

POLICY TITLE: TOWN BEAUTIFICATION AND PROMOTION PROGRAM POLICY

POLICY CODE & NUMBER #14-01

DATE JUNE 3, 2014 APPROVED

A. PURPOSE

The Board of Selectmen place economic growth and redevelopment as a top priority. As part of that goal, the Town Beautification and Promotion Revolving account was created, supported by the Board of Selectmen and established by Town Meeting vote on April 1, 2013. The purpose of the account is to use funds generated by promotional programs towards beautification projects on town property which demonstrate the values and goals of the community. This policy details step by step procedures how those funds, approved annually through town meeting vote, may be expended towards proposed beautification projects.

B. OBJECTIVES

1. To identify any and all beautification opportunities within the entire Town of Yarmouth.
2. To invite and solicit ideas from a wide variety of sources as to ways to achieve opportunities.
3. To work within approved budget to implement beautification ideas with the interest of the whole town in mind.
4. To bring to the Board of Selectmen beautification ideas that goes beyond the budgetary parameters.
5. To work with Boards/Committees, local organizations and other communities to ensure there is an integrated and coordinated approach to town beautification and economic development.

C. REQUIREMENTS

1. Funds are available to private or public organizations proposing projects on town owned property. Public/Private collaborations and public art projects are encouraged.
1. Each proposal may not exceed \$4,000 in total per fiscal year and may be used towards grant matching funds or in-kind services. If the proposed project will generate revenue, those funds must be deposited into the Town Promotion & Beautification Revolving Account.
2. At least one current Board of Selectmen goal must be met and the program must improve or beautify town-owned property.
3. Proposals which impact the broadest portions of town or promote the Town brand will be given greater consideration.
4. All proposals must be submitted to the Town Administrator or designee using the *TBPP Application* and abide by all applicable local, state and federal laws, including procurement.

C. PROCEDURES

1. The Town Administrator or designee will review applications and make recommendations to the Board of Selectmen for consideration on the Consent Agenda.
2. Applications may be kept on a "Wait-List", if funds are not available. The Wait-List will be maintained by the Town Administrator or designee.
3. The *TBPP Application* packet and up-to-date revolving account expenditure spreadsheet must be included in the Consent Agenda.

4. Approved projects must spend funds within 6 months or by end of the current FY, whichever is sooner.
5. All bills for approved projects must be submitted to the Town Administrator's office to be processed.
6. Any additional funds over what was approved by the Board of Selectmen must be requested on Consent Agenda and may not exceed the allowed \$4,000 maximum per project per fiscal year, funds subject to availability.



TOWN OF YARMOUTH

Date Received: _____

BEAUTIFICATION & PROMOTION PROJECT APPLICATION

Name of Applicant: _____ Organization/Department _____
 Project Manager _____
 Phone Number: _____
 Email _____ Cooperating Departments/Organizations _____

Amount Requested: _____ Will these funds be used for grant matching? Yes No
Please attach cost proposal **If yes, please attach grant information**
 Will this project generate revenue? Yes No **Please attach revenue estimates**
 Does this project incorporate the Town Logo? Yes No **Please attach draft rendering**
 Is this a Public Art project? Yes No **Please attach draft rendering**

Proposed Location _____
If project will be in multiple locations please include map depicting locations

Describe Proposed Project: **Please attach if more space is needed**

Please describe the method for determining the need for your proposed project and attach any supporting documentation:

Please describe method for sustaining project:

For office use only	
Departmental Review	Project Application Complete Yes <input type="checkbox"/> No <input type="checkbox"/> (Items Missing _____) Conditions: Yes (attached) <input type="checkbox"/> No <input type="checkbox"/> Comments: _____
TA/Designee Review	Recommend <input type="checkbox"/> Deny <input type="checkbox"/> (Reason: _____) Wait List <input type="checkbox"/> Signature: _____ Date: _____
Board of Selectmen Review	Consent Agenda Date: _____ Vote _____ Approved <input type="checkbox"/> Deny <input type="checkbox"/> Conditions _____