

## GRANT AGREEMENT

THIS AGREEMENT, made and entered into on the \_\_\_\_\_ day of \_\_\_\_\_, 2024 by and between the **LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT**, an Urban County Government of the Commonwealth of Kentucky, created pursuant to KRS Chapter 67A (hereinafter "Government"), and **Bread and Circuses Media, LLC** (Hereinafter "Organization"), with the mailing address of 157 Strawberry Fields Road, Lexington, Kentucky 40516.

### WITNESSETH:

WHEREAS, the Urban County Council created the Lex Grow Trees Grant Program to provide local funding to certain eligible property owners and organizations as reimbursement for eligible activities, such as tree planting, tree maintenance, tree education, and the development of tree advocates and stewards.

WHEREAS, the Government finds that such a grant program would provide a benefit to the public through improvements to air and water quality, energy savings, and habitat and conservation in the urban county; and

WHEREAS, Organization has applied for a grant from the Lex Grow Trees Grant Program, and the Tree Canopy Ad Hoc Committee has approved the application.

NOW FOR AND IN CONSIDERATION OF THE MUTUAL PROMISES AND COVENANTS HEREIN EXPRESSED, GOVERNMENT AND ORGANIZATION AGREE AS FOLLOWS:

1. **Amount of Grant.** Government hereby grants Organization the sum not to exceed \$6,000.00 as reimbursement or prepayment (as provided in Section 2) for the activities described in the Organization's application, which is attached hereto and incorporated herein by reference as Exhibit A, and which is further clarified and authorized in the Application Review, Scoring, and Determination Form, which is attached hereto and incorporated by reference as Exhibit B.
2. **Payments.** Government shall pay the Organization for expenditures the Organization actually incurred, or for expenditures made within thirty days after payment by Government, up to the total amount provided above, only after receipt of an invoice. The funds are limited to the services provided herein and may not be spent by the Organization for any other purpose without the prior written consent of Government. Any invoice must include evidence satisfactory to Government to document entitlement to payment, as well as a progress report. If Organization receives funds under this Agreement for expenditures made after receipt of the grant funds, Organization shall also provide evidence satisfactory to Government that the expenditure was made. Failure to provide any evidence required by this section shall require the Organization to repay grant funds.
3. **Compliance with Program Regulations.** As a condition for receipt of funds provided by this grant, Organization agrees that it has complied with and will continue to comply with all requirements provided in the Lex Grow Trees Grant Program guidelines, attached hereto and incorporated herein by reference as Exhibit C, in any grant approval letter provided by the Division of Environmental Services, and in the Application Review, Scoring, and Determination Form (Exhibit B). Failure to comply with these requirements may result in denial of funds or repayment.

4. **Final Report Required.** A final report must be submitted within 30 days of completion of the project. This report shall include:
- a. A description of the project and the benefits derived from its implementation;
  - b. Locations of trees planted, including species;
  - c. Locations of trees pruned or maintained, including species;
  - d. Information about events hosted, including topic, location, numbers of attendees, and photographs taken during the events;
  - e. A maintenance plan, if appropriate, or documentation of having maintenance discussions with individual property owners;
  - f. A summary table comparing the project budget to actual expenditures, along with supporting documentation; and
  - g. Sample outreach and/or educational materials used.
5. **Conflict.** To the extent that there is any conflict between or among this Agreement and any of its Exhibits, the terms and provisions of this Agreement shall prevail, followed by terms and provisions of Exhibit "C", then "B", then "A" in that order.
6. **Amendments.** By mutual agreement, the parties to this Agreement may, from time to time, make written changes to any provision hereof. Organization acknowledges that Government may make such changes only upon approval of its legislative authority, the Lexington-Fayette Urban County Council, and the signature of its Mayor.
7. **Entire Agreement.** This Agreement shall constitute the entire agreement between the parties and no representations, inducements, promises or agreements, oral or otherwise, which are not embodied herein shall be effective for any purpose. This Agreement shall replace any previous agreement between the parties on the same subject matter.

IN WITNESS WHEREOF, the parties have executed this Agreement at Lexington, Kentucky, the day and year first above written.

