Funding Guidelines

City of Richardson
2015-2016 Arts Grants

For additional information contact:
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Deadline: July 24, 2015
Late Submissions will not be accepted

RICHARDSON CULTURAL ARTS COMMISSION
ARTS FUNDING GRANTS
GUIDELINES AND INSTRUCTIONS

OVERVIEW

Cultural Arts Commission Background

The Cultural Arts Commission serves as the advisory board to the City Council and city management in matters involving the promotion of close cooperation between the city and private citizens, institutions and agencies interested in or conducting activities relating to the arts. The Commission shall be responsible for:

- making recommendations to the city council relative to expenditures of city funds for the purposes of promoting and sustaining the arts in the city.
- serving as a review board for the funding of proposed programs within the community that are to be funded from allocations made by the City Council from hotel/motel occupancy tax.
- making recommendations on the allocation of funding for historical preservation and/or restoration that are to be funded by the allocation of funds from the hotel/motel occupancy tax.
- providing and assisting in the development of the arts in the city by providing a biannual “state of the arts” assessment to the City Council.

Cultural Arts Commission Mission

To help create a vibrant and viable arts community in which diverse, high quality arts opportunities are available to Richardson residents and visitors.

Cultural Arts Commission Goals

The Cultural Arts Commission Goals are:

- increase the impact of existing cultural assets through increased accessibility, effective delivery of services, preservation of local heritage resources, examination of public and private support, and improved visibility;
- realize the potential for broad civic impact through contributions to the overall well-being of Richardson’s community, cultural tourism, and coordination between stakeholders and the community at large; and
- ensure that the needs and aspiration of Richardson’s community into the future are met through a variety of cultural activities, opportunities, and facilities; growth of citizen participation; partnership development; and value for all age groups.

Arts Funding Available

The City of Richardson Cultural Arts Commission offers financial assistance for the costs associated with a full season of projects, performances, or events within a twelve-month period as well as costs associated with a single project. Funding assistance is limited to no more than 50% of the applicant's season or project expenses.

Funding from the City of Richardson is available for the encouragement, promotion, improvement and application of the arts, including music (instrumental and vocal), dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, television, radio, tape and sound recording, and the arts related to the presentation, performance, execution and exhibition of these major art forms; and historical preservation and restoration.

The Cultural Arts Commission will also on occasion provide start up support for newly formed organizations.

Eligibility

Eligibility requirements to receive arts financial assistance from the City of Richardson are:

- Applicants must be non-profit corporations holding letters of determination from the IRS showing 501(c)(3) status or be entities of government.

- Applicants must have been chartered and pursuing their mission for at least one year prior to the application deadline as indicated by the date on the organization's letter of determination from the IRS indicating 501(c)(3) status.

- Projects of the applicant should serve residents of or visitors to Richardson and should be open and accessible to the public.

- Projects of the applicant must be completed between October 1 and September 30 of the current grant cycle.

- Administrative, technical, capital and project support will be considered. Projects, which are designed as fund-raising activities, will not be funded. Travel, lodging, and expense accounts of officers will not be funded.

- Applicants must develop multiple revenue streams to financially support projects.

Criteria

Master Plan Focus

- ☐ Apply innovation to the cultural arts
- ☐ Cultivate a new generation of arts participants
- ☐ Bring cultural tourism to Richardson
- ☐ Participate in marketing Richardson as an arts destination

Artistic Merit

- ☐ Promote excellence in the arts
- ☐ Create and present programs of artistic merit
- ☐ Support artists demonstrating merit and achievement in their field
- ☐ Demonstrate a history of meritorious artistic program
- ☐ Demonstrate potential to achieve meritorious artistic programs

Community Service

- ☐ Meet a cultural arts need not currently met
- ☐ Offer employment opportunities for artists
- ☐ Offer artistic development for artists
- ☐ Preserve and enrich the diverse cultural resources of the city

Inclusiveness

- ☐ Provide access to quality arts programs for all
- ☐ Incorporate cultural diversity of city in planning, execution and evaluation of programs and services
- ☐ Reach out to the community based on its cultural diversity

Financial Capability

- ☐ Show public and private support for the organization through ticket sales, numbers of participants, contributions, critical reviews, endorsements, etc.
- ☐ Show public and private financial support other than from the Arts Commission
- ☐ Show amount requested is reasonable in relation to the total cost of the season/project
- ☐ Show history of administrative and financial capability required to complete the season/project
- ☐ Show potential to achieve administrative and financial capability required to complete the season/project

Grantee's Responsibilities

- The Chairman of the Richardson Cultural Arts Commission will appoint a member of the Commission to serve as a liaison to the Grantee.

