

**MADISON COUNTY  
COUNCIL OF GOVERNMENTS**

County Government Center  
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**MEMO TO:** Madison County Communities & Madison County  
**SUBJECT:** 2012 Food & Beverage Applications  
**MEMO FROM:** Jerrold L. Bridges, Executive Director  
**MEMO DATE:** June 15, 2012

Please find enclosed the application package that has been prepared for the distribution of the County's share of food and beverage tax revenues. Each package contains a timetable for the process, an application form, and a set of guidelines for the application process. Packets are being distributed to the highest elected official of each community or town in the county. In addition, the Clerk-Treasurer will receive the information for the community as well.

The staff of the Council of Governments will be available to provide assistance to any city or town needing guidance in regard to the application process. A copy of the application in Microsoft Word is available at our website at [www.mccog.net](http://www.mccog.net) . You will find an icon on the home page that will take you to the link on our website.

If you have any questions or need additional information, please feel free to contact me at (765) 641-9482.

## 2012 APPLICATION PROCESS TIMETABLE

<b>June 15, 2012:</b>	Application Form and Instructional Packet Mailed to Communities
<b>August 10 (4:00 p.m.):</b>	Deadline for Final Applications to be received by the Madison County Council of Governments
<b>August 13 through September 7:</b>	Review of Applications submitted
<b>October 4:</b>	Applications presented to Madison County Council of Governments Policy Committee for recommendation to Madison County Council
<b>October 12:</b>	Recommendations mailed to Madison County Council Members for review if approved at October 4th meeting
<b>Date for Council Consideration:</b>	To be determined by County Council (estimated meeting date in November)

**APPLICATION FOR FOOD AND BEVERAGE TAX REVENUES**

Name of Legal Applicant: \_\_\_\_\_  
(Governmental Unit)

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

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

Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Amount of Request: \_\_\_\_\_

Local Funds: \_\_\_\_\_

Private Investment: \_\_\_\_\_

Other: (explain) \_\_\_\_\_

Total Project Cost: \_\_\_\_\_

Will the project require more than one year to complete?: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Description of Project:** (attach map of the site, if applicable)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please answer one of the following:**

Number of jobs to be created: \_\_\_\_\_

Number of potential job opportunities: \_\_\_\_\_

**1. Explain the economic benefit of this project to the community: How will the project attract new businesses or retain/expand existing businesses in the community?**

**2. Explain the public benefit of the project: How will the project benefit public health and welfare?**

**3. Explain the effect the project will have on state and local tax bases and revenues.**



**MADISON COUNTY COMMUNITY ECONOMIC DEVELOPMENT PROGRAM**  
**Guidelines for Submitting Proposals for the Distribution**  
**of the County Share of Food and Beverage Tax Revenues**

**I. INTRODUCTION**

The purpose of this program is to provide funding for community based economic development projects. The funding for this program is derived from a portion of the annual receipts of the Madison County Food and Beverage Tax. It is the aim of this program to provide a highly flexible tool that can be used to further projects that are designed to promote the economic vitality of Madison County.

Because of statutory requirements concerning the use of the money, and the need to maximize the benefit to the County, project selection criteria are needed. It is intended that these criteria be fair and allow the most objective selection possible. The following constitutes the guidelines for selection of projects seeking assistance under the Madison County Community Economic Development Program.

**II. ELIGIBILITY**

Only project proposals submitted by Madison County city, town and county governmental units will be considered for funding. Proposals shall be submitted by the executive office of the unit (Mayor, Town Board President, and President of the Board of Commissioners).

**III. SELECTION PROCESS**

**A. *Preparation of Proposals***

The unit of government desiring to submit a proposal shall submit a letter to the Madison County Council of Governments (COG) by the established due date. Each community will receive a proposal form. Each proposal must contain the following information:

1. A brief description of the proposed project.
2. An explanation of the economic benefit to the community. This should describe how the project will attract new businesses, or retain or expand existing businesses in the community.
3. An explanation of the public benefit of the project. Describe how the project will benefit the public health and welfare.
4. An explanation of the effect the project will have on state and local tax bases and revenues.
5. An explanation of the effect the project will have on employment opportunities within the county. If there is a commitment from a business as a result of the project, include documentation. If the project is designed to promote as yet uncommitted employment opportunities, give an explanation of the methodology used to estimate the number of jobs that are expected to result.