LEXINGTON-FAYETTE URBAN  
COUNTY GOVERNMENT

BY: \_\_\_\_\_  
LINDA GORTON, MAYOR

ATTEST:

\_\_\_\_\_  
Clerk of the Urban County Council

Bread and Circuses LLC  
Organization Name (Printed)

BY: [Signature]  
Signature

Owner & Funder  
Title

[Signature]  
WITNESS SIGNATURE

Christopher Murray  
WITNESS PRINTED NAME

6/5/24  
DATE  
4881-3166-5349, v. 1

**EXHIBIT A**

**ORGANIZATION'S APPLICATION**

Form Name:	Lex Grow Trees Grant Application
Submission Time:	April 26, 2024 7:59 am
Browser:	Chrome 123.0.0.0 / Windows
IP Address:	107.10.167.69
Unique ID:	1219251876
Location:	38.0052, -84.423

## Lex Grow Trees Grant Application

---

### Organization information

Name of organization	Bread and Circuses Media, LLC
Street address and zip code	157 Strawberry Fields Rd 40516
Email	sarahcbaird@gmail.com
Phone	18592003495

### Contact information

Contact person name	Sarah Baird
Contact person title	Founder and Director
Contact person phone number	(859) 200-3495
Contact person email address	sarahcbaird@gmail.com

### Project information

Upload a PDF packet with the project narrative, scope of work and community objectives.	<a href="https://drive.google.com/uc?id=1U0VTFLQNFnHYsSqTgiD72K2KgvaetrRy&amp;export=download&amp;display=/1219251876BreadandCircusesMediaLLC_lexgrowtreesproposal42024.pdf">https://drive.google.com/uc?id=1U0VTFLQNFnHYsSqTgiD72K2KgvaetrRy&amp;export=download&amp;display=/1219251876BreadandCircusesMediaLLC_lexgrowtreesproposal42024.pdf</a>
Project start date	Jun 15, 2024
List milestone dates	a. 'Zine Development Timeline: June 2024-February 2025 b. 'Zine Launch: March 2025 c. 'Zine Release-and-Learn Workshops: April and May 2025 d. Oral History Website Development: June 2024-June 2025 e. Oral History Website Launch: August 2025
Expected completion date	Aug 25, 2025
Upload a document with the project budget and explanation	<a href="https://drive.google.com/uc?id=1RjzNcTNqndhhF-l0IHuvA-_dumcm_kRv&amp;export=download&amp;display=/1219251876BreadandCircusesMediaLLC_lexgrowtreesproposal42024.pdf">https://drive.google.com/uc?id=1RjzNcTNqndhhF-l0IHuvA-_dumcm_kRv&amp;export=download&amp;display=/1219251876BreadandCircusesMediaLLC_lexgrowtreesproposal42024.pdf</a>
Are you willing to accept partial funding?	Yes

**List the address/addresses and Council District where the project is located. Find the Council District at [lexingtonky.gov](http://lexingtonky.gov).**

The project will initially focus specifically on Council District 6 and will include physical events at:  
Dixie Park (1850 Eastland Pkwy, Lexington, KY 40505);  
Kenawood Park (612 Bryanwood Pkwy, Lexington, KY 40505);  
and Constitution Park (1670 Old Paris Rd, Lexington, KY 40505).

---

## Supplemental material

**Combine and upload a minimum of three color photographs of the project area.**

[https://drive.google.com/uc?id=1wy0-X9zQl6tddgcJxt3y13nkyl\\_iGYmM&export=download&display=/1219251876BreadandCircusesMediaLLC\\_parkphotosbcmedia.pdf](https://drive.google.com/uc?id=1wy0-X9zQl6tddgcJxt3y13nkyl_iGYmM&export=download&display=/1219251876BreadandCircusesMediaLLC_parkphotosbcmedia.pdf)

**Upload a map of the proposed project location (this can be a screenshot of a map but the project site must be identified).**

[https://drive.google.com/uc?id=1A7oUzrLYQbziszWpRVr7ZE44ISmjp\\_UQ&export=download&display=/1219251876BreadandCircusesMediaLLC\\_treeslocationmapbcmedia.pdf](https://drive.google.com/uc?id=1A7oUzrLYQbziszWpRVr7ZE44ISmjp_UQ&export=download&display=/1219251876BreadandCircusesMediaLLC_treeslocationmapbcmedia.pdf)

**Combine and upload any other supporting documents or letters of support.**

[https://drive.google.com/uc?id=1HJAFfc9LIGCCne\\_Ze17bMa7bWA4-8cg2&export=download&display=/1219251876BreadandCircusesMediaLLC\\_lexgrowtreesproposal42024.pdf](https://drive.google.com/uc?id=1HJAFfc9LIGCCne_Ze17bMa7bWA4-8cg2&export=download&display=/1219251876BreadandCircusesMediaLLC_lexgrowtreesproposal42024.pdf)

