
PROJECT SUPPORT – OVERVIEW

Purpose: *Provide support for a broad range of arts and cultural projects, events and programs*

Description: Project Support grants provide assistance for performances, exhibitions, festivals, locally-produced film presentations and community events where the arts are at the core of the project. Projects must include participation of professional artists, a significant open-to-the-public component, be based in or presented at a venue in the city of Columbus and have an implementation plan outlined at time of submission (with specific activities, dates, budgets, etc.). Applicants presenting seasons, series, or other multiple activity projects spread over a range of dates are encouraged to include the entire body of activities in one application.

NOTE: Applications are accepted in two tiers (A or B). See following pages for details.

Who is eligible to apply?

Applicants must fall under one of the two following categories to apply.

- Registered 501(c)(3) nonprofit organizations whose **primary focus is arts and culture**.
 - Operating Support grantees with budgets under \$5 million may be eligible to apply for new, innovative projects outside of regular programming upon approval. Contact Grants & Services Director, Alison Barret, before starting the application.
 - University or college departments provided that the project focuses its public reach beyond the university/college community AND project activities do not result in student credit or are considered part of the required curriculum AND the project has a minimum of one non-academic partner organization.
- The following applicants are eligible to apply if they are in a collaboration with a qualified, local 501(c)(3) nonprofit organization who will serve as the Fiscal Sponsor for the duration of the grant. See [APPENDIX B](#) for more information about [applying with a Fiscal Sponsor](#).
 - Groups without 501(c)(3) status
 - Individual artists

In addition, applicants must meet ALL of the following criteria:

- Based in and/or providing service primarily to the city of Columbus;
- Demonstrate compensation to professional artists involved in the project; and
- Requests are required to reflect a dollar for dollar (1:1) cash match.

What types of projects or events are ineligible?

- Fundraising events
- Permanent public art installations
- Arts education or youth programs
- Arts therapy programs
- Projects that do not demonstrate a significant benefit to the public
- Projects that primarily support or fund one individual artist

NOTE: If you are unsure if your project meets the eligibility requirements, please contact Grants & Services Senior Coordinator, McKenzi Swinehart, before starting the application.

How often can I apply?

Applicants can receive one Project Support award per calendar year (Tier A or Tier B).

When are applications due?

Project Grants applications are accepted over 3 cycles. Projects that span multiple months must fall within the Project Activity Dates for each deadline.

Draft Review	Application Due	Applicant Interview	Applicants Notified	Project Activity Dates	Final Report Due
January 14, 2019	January 24, 2019	February 7 – 22, 2019	End of March	April 15, 2019 – April 15, 2020	30 days after your Project End Date
April 1, 2019	April 15, 2019	May 6 – 24, 2019	End of June	July 15, 2019 – July 15, 2020	
August 1, 2019	August 15, 2019	September 3 – 20, 2019	End of October	November 15, 2019 – November 15, 2020	

Are draft reviews required?

In some cases, yes. The following applicants are **required** to request a draft review at least two weeks prior to the application deadline:

- All new applicants
- Applicants who received a score of 13 or under on the previous year’s Project Support application

Probation and Removal from Project Support

The Grants & Services staff members provide resources that include grant workshops, draft reviews and one-on-one support to applicants to assist in the grant process. Underperforming applicants (receiving a score of 13 or under) will be put through a probationary/removal process:

- Year 1 (score of 13 or under): Applicant is required to submit a draft review prior to submitting an application the following year
- Year 2 (two consecutive scores of 13 or under): Applicant is ineligible to reapply for Project Support in the following year

PROJECT SUPPORT: TIER A

How much can I apply for in Tier A?

You may request up to \$25,000. The request may not exceed 25% of the project cash expense budget. In-kind expenses will not be included in the project expenses total. However, demonstrating significant in-kind support can impact the evaluation score favorably.

What is the cash match requirement?

Requests must reflect a dollar for dollar (1:1) cash match. This match can include tickets/admissions, concessions/merchandise sales, grants, corporate sponsors, individual donations or cash on hand.

What are the application questions?

Below you will find the current narrative questions to assist you in your grant preparation. Additional data-based and short-answer questions are included in the application in GoArts.

Section 1: Community Engagement

- *Who will this project reach? Describe your primary audience for the project and/or the community you serve.*
- *How will you promote and market your project? Describe strategies in place designed to reach and engage new audiences.*
- *What are the potential barriers for participation/attendance? How will you reduce those barriers to make this project inclusive for the whole community?*
- *Discuss collaborations with other organizations, business partners or social service agencies to create, produce, finance or promote the project.*

Section 2: Artistic Impact

- *What is the artistic vision or goal for this project?*
- *How does this project meet the artistic needs of the community you serve?*
- *Talk about the key professional artists hired for this project. How were they selected? How is artist compensation determined and demonstrated?*
- *What is innovative about your project that sets it apart from other local artistic endeavors?*

Section 3: Project Management & Measurement

- *Briefly outline the planning process steps. Who is responsible for the planning and execution of the project?*
- *How will you evaluate success of the project? Give examples of the tools you will use to measure impact.*
- *What lessons from past projects have you used to improve this project?*

How do I complete the Budget section of the application?

The first part of this section contains a small number of data-based and narrative questions. You also have the opportunity to add notes regarding the budget. This is a good place to add breakdowns for budget lines or explain budget projections if not clear elsewhere in the narrative.