- The Cultural Arts Commission reserves the right to make periodic checks on grant projects and grant finances during the period covering the actual project as a part of the evaluation process.

- Arts Organizations must comply with the provisions of the Americans with Disabilities Act.

- Grantee must maintain financial books and records of the funded project and of their operations as a whole for at least two years after the conclusion of the funded project should the City of Richardson require an audit. These books and records must create a clear audit trail for the revenues and expenses of the funded project upon request.

- Grantee will be required to attend all Richardson Cultural Arts Commission hosted workshops on specific topics of interests to Grantees.

- At the conclusion of any funded project, the Grantee shall submit to the City a detailed and comprehensive financial report covering all receipts and expenditures for the funded project using a final project form provided upon receipt of the grant award. A narrative report of the project should be submitted; where appropriate, the grantee should also include visuals of the project (i.e. photographs, videotapes, slides, etc.)

  - Grantee shall include in all promotion, publicity and advertising, whether written or verbal, the following credit line: ***"This organization is funded in part by the City of Richardson through the City of Richardson Cultural Arts Commission."***

  The City of Richardson will provide camera-ready artwork to Grantees interested in placing the city logo on printed material.

- Grantee will be required to provide a list of programs and performances to the City Manager's Office (kimberly.sheldon@cor.gov) on a quarterly basis so this information can be listed on the City of Richardson's cultural arts and event calendar prior to the events. The grantee is required to provide an update to the City of Richardson regarding any changes to their planned performance schedule in a timely manner.

- Grantee shall be willing to submit changes to its proposed project/season schedule.

PROCEDURES AND PROCESSES

Application Procedures

- Grant applications are considered on an annual basis. Applications will be made available online in June 2015. **The deadline to turn in applications is Friday, July 24, 2015 at 5:00 p.m. Late applications will not be accepted.**

- Prior to July 17, 2015, applicants may submit to city staff a preliminary application packet for city staff to preview for completeness and accuracy. ***Please indicate that this is a "preliminary application packet" when it is submitted.*** After the staff preview, applicants may refine their preliminary application packet and submit a final application packet. All final application packets are due by the stated application deadline.

- **Applications must be submitted using the forms supplied by the Cultural Arts Commission.**

Review Process

The City of Richardson Cultural Arts Commission is responsible for making recommendations to the City Council relative to expenditures from the hotel/motel occupancy tax for proposed programs promoting and sustaining the cultural arts in the City. The Commission consists of seven members appointed by the Richardson City Council. Following are the steps of the grant review process.

1. Staff receives applications and reviews them for completeness and accuracy.

2. Complete applications are forwarded to Cultural Arts Commission Members for review.

3. Applicants should be prepared to respond to questions from the Cultural Arts Commission concerning changes in their organization or the current status of their organization and new programming or strategic directions for the grant period. Each applicant will have approximately 10-15 minutes with the Cultural Arts Commission during this interview portion of the application process.

4. Cultural Arts Commission members will evaluate applications and interviews and make recommendations for funding.

5. Recommendations are forwarded to the City Council for the final awarding.

6. Funding shall be available for disbursement according to the following schedule.

7. Amount awarded with the final approval of the Richardson City Council.

8. A final project report will be due by July 31, 2016 or by September 30, 2016 if an organization's season is not concluded by July 31, 2016.

Evaluation Process

Cultural Arts Commission members will use the following information in making Arts Grants recommendations:

- funding available
- the completed application form (adherence to submission guidelines and clarity)
- the current amount of funds requested
- the amount of funds requested and granted in the past
- the criteria shown on pages 3 and 4 of these guidelines

INSTRUCTIONS

Financial Definitions

Refer to the definitions listed to complete the financial form included in the application on page 4.

Expenditures

***Staff Salaries* -** funds paid to employees of the applicant organization
***Professional Services* -** fees paid for artistic or technical services (i.e. directors, producers, designers, and technical crews)
***Facilities Rental* -** rental cost of facilities used throughout the fiscal year for such things as performances, office space, and warehouse space
***Travel & Transportation* -** costs for both salaried staff and contract professionals in addition to all related costs involved with transporting physical property
***Rentals (other than facilities)* -** any form of rental other than facilities
***Supplies & Materials* -** includes items such as office supplies and materials, supplies for costumes, materials for framing, displays, graphic and signage requirements, art supplies, and properties
***Publicity & Promotion* -** fees paid for all promotional efforts
***Printing* -** cost of printing programs, tickets, newsletters, catalogues, prospectuses, etc.
***Postage* -** postage costs for items such as stamps, bulk mailings, and delivery services
***In-Kind Services* -** dollar value of all services and/or goods donated to the applicant organization by members or outside interests. In-kind expenditures should only appear on the new line below the postage line. (i.e. Volunteer staff salaries and donated professional services should be included on this line only.)