---

**Bread and Circuses Media, LLC**  
**157 Strawberry Fields Rd.**  
**Lexington, KY 40516**  
**(859) 200-3495**  
[sarahcbaird@gmail.com](mailto:sarahcbaird@gmail.com)

**Sarah Baird**  
**Founder and Director**  
**(859) 200-3495**  
[sarahcbaird@gmail.com](mailto:sarahcbaird@gmail.com)

### **Project Narrative and Scope of Work**

Building out the tree canopy in Lexington is not an overnight project, and taking a thoughtful, long-term strategy toward ensuring the mobilization of community and neighborhood tree stewards for generations to come means educating the next generation of tree advocates about the importance of trees, tree maintenance, and the tree canopy's overall impact on the health and wellness of our community.

Here at Bread and Circuses Media, we've spent over a decade storytelling for clients ranging from *The New York Times* to *Outside Magazine* and want to bring our expertise in media development, oral history, content creation, and event production to the 6<sup>th</sup> District where we live through the development of a small-run, locally-produced, service-oriented magazine for children and youth (henceforth referred to as the “zine”) about the importance of the local tree canopy in Lexington and how to maintain it—particularly in the 6<sup>th</sup> District.

### **Planting Seeds in the 6<sup>th</sup> District: A Tree Advocacy and Educational ‘Zine**

Harnessing a DIY spirit and aesthetic to appeal to a younger demographic (7-13 years old) and through expert interviews for tree maintenance, age-appropriate arborist tips, neighborhood tree-adjacent scavenger hunt ideas, locally engaging histories of recognizable tree canopies, tree-focused, youth-centered advocacy ideas and beyond, **Planting Seeds in the 6<sup>th</sup> District: A Tree Advocacy and Educational ‘Zine** will work to build a strong foundation for the next generation of mobilized, engaged tree advocates. We will work with FCPS to distribute the ‘zine in District 6 elementary and middle schools, as well as in district-wide community centers, arts spaces, and neighborhood hubs.

Measure of Success: A feedback link will be provided within the ‘zine for parents/guardians to report how their child has engaged with the ‘zine and ways in which it has served as an actionable tool for tree maintenance on their own private property or a greater interest in tree planting in the future. If successful, we would work to replicate district-specific, youth-focused ‘zines for all of Lexington's council districts over an extended time frame.

### **Planting Seeds in the 6<sup>th</sup> District: ‘Zine Release-and-Learn Workshops**

Three family-friendly, community-focused in-person events—Planting Seeds in the 6<sup>th</sup> District: ‘Zine Release-and-Learn Workshops—will be held to “launch” the ‘zine within the community

featuring demonstrations, how-to sessions and neighborhood building for children, youth and adults around tree maintenance and growth topics addressed within the ‘zine. These will be held on different days in Spring 2025 at Kenawood Park, Constitution Park, and Dixie Park, respectively. Oral historians will be on-site during these events to collect personal recollections from locals about their best memories with trees and thoughts about the importance of building out the tree canopy for future generations.

Measure of Success: Attendance reaching at or over ~100 community members per event with education about tree maintenance and advocacy; ~10 oral histories scheduled or recorded at each event.

### **Planting Seeds in the 6<sup>th</sup> District: Branching Out: An Oral History Project**

Understanding and appreciating community roots is imperative if the next generation of tree stewards are to be not just technically knowledgeable, but deeply rooted in their neighborhood history. The Planting Seeds in the 6<sup>th</sup> District: Branching Out: Oral History Project will interview residents of the 6<sup>th</sup> District about their fondest memories in the urban forest areas of Lexington, how they’ve seen the tree canopy shift over time, and what they believe to be the biggest obstacles and glimmers of hope when it comes to creating a more equitable, healthy tree canopy in the 6<sup>th</sup> District. These oral histories will be housed online and free to access for all.

Measure of Success: Building a well-trafficked and well-received diverse oral history database that has between 30-40 initial oral history recordings and continues to build out, neighborhood-by-neighborhood, to include local voices from across Lexington.

