meet the following additional criteria:

- 4.4.1 The project will reflect individual community character of towns, villages, and hamlets in Sullivan County. This can be accomplished through inclusion of a logo, a slogan, or a local image or icon which serves to create a sense of place;
- 4.4.2 The project promotes Sullivan County identity – for example, municipal signs at County borders that note the transition into Sullivan County as well as the Town;
- 4.4.3 The project demonstrates strong sign design. Please see Attachment A for general guidance on sign design. All projects receiving a Sullivan Signs award must obtain design approval from the Division of Planning before proceeding;
- 4.4.4 The project is ready for implementation (i.e. has complete designs);
- 4.4.5 Impacts of the project will be long term;
- 4.4.6 If the project is a new historical marker, the applicant has demonstrated good condition and maintenance of any existing historical markers.

4.6 Selection Process

Applications will be reviewed by a committee consisting of:

- The County Manager, or designee
- The Planning Commissioner, or designee
- The Director of Parks, Recreation, & Beautification, or designee
- Two representatives from organizations engaged in economic development, tourism, and community enhancement in Sullivan County.

Committee recommendations will be presented to the County Legislature for review and authorization. Funding shall only be authorized upon resolution of the County Legislature. Any project activities undertaken or costs incurred prior to legislative authorization are not eligible for reimbursement.

4.7 Contact

For questions regarding the SULLIVAN SIGNS Program, or assistance with project development, please contact Shannon Cilento, Community Development and Grants Planner, at Shannon.Cilento@co.sullivan.ny.us or (845) 807-0529.

5.0 BUSINESS-FRIENDLY ZONING & PERMITTING PROGRAM

5.1 Funding

\$75,000 in funding is available for the 2018 program to support expenses for short-term municipal projects such as identifying and implementing procedural improvements to streamline review processes, purchasing review tracking software, adopting incentives to facilitate quality economic development, and amending zoning to eliminate outmoded or unnecessary requirements. The program requires an applicant cash match of at least 25% of the total project cost. There is no maximum award; efforts will be made to distribute funds to achieve the greatest impact. This is a reimbursement program. Funding is provided as a reimbursement once documentation of project completion and all incurred expenses are submitted.

Applications for the Business-Friendly Zoning & Permitting Program are due on **Friday, May 18th at 4pm**. Applicants must contact the Division of Planning and Community Development to discuss their project prior to making an application. The County encourages all municipalities to take advantage of this program. To the extent the total funds are not expended in the first round there will be a second round. The second round will look at applications received by 4:00 p.m. **July 13th, 2018** and the third round will assess applications received by 4:00 p.m. **September 14th, 2018**. The later round(s) of application reviews will take place only in the event there are funds remaining after the initial awards have been made. Project timelines will be agreed upon after Legislative authorization of the awards.

5.2 Minimum Eligibility

In order to be eligible for the Business-Friendly Zoning & Permitting Program, applications must meet the following minimum criteria:

- 5.2.1 The applicant must be a municipality of Sullivan County;
- 5.2.2 The applicant must provide a cash match equal to or greater than 25% of total project cost;
- 5.2.3 The applicant has reviewed the proposed project with Division of Planning staff prior to submitting the application.

5.3 Eligible Activities

Projects supported by the Business-Friendly Zoning & Permitting Program can take a variety of forms, including:

- Adoption of incentives to facilitate quality commercial redevelopment, such as tax exemptions for business investment properties under RPTL § 485-b;
- Review and analysis of variances given over the past several years to identify reoccurring issues seen by the Zoning Board of Appeals, and zoning code amendments to address those issues and reduce the need for variance applications;
- Zoning changes to expedite certain activities, such as:
 - allowing for vacant buildings to be used for their original intended use without the need to obtain a special use permit;

- exempting ADA-upgrading projects from bulk standards and setback requirements;
- Procedural improvements to streamline the permit review process;
- Purchasing and installing permit tracking software (Please note, any software supported by this program must include capabilities to track code enforcement as well as building permits);
- Development, production and dissemination of materials to communicate local processes and regulations to prospective applicants, such as zoning maps, process maps, pamphlets and/or brochures, website improvements, electronic codification (“e-code”), etc.

Reimbursable expenses include the costs of legal, consulting and other professional services, as well as materials.

5.4 Preference Criteria

Projects that meet the minimum eligibility requirements will be ranked based on the degree to which they meet the following additional criteria:

- 5.3.1 The applicant demonstrates a need for funding and documents the issue to be addressed by the proposed project;
- 5.3.2 The proposed project offers an effective solution to the issue(s) identified;
- 5.3.3 The project demonstrates consistency with local comprehensive plans;
- 5.3.4 The project leverages County funding with matching funds; the more matching funds, the higher the ranking;
- 5.3.5 The project promotes economic development within the County.

