



## City of Muscatine



### AGENDA ITEM SUMMARY

DATE: August 5, 2021

#### STAFF

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Jodi Royal-Goodwin, Community Development Director

#### SUBJECT

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Request to Accept the Community Heart & Soul Seed Grant from the Orton Foundation and Authorize Execution of the Grant Agreement.

#### EXECUTIVE SUMMARY

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Presented for City Council's consideration is a request to accept a grant and authorize execution of the grant agreement. The City has been awarded a \$10,000 seed grant from the Orton Foundation. Funds will support the Community Heart and Soul community engagement initiative.

#### STAFF RECOMMENDATION

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Staff recommends Council accept the grant and authorize execution of the grant agreement.

#### BACKGROUND/DISCUSSION

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The Orton Foundation, doing business as Community Heart and Soul, offered seed grants for communities to initiate resident engagement initiatives using the Community Heart and Soul model. The Community Development Department had planned to utilize the Heart and Soul model to inform neighborhood revitalization efforts in the Grandview Corridor and the Comprehensive Plan update, which should start in the next 24 months.

Seed grants are for up to \$10,000 and can be used for virtually any expense to support the planning phase of the program. The grant does require a dollar-for-dollar match, and the City had allocated \$7,500 for an intern to serve as project coordinator. The Community Foundation of Greater Muscatine will contribute \$2,500.

#### CITY FINANCIAL IMPACT

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All funding required to match this grant has been allocated or secured.

#### ATTACHMENTS

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Grant Agreement

COMMUNITY HEART & SOUL® GRANT AGREEMENT  
between  
THE ORTON FAMILY FOUNDATION  
and

Grantee: City of Muscatine, Iowa  
Contact Person: Jodi Royal-Goodwin  
Contact Phone: 563-262-4141  
Contact Email: jroyal-goodwin@muscatineiowa.gov

Grant Manager: Erik Ortiz  
Grant Manager Phone: 802-495-0864  
Grant Manager Email: eortiz@orton.org

This Grant Agreement sets forth the terms and conditions upon which the Orton Family Foundation, doing business as Community Heart & Soul, and herein after referred to as CH&S, with offices at 120 Graham Way, Suite 126, Shelburne, VT 05482, will make a grant to City of Muscatine ("Grantee") with offices at 215 Sycamore Street, Muscatine, Iowa 52761, for the purposes specified in the following Grant Scope (Attachment A) and the agreement of the Grantee to comply with those terms and conditions.

#### 1. GRANT PURPOSE

To support the implementation of the Community Heart & Soul® model in Muscatine by supplementing the resources committed by Grantee and additional stakeholders. This grant supports activities outlined by the Community Heart & Soul model.

Community Heart & Soul is a model for community development for small cities and towns. Community Heart & Soul is based on three guiding principles: Involve Everyone, Focus on What Matters, and Play the Long Game. There are four phases to the model. Most towns take approximately two years to complete Community Heart & Soul. Key milestones are identified in Grant Scope (Attachment A).

#### 2. GENERAL TERMS

Grant: This grant may be used to fund any Heart & Soul activities including compensation of a Heart & Soul Coach and/or Project Coordinator as well as other project expenses.

Grant Period Dates: July 16, 2021-July 17, 2022

Grant Amount:\$10,000

Financial Narrative & Reports: Annual expenditures by budget category as outlined in Part 1 of Grant Scope (Attachment A) to be submitted within one year of receiving funds. See Section 7 below for reporting requirements.

Payment Schedule: Upon complete execution of this agreement: \$10,000 grant funds will be distributed in one lump sum.

## TERMS AND CONDITIONS OF GRANT

### 3. ACCEPTANCE OF GRANT

The grant from CH&S is for the explicit purpose(s) described in the Grant Scope (Attachment A) and is subject to Grantee's acceptance of the terms and conditions and Grantee's execution of this Agreement. It will be the responsibility of the Grant Manager to follow through with expenditure of funds in accordance with the Grant Scope (Attachment A). Grant Manager is responsible for reporting any changes in the program/project as described in the Grant Scope (Attachment A). This includes changes in Grantee status, contact information, or if any other situations occur that prevent the execution of this agreement.

### 4. NONDISCRIMINATION

Grantee agrees that, in the performance of this Agreement, it will not unlawfully discriminate in its employment practices, volunteer opportunities, or the delivery of programs or services, on the basis of race, religion, gender, national origin, age, medical condition, handicap, veteran status, marital status, or sexual orientation.

### 5. RELEASE OF GRANT FUNDS

This grant is for the purposes stated in the Grant Scope (Attachment A). Funds will be disbursed to Grantee upon receipt of the duly executed Agreement.