6. An explanation of the effect the project will have on private sector investment within the county. If there is a commitment from a business as a result of the project, documentation should be included. If the project is designed to promote as yet uncommitted private investment, give an explanation of the methodology used to estimate the dollar amount that is expected to result.
7. A description of how the project will be funded. The proposal should address all funding sources that are to be used for the project. For example, does the community intend to use Madison County Community Economic Development grant money to match an Indiana Office of Community and Rural Affairs Program grant? Does the community intend to contribute local money to the project? Are there private funds to be used in the public improvements portion of the project?

The information given in the proposal should be expressed to the greatest extent possible in quantifiable terms (i.e., how many jobs? how many feet of sanitary sewer? how many dollars of public or private investment?). Proposal drafts should be sent to the Council of Governments staff prior to the due date for preliminary review. At this time suggestions can be made to maximize the strength of the proposal. Finished proposals should be sent to the Madison County Council in care of the Madison County Council of Governments by the announced due date.

#### **IV. SELECTION PROCESS**

*Selection of Community Proposals shall be done in the following manner:*

##### **A. Proposal Preparation**

The community must prepare and present to the Madison County Council in care of the Madison County Council of Governments a project proposal by the established due date. A draft copy of the proposal should be submitted to the COG staff prior to the due date. The COG staff can then make suggestions to the community to insure its eligibility and competitiveness.

##### **B. Staff Report**

After submission of all proposals, the staff of the Council of Governments will review and evaluate them in terms of the established selection criteria. A staff report will then be prepared and submitted to the Project Selection Subcommittee. As part of the report, the staff will render separate opinions as to project eligibility. This opinion will be based on the statutory requirements contained in the State and County enabling legislation.

##### **C. Project Selection Subcommittee**

A Project Selection Subcommittee, drawn from members of the Council of Governments Policy Committee, shall consist of the mayors of Alexandria and Elwood, the town council representative from Pendleton, as well as the representative of the County Commissioners and the representative of the County Council. It shall be the duty of this committee to review the Staff Report and make recommendations for project selection to the full Policy Committee.

**D. *Recommendations of the Policy Committee***

At a meeting of the full Council of Governments Policy Committee, the recommendations of the Project Selection Subcommittee will be heard. Also comments from community representatives and the general public will be heard. The Policy Committee will then adopt by resolution a list of projects to be recommended to the Madison County Council for funding by the Madison County Economic Development Program.

**E. *Selection of Projects by the Madison County Council***

After receiving the recommendations of the Madison County Council of Governments, the Madison County Council will then make final approval of projects to be funded by the Madison County Community Economic Development Program. The final list of approved projects and the total amount requested should exceed the amount available. In this way if one of the selected projects is unable to proceed, the next project down on the list can automatically be activated.

**V. STAFF ASSISTANCE**

The Council of Governments staff will be available for assistance at all phases of the program.

**A. *Preparation of the Proposal***

The COG staff will give any assistance necessary to a community including actual preparation of the proposal. This would include coordination of the project with any private developers and/or other public agencies such as the Indiana Office of Community and Rural Affairs or Rural Development Administration. The COG staff would also be available to prepare any other grant applications for money to be used in the project.

The COG staff will review draft proposals prior to the due date and give constructive advice to the community.

**B. *Staff Report***

The COG staff, in preparing the staff report, will maintain contact with communities. This should insure that the report submitted to the Policy Committee will accurately reflect the intent of the proposing community.

**C. *Project Selection Subcommittee***

The COG staff will present the staff report to the Project Selection Subcommittee. The staff will be available at all times to the Subcommittee to answer any questions concerning the proposals.

**D. *Council of Governments Policy Committee***

The COG staff will be available to answer any questions the Policy Committee may ask concerning the project proposals.

***E. Madison County Council***

The COG staff will answer any questions the Madison County Council may ask concerning the Policy Committee's recommendations.

**IV. PROJECT SELECTION CRITERIA**

The following constitutes the selection to be used to evaluate community proposals to the Madison County Community Economic Development Program. Each category has a maximum point value assigned to it. The highest possible score is 900. Adequate documentation should be included in the proposal. The projects receiving the highest scores will be recommended for funding. Multi-year projects will be judged on the same basis as single year projects.

***A. Community Need - Maximum of 400 points***

In determining the Community Need score, the following factors and maximum point values will be used:

1. Is the project mandated by federal or state law? - 100 points possible.
2. Is the project intended to address a serious health or safety problem? - 100 points possible.
3. Will not doing the project result in the loss of a major employer? - 50 points possible - Community size will be taken into account when determining what constitutes a "major employer" and a "serious loss".
4. Has the community recently lost a major employer and the project is designed to somehow rectify that loss? - 50 points possible.
5. Has the community attempted unsuccessfully to find other sources of funding in the past? - 50 points possible.
6. Is the project beyond the financial means of the community? - 50 points possible.
7. Any other factor expressed by the community indicating a serious need. - up to 100 points possible.