5.5 Selection Process

Applications will be reviewed by a committee consisting of:

- The County Manager, or designee
- The Planning Commissioner, or designee
- Two representatives from organizations engaged in economic development in Sullivan County

Committee recommendations will be presented to the County Legislature for review and authorization. Funding shall only be authorized upon resolution of the County Legislature. Any project activities undertaken or costs incurred prior to legislative authorization are not eligible for reimbursement.

5.6 Contact

For questions regarding the Business-Friendly Zoning & Permitting Program, or assistance with project development, please contact Shannon Cilento, Community Development and Grants Planner, at Shannon.Cilento@co.sullivan.ny.us or (845) 807-0529.

6.0 AVAILABILITY OF FUNDS

These programs are *reimbursement* programs. To receive funds, participants must document expenditures and any required matches, as defined and outlined in Section 11.0.

- 6.1 Funding will be tied to project cost. If the actual project expenditures are less than projected in the application, funding may be reduced accordingly.
- 6.2 Successful applicants are strongly encouraged to review County requirements for documentation of project costs and the required match. These are discussed below under Section 11.0.
- 6.3 All eligible services for reimbursement must be incurred after the date of the project authorization by the Sullivan County Legislature.
- 6.4 The Committee has the sole discretion to determine how much, if any, of an applicant's request is to be approved. The County Legislature may amend these guidelines from time to time.

7.0 THE APPLICATION

Applications should be made using the application form provided below, and providing supplementary material as appropriate. Applications may be submitted in one of the following ways:

- Complete and submit the application on-line via a fillable PDF form on the Sullivan County website. The application form may be found on the Planning Division page, under Technical Assistance and Funding Programs.
- Submit the application and supporting documentation as email attachments to Planning@co.sullivan.ny.us. If desired, contact the Division of Planning and Community Development for a version of the application that may be completed in MS Word.
- Mail, or hand deliver, the printed application and supporting documentation to the **Sullivan County Division of Planning, Community Development and Real Property, County Government Center, 100 North Street, Monticello, NY 12701.**

8.0 TRACKING & PERFORMANCE REVIEW

The County Division of Planning and Community Development will be charged with preparing an annual report to the Legislature with information on the following:

- Activities to promote these programs
- Number of applicants and types of projects
- Awards made
- Performance of awardees and status of projects
- Identified benchmarks to track project impacts

9.0 CONTRACTS & AGREEMENTS

Sullivan County will require a contract with all program recipients for the Plans & Progress, Sullivan Signs, and Business-Friendly Permitting & Zoning programs, based on the sample provided below. Each contract will require an attached schedule of services (created by the Division of Planning, Community Development & Real Property) which details what the funding recipient will accomplish in order to receive reimbursement funding. **Applicants should review the contract prior to submission in order to ensure they will be able to comply with its requirements.**

PROGRAM
AGREEMENT BETWEEN COUNTY OF SULLIVAN
AND

AGREEMENT made as of the ____ day of _____, 2018, consists of the following terms and conditions:

1. **PARTIES:** This Agreement is by and between the County of Sullivan, a municipal corporation of the State of New York with its offices at the Sullivan County Government Center, 100 North Street, Monticello, New York 12701, hereinafter, designated as "County" and _____ with an address of _____, hereinafter designated as "Funding Recipient".
2. **SERVICES:** The Funding Recipient shall provide services as described in the Schedule of Services attached hereto as Schedule "A".
3. **PAYMENTS:** The County shall pay the Funding Recipient a total amount not to exceed \$_____.
4. **DOCUMENTATION:** The _____ Program is a reimbursement program. In order for the Funding Recipient to be eligible for the receipt of payment provided in Section No. 3 above, the Funding Recipient must submit a voucher to the Sullivan County Division of Planning and Community Development, together with proof of expenditures such as invoices, itemized receipts, copies of cancelled checks, records of in-kind services provided, Expense Certification Form, if applicable, and/or other fiscal information as may be required by the Office of Audit and Control and pursuant to the _____ Program guidelines.
5. **WAIVER OF LIABILITY:** The Funding Recipient shall defend, indemnify, and hold harmless the County, its officers, employees, and agents, against and from any and all losses, claims, actions, damages, expenses or liabilities, including reasonable attorneys' fees, as a result of a negligent act, omission or willful misconduct of the Funding Recipient, its employees, representatives, agents, subcontractors or assigns.
6. **INDEPENDENT CONTRACTOR:** The Funding Recipient agrees that its relationship to the County is that of an independent contractor and that neither it nor its employees or agents will hold themselves out as, nor claim to be, officers or employees of the County, or of any department, agency or unit thereof, and they will not make any claim, demand or application to or for any right or privilege applicable to an officer or employee of the County, including, but not limited to, Worker's Compensation coverage, health coverage, Unemployment Insurance Benefits, Social Security coverage or employee retirement membership or credit. The Funding Recipient shall not act as agent, or be an agent, of the County. As an independent contractor, the Funding Recipient shall be solely responsible for determining the means and methods of performing the services and