### 6. REQUIREMENTS

- a. Grantees are required to provide a dollar for dollar cash match. This MOU confirms that a cash match is available and the source of this match is from the City of Muscatine (\$7,500 and the Community Foundation of Greater Muscatine (\$2,500). The use of these funds is restricted to project expenses including Project Coordination, Project Coaching and Program expenses.
- b. Grantees must hire a Community Heart & Soul Coach.
- c. Grantees must initiate Community Heart & Soul with a Phase 1 Training within 6 months of receipt of funds.

### 7. REPORTING TO CH&S

Grantees are expected to participate in a six-month review with Community Heart & Soul staff. In addition, grantees will be asked to complete a final report within a year of receiving funds. The final report will include a financial report on the use of funds by category.

Grantee will furnish CH&S with a record of expenditures. The final record of expenses must add up to or exceed the grant total of \$10,000 by the end of the grant term. Funds that are not used by Grantee will be returned to CH&S, as outlined in Section 9, Reversion of Grant Funds; Termination.

In addition, for the final grant report, Grantee will furnish no more than a one-page narrative describing 1:1 matching funds to support the funded Community Heart & Soul project. Such reports shall supply sufficient information as necessary for CH&S to determine that the grant is being used for the purposes intended and for the Foundation to fulfill its own public reporting responsibilities. A copy of each of the required reports shall be sent to Erik Ortiz, [eortiz@orton.org](mailto:eortiz@orton.org). CH&S staff may contact Grantee to arrange site visits to review current grant activities.

## 8. GRANT MODIFICATIONS

The General Terms of this Grant Agreement and Grant Scope (Attachment A) may be modified only with CH&S's prior written approval. Modification requests shall be sent to Erik Ortiz, [eortiz@orton.org](mailto:eortiz@orton.org).

In the event that grantees have not expended all funds within a year of receiving funds, an extension may be requested.

## 9. REVERSION OF GRANT FUNDS; TERMINATION

Grantee or Grant Manager will immediately return to CH&S any unexpended funds at the close of the grant period. Funds also shall be promptly returned if any of the following apply: if the CH&S elects to terminate the grant in accordance with Paragraph 8(b) below; or bankruptcy or insolvency of Grantee.

Additionally, the following conditions shall apply:

(a) No funds provided by CH&S may be used by Grantee to participate in or intervene in any political campaign or to support any attempt to influence legislation through (i) an attempt to affect the opinions of the general public or any segment thereof or (ii) communication with any member or employee of a legislative body, or with any government official or employee who may participate in the formulation of legislation, other than through making available the results of nonpartisan analysis, study or research. No portion of the grant funds shall be used for purposes not clearly identified as charitable under the law. Expenses charged against this grant may not be incurred prior to the date on which the grant period begins or subsequent to its termination date. Grantee is responsible for the expenditure of funds and for maintaining adequate supporting records consistent with generally accepted accounting practices.

CH&S staff may examine Grantee's financial record keeping and accounting procedures at any time and Grantee will respond to such a request in a timely manner.

(b) CH&S reserves the right at any time to terminate this grant if, in its sole discretion, it shall determine that Grantee has made any misrepresentations, has in any way misappropriated grant funds, or has done anything inconsistent with the Grant Agreement including, but not limited to, any special conditions of the grant or if any situation occurs that prevents the execution of the Agreement.

## 10. PUBLIC ACKNOWLEDGMENT

Foundation will review and approve all communications/announcements related to the grant award prior to release to the public/media including, but not limited to, press releases, social media content (Facebook, Twitter etc.), web site posts. Grantee agrees to credit Community Heart & Soul in any press releases, presentations, documents, PowerPoints, websites or announcements related to Community Heart & Soul work. Foundation will provide boilerplate copy and logos for this purpose. CH&S requests that its staff are notified of any media coverage related to Community Heart & Soul by contacting our Communications Team, [communications@communityheartandsoul.org](mailto:communications@communityheartandsoul.org).

## 11. PROPRIETARY INFORMATION; INTELLECTUAL PROPERTY; PATENTS

Grantee understands and acknowledges that Community Heart & Soul is a unique brand as related to the CH&S work with small towns and cities. Hence, Grantee grants to CH&S the unrestricted right to use all information, books, materials, publications, articles, case studies,

models, PowerPoints, presentations, websites, etc, ("Products") developed by Grantee in relation to the attached Grant Scope (Attachment A) for replication and dissemination purposes.

Grantee may use without restrictions, beyond those specified in this Grant Agreement, the Products developed in accomplishment of the Grant Scope for any future use so long as use of said Products does not undermine CH&S's proprietary ownership of and ability to perpetuate its unique Community Heart & Soul brand and work.