Revenues

***CAC Funds* -** amount of funds you are seeking from the Cultural Arts Commission
***Admissions* -** proceeds from all ticket sales or admission fees
Sales - proceeds received from the sale of specialty items
***Membership* -** funds paid by the applicant organizations members (i.e. dues)
***Individual Donations* -** all funds received from individual donors
***Corporate Donations* -** all funds received from corporate donors
***Foundation Support* -** all funds received from foundations
***State Funds* -** all funds received from state arts grants or state organizations
***In-Kind Services* -** dollar value of all services and/or goods donated to the applicant organization by members or outside interests (please refer to “In-Kind Services” under the Expenditures section)

Attachments

Following is the list of materials to be submitted with an application:

1. Current Fiscal Year Budget for all events/activities of the organization
2. Last two Fiscal Year Financial Statements. Please include P/L and Income Statements.
3. 2014 IRS Form 990, unless not required to file
4. Applicant organization's Internal Revenue Service Letter of Determination on 501(c)(3) status
5. A copy of the organization's current strategic plan
6. Narrative - Using the outline below as a guide, provide a typewritten narrative no longer than 3 pages. Bulleted lists are encouraged. Please specifically list your organization's mission statement.

   Please submit all attachments in electronic format to artsgroup@cor.gov by the deadline of Friday, July 24, 2015.

   Applicant Organization – Briefly (one page maximum) describe the applicant organization including its mission, scope of services, day-to-day operations, number of paid staff and volunteers. If significant organizational changes are planned, summarize these changes and describe their effects on the applicant organization's ability to carry out the proposed season. Tell us what steps you are taking to strengthen your organization.

   Season - Outline the season for which the applicant organization is seeking funding. Include details such as scope, theme, activities, schedule, target audience, admission fees, ticket purchases, estimated attendance for each activity, and benchmarks used to determine the success of each event.

   Evaluation Criteria - Read pages 3 and 4 of the Arts Grants Guidelines and summarize the applicant organization's fulfillment of the following criteria: Master Plan Focus, Artistic Merit, Community Service, Inclusiveness and Financial Capability.

   Facilities - Identify where the applicant organization's events and rehearsals are currently held and specify each facility's availability and seating capacity.

   Marketing Efforts - Describe your organization's marketing plans for the coming season. Detail your new strategies for building and developing audiences for the future and quantify your projected financial gains from those strategies. Provide specifics on any programming changes you are planning to attract a larger and/or more diversified audience.

   Financial - Provide an overview of the applicant organization's financial status including the impact of this grant request. Specifically identify current efforts the applicant organization is now making to expand funding from sources other than Richardson Arts Commission Grants.

Submittal Instructions

Electronic submission of the application and promotional items through the City's website is preferred.

Organizations not submitting their application electronically should submit their information to:

Richardson Cultural Arts Commission
c/o Shanna Sims-Bradish
City of Richardson
411 West Arapaho Road - Suite 201
Richardson, Texas 75080
(972) 744-4210 phone
(972) 744-5803 fax
shanna.sims@cor.gov email

A preliminary application packet may be submitted to RCAC Staff prior to Friday, July 17, 2015. ***Please indicate that this is a "preliminary application packet" when it is submitted.*** The preliminary application packet will be previewed for completeness and accuracy and returned to the applicant organization with comments. Applicants may then refine their preliminary application and submit a final application. **All final applications are due by Friday, July 24, 2015 at 5:00 p.m.** The due date and time will be strictly enforced. **NO EXCEPTIONS WILL BE MADE**.

APPLICANT CHECKLIST:

Please submit information in the following order:

- ☐ Application
- ☐ Current Fiscal Year Budget
- ☐ 2013 Financial Statement – P/L or Income Statement. Please list what type of financial statement is attached: Pro-forma or formal_____
- ☐ 2014 Financial Statement – P/L or Income Statement. Please list what type of financial statement if attached: Pro-forma or formal_____
- ☐ 2014 IRS Form 990. Please List which 990 Form was used: 990-N, 990-EZ or 990: _____
- ☐ IRS Letter of Determination on 501c3 Status
- ☐ Organization's Strategic Plan
- ☐ Narrative