shall have complete charge and responsibility for the Funding Recipient's personnel engaged in the performance of the services. However, if any personnel of the Funding Recipient act in a manner that is detrimental to the County, the County may require the Funding Recipient to remove or replace such personnel with respect to the performance of services required.

7. **TERMINATION:** The County may, by written notice to the Funding Recipient effective upon mailing, terminate this Agreement at any time upon the Funding Recipient's default.
8. **MODIFICATION:** This Agreement may be modified only by a writing signed by both parties.
9. **AUTHORIZATION:** This Agreement is authorized by Resolution No. ____-18, adopted by the Sullivan County Legislature on _____, 2018.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date noted above.

[NAME OF FUNDING RECIPIENT]

COUNTY OF SULLIVAN

By:

By: Joshua Potosek, County Manager

APPROVED AS TO FORM

By: Assistant County Attorney

10.0 COMPLIANCE WITH APPLICABLE LAWS

Project must comply with the following requirements, as applicable:

Affirmative Action/Equal Employment Opportunity:

EQUAL EMPLOYMENT OPPORTUNITY POLICY STATEMENT

The County of Sullivan will take positive action to ensure equal employment opportunity without regard to age, race, religion, creed, color, national origin, sex, disability, marital status, and other non-merit factors in compliance with state and federal law.

The activities encompassed by the Affirmative Action Plan include advertising, recruiting, interviewing, testing, training, transfers, compensation, promotion, discipline, termination, employee benefits, supplier relations, access to programmatic benefits, and maintenance of Sullivan County facilities on a non-discriminatory basis.

Sullivan County will employ all necessary procedures to ensure that this employment policy continues to be fully supported and expects that all elected or appointed department heads, in all activities, undertake a personal commitment to assure themselves that the principles of equal employment opportunity are fully implemented in every action they take.

Sullivan County is committed to programs of Affirmative Action. Article 15A of the Executive Law pertains to

Minority and Women-owned Business Enterprises (MWBE) Equal Employment Opportunity (EEO). Municipalities will be required to document and certify their compliance with these regulations.

Environmental Review: Capital projects receiving funds under County community development programs shall meet the requirements of the State Environmental Quality Review Act, where applicable.

Historic Review: Any project that involves a building that is listed on the State or National Register of Historic Places must conform to the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. Approval of the scope of proposed work by the New York State Historic Preservation Office shall be required for all structures on the State/National Register.

Building Code Requirements: All relevant projects will need to comply with the Uniform Fire Prevention and Building Code and the American with Disabilities Act. A letter from the municipal building inspector or code enforcement officer stating that such conditions have been met shall be provided prior to project commencement.

11.0 DOCUMENTATION OF PROJECT EXPENSES & MATCH

In order to obtain the awarded funding under the reimbursement programs, funding recipients must provide detailed documentation of project activities and expenses, along with proof of the committed match. Please note the following documentation requirements; reimbursement payments cannot be processed without adequate documentation.

11.1 Proof of Purchase

Funding recipients will be required to submit proofs that the goods and services funded by the program have been provided. In order for proof to be accepted, the following information must be provided for each expense on either an invoice or a receipt:

- transaction date;
- an itemization of the materials and/or services provided;
- total cost;
- amount paid and the method of payment (such as cash, check, or credit card); and
- an indication that the balance has been paid in full.

Invoices and/or receipts should be on business stationary or forms and feature the name of the legal business entity along with other contact details including current address, phone, and email address.

The funding recipient should sign and date the completed invoice or receipt, indicating that all items were received.

Additionally, a signature of the vendor is required if the receipt has been hand written, if the payment has been made in cash, or if it is an invoice showing a balance due that has been marked as paid in full.

11.2 Proof of Payment

Because this is a reimbursement program, funding recipients must also provide proof of payment as well as proof of purchase. The required documentation will vary based on whether payment has been made by cash, check, credit card, or proof of expenditure or gift by a third party as further described below.