Grant funds shall not be used for activities which may lead to the award of a patent unless Grantee has first entered into a written agreement with CH&S which specifies the name in which any patent awarded will be taken and avoids the possibility that grant funds will be used for private benefit. No application shall be filed for a patent arising out of grant-funded activities without prior written consent of CH&S, which consent will be conditioned as necessary to avoid private benefit from the use of grant funds. CH&S agrees to properly attribute authorship in the use, reproduction or publication of any information developed under this award, and further agrees to include copyright notice, in any of its publications, or any copyrighted materials.

#### 12. LIMIT OF COMMITMENT

This Grant is made with the understanding that CH&S has no obligation to provide other or additional support for this project; nor does this Grant represent any commitment to, or expectation of, future support from CH&S for this or any other project of Grantee.

Grantee hereby accepts and agrees to the terms and conditions of this Grant Agreement.

In signing this document, Grantee acknowledges that s/he has been authorized by Grantee to sign on its behalf and that s/he has read and understands the entire Grant Agreement. The Grant Agreement shall not take effect until CH&S has received a signed copy from Grantee.

#### 13. GOVERNING LAW

This Grant Agreement is subject to and shall be interpreted in accordance with the laws of Vermont.

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City of Muscatine, Grantee Contact Jodi Royal-Goodwin

Date

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Orton Family Foundation, Executive Director, Mark Sherman

Date

## Attachment A: Grant Scope

This grant supports activities outlined by the Community Heart & Soul® Milestones. This grant is intended for all Heart & Soul activities as outlined in Part I and Part II of Attachment A.

### PART I. APPROVED HEART & SOUL BUDGET EXPENSES

#### 1. Personnel

Grant funds may be used to compensate a Heart & Soul Coach and/or Project Coordinator. Grantees are required to hire a Heart & Soul Coach who will provide training and mentorship in the Community Heart & Soul model.

#### 2. Office/Admin

The office/admin section of the budget covers costs such as:

- Telephone and internet: Telephone and internet may not be an added expense for projects that have an existing office and staff. However, it is included in case towns want to budget for a cell phone for the Project Coordinator.
- Postage: Some towns find that mass mailings are an effective means to get the word out about activities. This tactic can be expensive depending on the number of households and whether the Heart & Soul Team is able to use a bulk mail permit. Partnering with a nonprofit on a bulk mailing permit can help save costs. Many cities and towns put flyers and notices in utility bills at low cost.
- Printing and copying: This line item includes the cost of all printing for the Heart & Soul Team.
- Meeting space rental: For modest costs related to facility rental for instances when the Heart & Soul Team is looking to use a space for a community-wide event or large meeting.
- Permanent office space: Office spaces are sometimes donated by partners or the town, but some communities choose to rent a space that is accessible to the public and is unaffiliated. In some cases, Heart & Soul towns will pay to rent office space. This can be a significant additional expense, especially if Heart & Soul needs to cover liability through insurance, and if there are utility costs like water, heat, etc.
- Office supplies: notepads, pens, highlighters, and other office supplies related to event supplies below.

#### 3. Marketing Tools

The Marketing Tools budget includes expenses such as: website, advertising, graphic design, collateral materials, etc.

- Website: Website costs are typically minimal for Heart & Soul Teams as there are many options for creating free sites. In some cases, information about Heart & Soul can be placed on an existing website. This line item is intended to cover the cost of a unique domain name for Heart & Soul, including email addresses, which is typically about \$150-200 for two years.

- Advertising: These costs include paid advertising in print and online media outlets, including social media. Some towns use Facebook and pay to boost H&S related posts.
- Promotional materials: This line item includes the design and production of promotional materials such as banners, flyers, table tents, etc.
- Media consultant: Teams sometimes choose to hire a professional videographer, video editor, or photographer to support project activities. The budget is modest, as many communities secure pro bono support for these activities.
- Professional design of project-related publications: This can include final community summary, infographics, action plan, community storybook, etc.

#### 4. Food and Beverages

- Food & beverages for trainings and team meetings: Most Heart & Soul efforts have food at meetings and trainings. To minimize costs, the team can strive to do potluck-style meals.
- Food & beverages for events: Most towns can secure in-kind support from restaurants and residents to have food and beverages at events. It is recommended that there is a budget for food and beverages, especially for cases where a caterer or other licensed food service provider is required by a particular venue.