***B. Job Creation/Retention - Maximum of 100 points.***

A community shall be given four points for each job to be created or retained as a result of the project up to a maximum of 100 points.

Jobs will be counted in the following manner:

1. Industrial jobs with a firm commitment shall be counted on a 1:1 basis, or given 4 points per job. ("Industrial" for the purpose of this program shall include any non-retail business with at least half of its customers outside Madison County.)
2. Retail business jobs with a firm commitment shall be counted on a 1:2 basis, or

given 2 points per job. (“Retail” for the purposes of this program shall include along with any ordinary retail business, any service sector business with more than half of its customers inside Madison County.)

3. Industrial job that are estimated to result from a proposed project shall be counted on a 1:2 basis, or given 2 points per job.
4. Retail business jobs that are estimated to result from a proposed project shall be counted on a 1:4 basis, or given 1 point per job.
5. Temporary jobs created as a result of the project shall be counted on a 1:4 basis, given 1 point per job.

**C. *Private Leverage - Maximum of 200 points***

A community shall receive 2 points for every \$10,000 of private leverage invested into the project up to a maximum of 200 points.

**D. *Other Public Money - Maximum of 200 points***

A community shall receive 2 points for every \$1,000 of other public money invested into the project up to a maximum of 200 points.

NOTE: For the purposes of this program “other public money” shall mean any other local public funds, state or federal grants or aid, or foundation grants or aid.

**VII. COMPLETION TIME**

Unless otherwise agreed to, projects should normally commence within one year of award of the grant by the Madison County Council. An estimated commencement date should be noted in the application as listed below. Projects which will be multiple years or are large enough to require funding for more than one round must state so on the Application Cover Page. Projects must be completed for the funding/grant awarded.

**IX. ESTABLISHMENT OF PROPOSAL DUE DATE**

It shall be the responsibility of the Policy Committee of the Madison County Council of Governments to establish the due date of project proposals to the Madison County Community Economic Development Program.

**A. *Emergency Project***

If a community has a serious immediate need for assistance for a project that would otherwise qualify under this program, that community may submit an emergency request directly to the Madison County Council at any time. The County Council will determine if the need is of sufficient seriousness to warrant consideration outside the normal selection process.

The following constitute the procedures that will be used by the Madison County Council in evaluating an Emergency Project Proposal:

1. Submission to Council of Governments/Staff Report

The proposal shall be sent to the Madison County Council in care of the Madison County Council of Governments. The Council of Governments staff shall prepare a summary report on the project within the shortest time possible. Items to be in the report include all the eligibility and evaluation criteria used in the normal selection process. The report shall render opinions as to the eligibility of the project as well as how it would rank against other projects already approved. The report shall also evaluate if indeed emergency procedures are justified. The report shall also evaluate the impact emergency approval of the project will have on conventionally approved projects. This report shall be submitted to the County Council of Governments staff for their review. The Policy Committee will then vote on a recommendation on the proposal. This recommendation along with the staff report shall be forwarded to the Madison County Council.

2. Approval of Madison County Council/Effect on Previously Approved Projects

The Madison County Council may then accept or reject the emergency request for Madison County Community Economic Development Program Funds. In the event of approval, only uncommitted Madison County Community Economic Development Funds may be used to fund the emergency request.

**MADISON COUNTY FOOD AND BEVERAGE FUNDS  
EXAMPLES OF ELIGIBLE PROJECTS\*\***

- o Sewer & Water Line Extensions
- o Water Treatment Plant Improvements (Filters, Pumps, etc.)
- o Wastewater Treatment Plant Improvements
- o Water Towers
- o Water Line Looping
- o Sewer & Water Lines (Repairs, Construction)
- o Storm Water & Drainage Projects
- o Fire Hydrants
- o Roadway Improvements (Resurfacing, reconstruction, etc.)
- o Replace & Repair Sidewalks (ADA Compliance)
- o Community Center (Renovation, Construction)
- o Town/City Hall, Fire Station (Renovation, Construction)
- o Community Parks
- o Public Buildings (ADA Compliance, Restoration)
- o Countywide Economic Development
- o Streetscape Projects (that include sidewalks)

**\*\* This is not a complete listing of eligible projects; only examples of previously approved projects. If you have questions as to project eligibility please contact the Madison County Council of Governments' office at (765) 641-9482.**

**\*\* Ineligible Projects:** The Committee has determined in the past that the following types of projects are not eligible.

- o Water Meters
- o Operating Expenses for municipal or county departments
- o Equipment Purchases such as trucks, cars, etc.