- 11.2.1 Cash Payments. If a purchase has been made in cash, funding recipients should have the vendor indicate on the invoice or receipt the amount of cash paid, and provide a signature.
- 11.2.2 Payments by Check. If the purchase has been made by check, then the funding recipient should submit a front and back photocopy of the cancelled check.
- 11.2.3 Credit Card Payments. If the purchase has been made by credit card, then reimbursement documentation should include a copy of the billing statement with the relevant purchase circled. Additional purchases that may appear on the billing statement but which are not part of this transaction may be redacted.
- 11.2.4 If goods and services are purchased and paid for by a third party, such as an approved project partner in a municipal application (see section 4.2.1 under the Sullivan Sign program), reimbursement is to be made through the municipal applicant. In addition to the proofs of expenditure detailed above, a signed certification of expenditure, included in these Guidelines as Attachment C, will be required.

11.3 Documentation of Match

The County community development programs require contributions by the funding recipient as outlined in program sections. Submissions for reimbursement must demonstrate that match requirements have been met. Documentation will vary depending on how the match has been provided, however, all submissions for reimbursement should include a statement detailing the total project budget, the portion of the budget to be considered as a match, and the source(s) of the match. Completion of the Expense Certification Form will be required, if applicable under Section 11.2.4.

- 11.3.1 Monetary contribution. Commonly referred to as a “cash match,” this type of match occurs when the funding recipient pays for a portion of the project cost. Any “cash match” should include proof of purchase and proof of payment, as detailed above in sections 11.1 and 11.2.
- 11.3.2 In-kind services. In-kind services are non-monetary contributions to a project that include, but are not limited to, organizational staff or volunteer time given to a project, the use of existing equipment, or the use of existing facilities. Documentation of in-kind services should be made by providing a spreadsheet or table with information on the service provided, date(s) provided, the value of the contribution, and how that value was calculated. The submission should include a signature of the organizational representative attesting to the execution and completion of the in-kind contributions. A sample table is provided below, followed by explanations for each column entry.

Description of Service	Date of Service	Staff, Equipment or Facility	Cost Basis (e.g. hourly rate)	Length of Service (e.g. hours worked)	Value of Contribution
Total Value of In-Kind Services					(sum of this column)

Description of Service: Information in this column should address the type of in-kind contribution (personnel time, equipment, or facilities) and, when relevant, the activities that were performed.

Date of Service: Each date on which services were provided should be given its own entry. So if an individual donated a total of 50 hours to a project spread but that time was spread over 10 days, there should be an entry for each of those 10 days.

Cost Basis: Hourly personnel rates should be based on salary. Volunteer contributions may be valued at a flat rate of \$25/hour. Professional services may be given a higher value, but should be documented per the requirements of 11.3.3 below, addressing donated goods and services.

Staff, Equipment or Facility: For most in-kind services, this column will feature the name of the individual providing the service. However, if the in-kind service involves use of equipment of a facility (e.g. the use of a Town Hall for a public meeting), the name of the equipment or facility should be indicated in this column.

Length of Service: This column should show the number of hours the service was provided on that date only.

Value of Contribution: This column should equal the cost basis times the length of service.

- 11.3.3 Donated goods and services. Calculation of the match may also include donated project materials (e.g. lumber, stone, paint) or services (e.g. installation, construction, design, promotion). These should be documented with a "receipt" for the goods provided by the donor, and containing all of the information required above for a proof of purchase (11.1).

11.4 Documentation of Project Completion

To assist the County in documenting and tracking the impact of this program, successful program participants are asked to provide documentation of their projects that can be used in reports. Such documentation may include, but is not limited to, before and after photos, project narratives, testimonials, news coverage, etc. Funding recipients may be asked to schedule a site visit with County staff during and/or after project completion.

Attachment A

Sign Design

Attachment A: Sign Design

The following are things to consider while preparing your sign designs and applications. The utilization of this criteria will result in a higher score in application review. We encourage applicants to think outside of the box and submit creative, thoughtful, and unique designs. The following focuses on municipal welcome signage, but the standards can apply to a variety of image enhancement campaigns.

1. Brand:

How will this sign reflect your community's unique character? What features or traits of your community do you want represented in your sign? Signs should feature something that distinctly represents your community, such as a logo, a slogan, or an image or icon.



2. Legibility

Too much information and poor font or color choices can make a sign difficult to read, especially if it's being read by someone driving by. The text of your sign should stand out against the background, and garish colors should be avoided. No more than two or three fonts should be employed.

3. Materials

The use of varied materials and three-dimensionality is highly preferred to give your sign depth. HDU, aluminum, and natural materials such as wood are encouraged. Vinyl should be avoided if possible. The base of your sign should be thoughtfully considered, as it contributes to the overall sign's aesthetic. Will the base be stone? Wood? Another local natural material?