#### 5. Supplies

- Story gathering/sharing/listening: A modest budget for supplies is helpful to ensure story gatherers have the necessary materials, including a clipboard and voice recorder. Many volunteers use the voice recorder on their smartphones to capture stories.
- Incentives: A budget for incentives can help ensure the harder-to-reach voices come to community events. Incentives may include gift cards, child care, prizes, transportation, etc. This line item can also cover costs of volunteer recognition gifts.
- Event supplies: Supplies for block parties and other community events fall under this line item and may include larger expenses (like grills and bouncy castles) as well as some of the smaller costs (decorations, paper goods, post-it notes, sticky dots, markers, flip charts, etc.).
- Implementation of action ideas: Your team may want to take small, early actions in the community to demonstrate what Heart & Soul is all about, or how it fits into existing work in the community. This line item could include things like purchasing flowers to plant downtown, sponsoring a youth contest, or supplies for a creative storytelling event hosted by another group.

#### 6. Subscriptions and Fees

- Festival/fair/market vendor fees: Many Heart & Soul Teams choose to have booths at local fairs and markets—there is often a fee to participate in these events, though many will offer a nonprofit discount for community groups.
- Dues: Heart & Soul Teams often join the local chamber or other membership organizations to connect with the business community and business-owners.
- Subscription services: This line item is intended to cover or defray costs for subscription services such as project management software, online file storage, online surveys, etc.





## PART II. SCOPE OF WORK IN THE COMMUNITY HEART & SOUL MODEL

# COMMUNITY HEART & SOUL MILESTONES

Getting Started	Phase 1: Imagine (Approx. 2-3 months)	Phase 2: Connect (Approx. 6-8 months)	Phase 3: Plan (Approx. 4-6 months)	Phase 4: Act (Ongoing)
<p>Community members:</p> <ul style="list-style-type: none"> <li>□ Came together to learn about Community Heart &amp; Soul</li> <li>□ Inventoried and explored community strengths and opportunities</li> <li>□ Identified formal and informal groups in the community and the connections between them</li> <li>□ Asked for support for Community Heart &amp; Soul from community leaders and elected officials</li> <li>□ Explored community resources available for investment in Community Heart &amp; Soul</li> <li>□ Made collective decision to move into Phase 1</li> </ul>	<ul style="list-style-type: none"> <li>□ Community Network Analysis started</li> <li>□ Heart &amp; Soul team formed and organized, with pool of volunteers for initial Heart &amp; Soul activities</li> <li>□ Sub-teams created for specific tasks/jobs</li> <li>□ Project Coordination plan determined</li> <li>□ Local officials/town government linked into Heart &amp; Soul Team activities</li> <li>□ Overarching Heart &amp; Soul Goals and Geographic Area determined</li> <li>□ Development of core messaging and marketing tools underway</li> <li>□ Heart &amp; Soul launched publicly</li> <li>□ Reflect and Celebrate!</li> </ul>	<ul style="list-style-type: none"> <li>□ Story Gathering Strategy created using Community Network Analysis Tool as a guide</li> <li>□ Data management system created to organize and store data from stories as they are collected</li> <li>□ Stories gathered throughout community</li> <li>□ Story listening groups formed to summarize data from stories and strengthen community relationships</li> <li>□ All data from story listening inputted in data management system</li> <li>□ Stories shared and celebrated throughout the community using multiple methods</li> <li>□ Heart &amp; Soul Statements drafted from story data with community input</li> <li>□ Heart &amp; Soul Statements revised and validated by the community</li> <li>□ Final Heart &amp; Soul Statements shared with the community</li> <li>□ Reflect and Celebrate!</li> </ul>	<ul style="list-style-type: none"> <li>□ Community Network Analysis used to create strategy for widely sharing adopted Heart &amp; Soul Statements and gathering/prioritizing action ideas</li> <li>□ Met with partners and organizations to talk about how their work aligns with Heart &amp; Soul Statements</li> <li>□ Action ideas gathered throughout the community, using Heart &amp; Soul Statements as a framework for multiple gathering methods</li> <li>□ Action ideas prioritized with broad community input</li> <li>□ Action plan draft started with help from community partners and potential implementers to build shared ownership for prioritized actions</li> <li>□ Key implementers identified for involvement with Heart &amp; Soul stewardship</li> <li>□ Reflect and Celebrate!</li> </ul>	<ul style="list-style-type: none"> <li>□ Heart &amp; Soul Statements publicly acknowledged</li> <li>□ Action plan finalized and shared with the community</li> <li>□ Heart &amp; Soul Stewardship Plan, including the Stewardship Team, established</li> <li>□ Implementation strategy devised for action plan</li> <li>□ Official support received from key community institutions for Heart &amp; Soul action implementation and involvement in stewardship</li> <li>□ System established for monitoring Heart &amp; Soul progress and reporting to community</li> <li>□ Heart &amp; Soul embedded in the community's planning and decision-making culture</li> <li>□ Reflect and Celebrate!</li> </ul>