### **Community Objectives**

- Create a tangible, age-appropriate, accessible, educational, engaging, and free resource (the ‘zine) for children and youth ages 7-13 in Council District 6 to learn more about the importance of trees and the tree canopy for both the city of Lexington and the 6<sup>th</sup> District, specifically. (Target audience: ~500+ community members)
- Inspire memory-keeping traditions and community storytelling around local history with digitally-recorded oral histories about trees, outdoor spaces, and neighborhood greenways in District 6. (Target Audience: ~30-40 inaugural oral history participants)
- Provide an in-person opportunity to access the free learning resource through one of three celebratory ‘zine-and-learn events, during which time tree maintenance and skills outlined in the ‘zine will be taught alongside engagement activities like educational scavenger hunts, leaf identification, etc. (~300 attendees, total, over three events)

### **Project Dates and Project Schedule**

- a. ‘Zine Development Timeline: June 2024—February 2025
- b. ‘Zine Launch: March 2025
- c. ‘Zine Release-and-Learn Workshops: April and May 2025



- d. Oral History Website Development: June 2024—June 2025
- e. Oral History Website Launch: August 2025

### **Project Budget and Explanation**

**Total Budget: \$13,000**

**Contributor and Expert Fees: \$2,000**

*Each arborist, tree expert, artist, illustrator, science educator, environmental scientist and outdoor advocate interviewed and contributing to the 'zine will be paid for their time and effort.*

**Printing, Design, Layout, and Distribution of 'Zine: \$4,000**

*Anticipating an initial run of 500 copies of the 'zine for distribution at district-area schools, community centers, arts spaces and neighborhood hubs.*

**Project Management and Editorial Development: \$4,000**

*Oversight fee for Bread and Circuses Media as the project manager and editorial developer of both the 'zine and oral history website, both during the project-building phase and on-going after the grant period.*

**Website Hosting and Design: \$3,000**

*The oral history website will not only focus on collecting “tree stories” from District 6 residents who attend one of three 'zine release-and-learn gatherings in District 6 (Dixie Park, Constitution Park, Kenawood Park) but expand to neighboring districts over time. This will require on-going—perhaps years long—continued website upkeep and promotion, ensuring an enduring commitment to the work of Lex Grow Trees.*

### **Project Addresses and Council District**

The project will initially focus specifically on Council District 6 and will include physical events at:

Dixie Park (1850 Eastland Pkwy, Lexington, KY 40505);

Kenawood Park (612 Bryanwood Pkwy, Lexington, KY 40505);

and Constitution Park (1670 Old Paris Rd, Lexington, KY 40505).