4. Landscaping

Landscaping can greatly contribute to a sign's presence and design. Have you considered including plantings at your sign's base? What sort of color scheme do you want to apply? Will it complement the new sign?

5. Illumination

Do you intend to illuminate your sign so that it can be seen at all times? There are many different types of lighting style to choose from, such as gooseneck or uplights. No matter what type of lighting you choose, the lighting should be dark sky compliant and a sign should never be internally lit.



Attachment B
Application Form



Division of Planning and Community Development

Multiple Program Application: 2018

- I. PROGRAM APPLYING TO** Plans & Progress Business-Friendly Zoning & Permitting Sullivan Signs
- Have you talked to Planning staff to discuss your project? Yes No

II. APPLICANT INFORMATION

Name of Applicant Organization: _____

Contact Person: _____

Mailing Address: _____

Phone: ___-___-___ Email: _____@_____

Organizational Website: _____

Project Name: _____

Legislative district(s) that your project is located in (see map): 1 2 3 4 5 6 7 8 9

Total Project Cost: _____ Amount of County Funding Requested: _____

III. PROJECT DESCRIPTION *(attach additional pages if necessary)*

- 1) Describe what the funding will be used to accomplish and why it is needed.

- 2) Describe project locations and any permits that may be required, if applicable.

- 3) How will the project be managed and by whom? Please note whether subcontractors will be used, if applicable, and who will supervise the work.

- 4) Statement of Need. Why does this project need County funding? What issues will be addressed with this request?

IV. PROJECT SCHEDULE

- 1) What is the project's estimated start date? _____
- 2) When do you anticipate completing the project? _____
- 3) Please note any issues/concerns that may alter the proposed project schedule.

V. PROJECT BUDGET

1) Project Cost. Provide an itemized project budget in the table below. Use additional pages if needed.

Item	Cost Estimate	Source of Cost Estimate (1)	Source of Cost Estimate (2)
TOTAL PROJECT COST			

- 2) Project Match. The applicant match requirement is below. Match above the required amount will be reviewed favorably.
Plans & Progress: 50% (cash & in-kind) **Sullivan Signs: 25%** (cash & in-kind)
Business-Friendly Zoning & Permitting: 25% (cash)

- a. What percentage of the total project cost will be provided as a match? ____%
- b. Provide a breakdown of how the match will be provided, using the table below.

Match Type	Estimated Value of Match	Source(s)	Basis for Estimate
Monetary Match			
In Kind Services to be provided by organizational staff and/or volunteers			
Donated Goods or Services			
TOTAL MATCH VALUE			

- 3) Use of Funds. How will the County funding be used? i.e. which project elements will be implemented with County incentives?

VI. PROJECT SPECIFIC QUESTIONS

PLANS & PROGRESS

- 1) This request is for a: capital project, new program or initiative, or other (please specify)

- 2) Describe how the project will contribute to meeting the long-term planning goals of the county and/or the host community. Sullivan County planning documents are available online at the Division of Planning page on the County website.

SULLIVAN SIGNS

- 1) What is the status of the proposed project?
 At the concept stage
 Preliminary Design
 Final Design

BUSINESS FRIENDLY ZONING & PERMITTING

- 1) This project result in code amendments, procedural improvements, or other (please specify)

Describe how the project will contribute to County economic development.

VII. ATTACHMENTS

Please note any supporting documentation on the project that will accompany this application:

- Additional project information such as location photographs, plans and designs, scope of work for contractors, etc.
- Evidence of meeting County and/or municipal objectives, such as excerpts of planning documents, documentation of public meetings, board minutes, etc.
- Project support (e.g. municipal resolutions, letters of support, newspaper articles, etc.)
- Additional budget detail (e.g. budget spreadsheets, copies of estimates, consultant proposals, bid documents, etc.)
- Background material on the applicant organization and/or individuals managing the project.

SIGNATURE OF AUTHORIZED REPRESENTATIVE

PRINT NAME

Date

Attachment C

Third-party Certification Form



2018 Community Development Programs – Certification

I, _____, on behalf of _____,
(Individual incurring expense) (Municipality)

certify that the receipts attached hereto are for _____

_____ and represent true and accurate records of

expenses incurred in the performance of a project approved by the Sullivan

County Legislature as part of the 2018 Sullivan Signs Program.

I understand that the County is not responsible for the reimbursement of any expenses incurred by me, and that reimbursement, if required, shall be the sole responsibility of the municipality for which I incurred these expenses.

Signature

Title

Print Name

Date

Signature of Municipal Applicant

Date