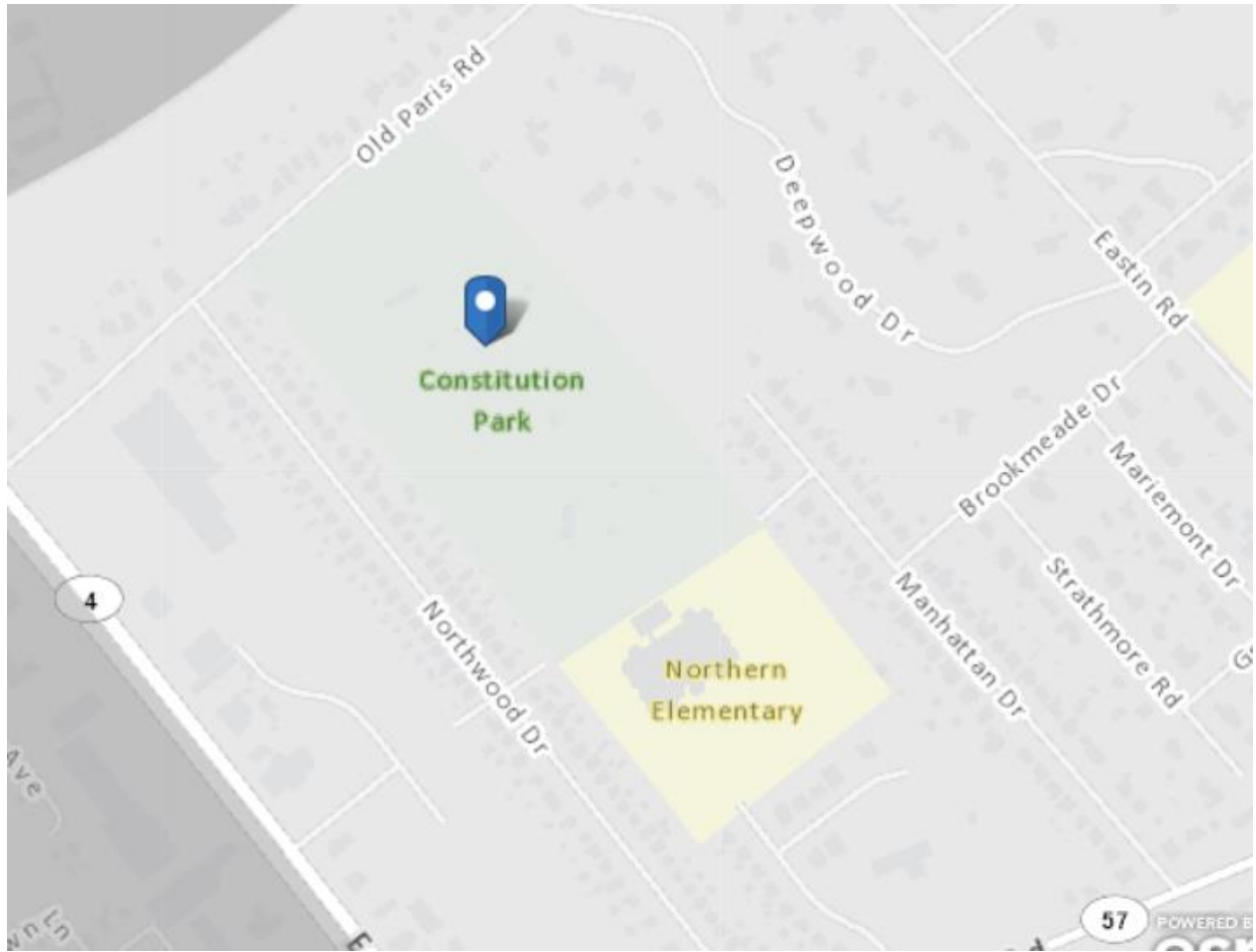


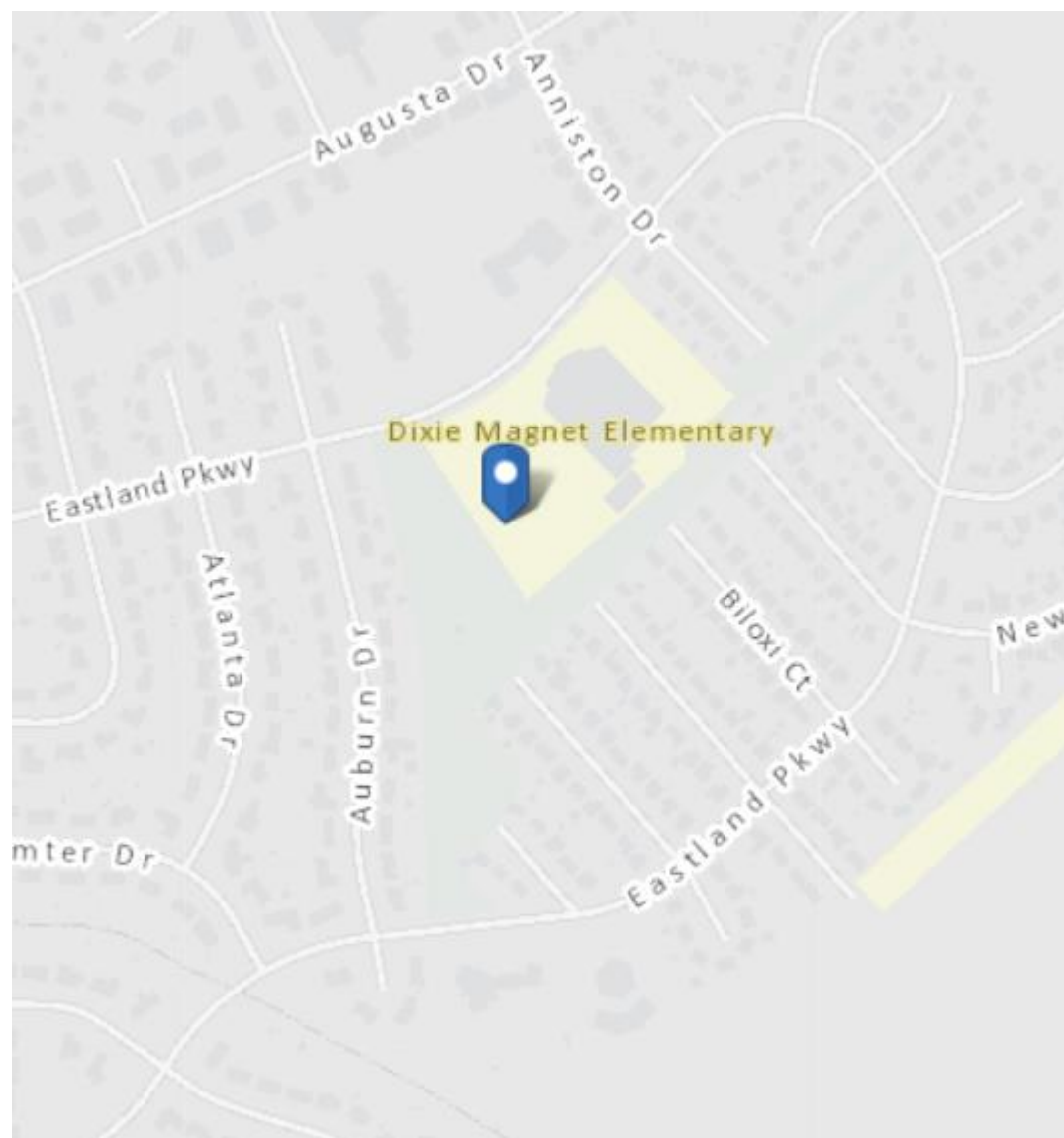


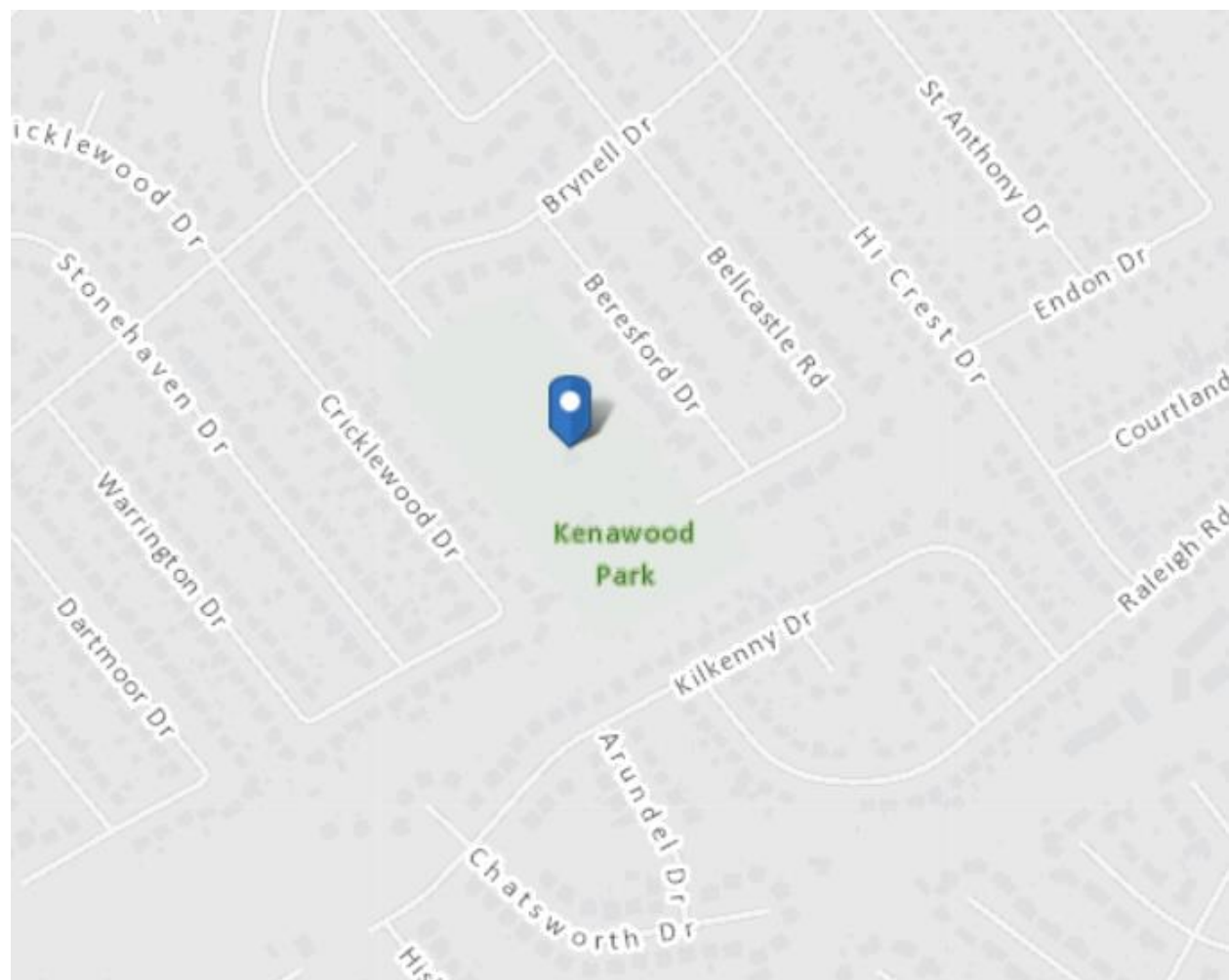












**EXHIBIT B**

**APPLICATION REVIEW, SCORING, AND DETERMINATION FORM**



**LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT  
TREE CANOPY AD HOC COMMITTEE  
LEX GROW TREES GRANT PROGRAM  
APPLICATION REVIEW, SCORING, AND DETERMINATION**

**Applicant Name:** Bread and Circuses Media, LLC

**Requested Grant Amount:** \$13,000.00

**Project Elements:**

1. Creating / Distributing a magazine about tree advocacy and education for 7-13 year olds
2. Magazine Release-and-Learn Workshops
3. Creating an Oral History Project for the 6<sup>th</sup> District

---

**RECOMMENDATION OF THE SCORING COMMITTEE**

- Applicant and proposed project meet program eligibility requirements. Project Score: **67.5**.
- Approve the Grant Application for the **Partial** amount of **\$6,000.00**.
- Approve the Grant Application with the following stipulations:
  1. If full funding is awarded, FCPS and LFUCG would need to review and approve the magazine prior to printing.
  2. If partial funding is awarded as recommended, grant funds shall only be spent on the Oral History Project.
  3. Lex Grow Trees requests that applicant consider working with other grant recipients in the 6<sup>th</sup> District or consider contacting 6<sup>th</sup> District recipients of this fall's Private Property Tree Planting for their input and/or potential contribution to the Oral History Project.

---

**TREE CANOPY AD HOC COMMITTEE DETERMINATION**

After considering the recommendation of the Scoring Committee, the application and supporting information, and having heard evidence, the Committee finds:

\_\_\_\_\_ The application does not meet the eligibility requirements of the grant program as set forth in the Grant Program Guidelines and the grant application is denied.

**--- OR ---**

☒ The application meets the eligibility requirements of the grant program as set forth in the Grant Program Guidelines.

☒ The application has been scored and is deemed worthy of funding this granting cycle.

☒ The grant application is approved in the amount of: \$ 6,000.00

---

Other: \_\_\_\_\_

\_\_\_\_\_ Other: \_\_\_\_\_

Chairperson

Date \_\_\_\_\_

## **EXHIBIT C**

### **LEX GROW TREES GRANT PROGRAM GUIDELINES**

# **Lex Grow Trees Grant Program Guidelines**

## **Objectives**

1. Increase the scale and health of our tree canopy.
2. Increase community buy-in and resident engagement in assuring the creation and maintenance of our tree canopy.
3. Guide a cultural shift in the understanding of the benefits of trees for individuals, our economy, our community's social structure, and our collective community's health.
4. Address the equity challenges of access to the benefits of a healthy tree canopy.

## **Background**

As a result of several opportunities and issues facing the residents of Lexington over the past several years, there has been an unprecedented level of concern for our City's tree canopy. Upon hearing these concerns and during discussions on how the City would allocate its share of Federal ARPA funds, the Urban County Council and the administration desired to allocate funds to growing Lexington's tree canopy. In February 2022, the Council authorized \$1.5 Million from budget stabilization funds for improving Lexington's tree canopy. The funds were placed with the Division of Environmental Services to oversee their expenditure. The Tree Canopy Ad Hoc Committee was formed to provide input to the division as to how the funds should be allocated. The committee created the Lex Grow Trees campaign which is dedicated to addressing tree canopy inequalities in Lexington. Four areas of focus that Lex Grow Trees determined are:

1. Mobilization of community and neighborhood tree advocates and stewards
2. Tree planting
3. Tree maintenance
4. Tree education

In the FY22 budget, \$75,000 was allocated to update Lexington's Urban Tree Canopy Study, which had been completed in 2012. The change analysis, completed in the fall of 2022, looked at the most recent data from 2020 as compared to the 2012 data. It provides information on the tree canopy by council district, watershed, census tract, and types of property ownership. The assessment also includes planting plans to achieve various canopy goals. We encourage potential applicants to review this study to help spark potential project ideas.

## **Eligible Organizations**

1. Federally recognized non-profit organizations 501(c)(3)
2. Incorporated, active neighborhood or homeowners associations
3. For profit organizations

## **Eligible Activities**

1. Tree planting
2. Tree maintenance
3. Tree education
4. Develop and support tree advocates and stewards

## **Application Requirements**

Applications must include the following information:

1. Organization info
  - a. Name of organization
  - b. Street address and zip code
  - c. Phone number
  - d. Email address
2. Contact information
  - a. Contact person name
  - b. Contact person title
  - c. Contact person phone number
  - d. Contact person email address
3. Project narrative, scope of work, and community objectives (If applicable, include a list of project partners and tree experts who will be engaged in your project.)
4. Project dates and project schedule
  - a. Starting date
  - b. Milestone dates
  - c. Expected completion date
5. Project budget and explanation
6. List the address/addresses and Council District where the project is located. (Find the Council District here: <https://www.lexingtonky.gov/>)
7. Supplemental material
  - a. A minimum of three (3) color photographs of the project area.
  - b. A map of the proposed project location (This can be a screenshot of a map but the project site must be identified.)
  - c. Any other supporting documents or letters of support
8. Page limit: 10 pages with font size 12

## **Selection Criteria**

Applications for each funding cycle will be evaluated by the Tree Canopy Ad Hoc Committee. Applications and the activities proposed will be evaluated and grant awards will be made based on consideration of the following factors (the scoring rubric is at the end of this document):

1. Location with a focus on equity (See the [2022 Urban Tree Canopy Study](#).)
2. Number of people reached via engagement or education
3. Ability of the applicant to maintain the project
4. Cost efficiency
5. Number of trees (newly planted)
6. Number of trees (maintenance or care of existing)

## **Additional Grant Program Guidelines and Requirements**

1. All applicants must submit a completed application by the deadline.
2. A detailed project plan and budget for all expenses shall be prepared and included in the application. If selected for a grant, a more detailed project plan and budget may be required for the Grant Award.

3. If selected for a grant, the organization must have a taxpayer ID and be willing to provide a W-9 to LFUCG.
4. If selected for a grant, the organization must be willing to sign the Grant Agreement that will be processed for approval by the Urban County Council and the Mayor's signature. A copy of the Grant Agreement is attached.
5. To receive grant funds, grantees will submit Requests for Reimbursement for consideration. Each Request for Reimbursement shall include documentation to support the reimbursement request (*e.g.*, paid invoices, receipts, pay stubs) or quotes for items to be purchased within thirty (30) days of the funds disbursement.
6. Grantees will have up to 24 months from the time of the execution of the Grant Agreement to complete the projects.
7. Full responsibility for management of the project lies with the organization awarded funds. This includes the following:
  - a. Obtaining approvals.
  - b. Sign-offs from LFUCG offices regarding species selection, sight distance, encroachment/location issues, planting safety issues, and maintenance specifications.
8. All grant-funded projects must be completed in accordance with applicable local, state, and federal law. All required permits, agreements, permissions, approvals, etc. must be obtained by the grant recipient or their representatives prior to commencing work.
9. Any project that includes movement of soil and/or land disturbance shall call 811 for utility locating services per state regulations.
10. The project cannot include permanent changes within the street right-of-way without the prior express written approval from LFUCG or KYTC, as appropriate. Likewise, the project cannot include permanent changes on properties not owned and/or controlled by the grant recipient without the prior express written approval from the property owner.
11. Any project proposing tree planting shall follow LFUCG's Planting Manual under the advisement of LFUCG's Urban Forester (see: [www.lexingtonky.gov/forestry](http://www.lexingtonky.gov/forestry)). Grantees are encouraged to contact the Urban Forestry staff with questions about proper planting procedures and correct maintenance techniques.
12. All project materials and any associated marketing must be co-branded using the Lex Grow Trees branding.
13. A final report must be submitted within 30 days of completion of the project. This report shall include:
  - a. A description of the project and the benefits derived from its implementation;
  - b. Locations of trees planted, including species;
  - c. Locations of trees pruned or maintained, including species;
  - d. Information about events hosted, including topic, location, numbers of attendees, and photographs taken during the events;
  - e. A maintenance plan, if appropriate, or documentation of having maintenance discussions with individual property owners;
  - f. A summary table comparing the project budget to actual expenditures, along with supporting documentation;
  - g. Sample outreach and/or educational materials used.