- *What percentage of your board/committee is making a personal, financial contribution to the organization or this project?*
- *What other ways are your board/committee members engaged with the project?*
- *Note any budget or financial items that need further explanation.*

You must also complete a budget for the project in the GoArts system. You will add individual line items for project revenue (including earned revenue and contributed support), project in-kind support and overall project expenses. There is a column to indicate where the requested Arts Council funding will be applied, if awarded.

Arts Council funding requests may be applied to any expense line item in the project budget directly related to the arts and cultural activities (festivals, see note below). Priority funding areas include: payment to artists or artistic salaries (related to project), marketing/promotion for the project activities, exhibit/production supplies or materials and venue expense.

NOTE: Festivals that apply for grant funding from city of Columbus Recreation & Parks Department **may only apply Arts Council funding toward the following expenses:** payment to artists and/or payment to creative service providers (graphic designer, set designer, lighting tech, etc). Applicant must demonstrate efforts to use Franklin County artists and service providers, when possible.

What are the required Supplemental Materials (uploads)?

All support materials must be uploaded digitally to the GoArts system. Hard copy materials will not be accepted. See the chart below to determine what you must submit in GoArts.

501(c)3 Organizations	Applicants using a Fiscal Sponsor
MANDATORY	MANDATORY
Current year organization financial documents with budget and year-to-date (statement of activities, profit and loss, etc.)	Fiscal Sponsor contract or agreement
Past year organization financial document (statement of activities, profit and loss, etc.)	Resumes/bios of the project's key leader(s) <u>and</u> primary artist(s)
Most recently filed 990	Current board or project committee list, with business affiliations
Resumes/bios of the project's key leader(s) <u>and</u> primary artist(s)	Evaluation tool example and past evaluation results, if available
Current board or project committee list, with business affiliations	Annual events/programs must submit financial bookkeeping records and tax returns. See APPENDIX B for details.
Evaluation tool example and past evaluation results, if available	
OPTIONAL MATERIALS (submit if relevant to strengthen application)	
Full project budget detail	Artistic work sample materials
Marketing Plan and/or Marketing Samples	Current staff list, if applicable
Links to current or past media coverage	Other materials to support application

First-time applicants will also need to submit the following documents under the "Other materials" upload section:

- Proof of 501(c)(3) status
- Brief organizational history

PROJECT SUPPORT: TIER B

Who can apply in Tier B?

ONLY nonprofit organizations with annual budget of \$50,000 or less OR individual artists applying with a fiscal sponsor are eligible for Tier B. Applicants with annual budgets larger than \$50,000 must apply for Tier A.

How much can I apply for in Tier B?

You may request up to \$5,000. The request may not exceed 50% of the project cash expense budget. In-kind expenses will not be included in the project expenses total. However, demonstrating significant in-kind support can impact the evaluation score favorably.

What is the cash match requirement?

Requests must reflect a dollar for dollar (1:1) cash match. This match can include tickets/admissions, concessions/merchandise sales, grants, corporate sponsors, individual donations or cash on hand.

What are the application questions?

Below you will find the current narrative questions to assist you in your grant preparation. Additional data-based and short-answer questions are included in the application in GoArts.

Section 1: Community Engagement

- *Who are you hoping to reach with this project? How will your project impact the community?*
- *How will you promote and market your project? Describe strategies in place designed to engage new and underserved audiences.*
- *Discuss collaborations with other organizations, business partners or social service agencies to create, produce, finance or promote the project.*

Section 2: Artistic Impact

- *Talk about the key artists hired for this project. How were they selected? How is artist compensation determined and demonstrated?*
- *What is new and innovative about your project that sets it apart from other local artistic endeavors?*

Section 3: Project Management & Measurement

- *Briefly outline the planning process steps. Who is responsible for the planning and execution of the project?*
- *Upon completion, how will you know your project has been successful?*

How do I complete the Budget section of the application?

The first part of this section contains a small number of data-based questions. You also have the opportunity to add notes regarding the budget. This is a good place to add breakdowns for budget lines or explain budget projections if not clear elsewhere in the narrative.

You will also complete a budget for the project in the GoArts system. You will add individual line items for project revenue (including earned revenue and contributed support), project in-kind support and overall project expenses. There is a column to indicate where the requested Arts Council funding will be applied, if awarded.

Arts Council funding requests in Tier B **may only be applied to the following line item expenses**: payment to artists, marketing/promotion for the project activities, exhibit/production supplies or materials and venue expense.

NOTE: Festivals that apply for grant funding from city of Columbus Recreation & Parks Department **may only apply Arts Council funding toward the following expenses:** payment to artists and/or payment to creative service providers (graphic designer, set designer, lighting tech, etc). Applicant must demonstrate efforts to use Franklin County artists and service providers, when possible.

What are the required Supplemental Materials (uploads)?

All support materials must be uploaded digitally to the GoArts system. Hard copy materials will not be accepted. See the chart below to determine what you must submit in GoArts.

501(c)3 Organizations	Applicants using a Fiscal Sponsor
MANDATORY	MANDATORY
Current year organization financial documents with budget and year-to-date (statement of activities, profit and loss, etc.)	Fiscal Sponsor contract or agreement
Resumes/bios of the project's key leader(s) and primary artist(s)	Resumes/bios of the project's key leader(s) and primary artist(s)
	Annual events/programs must submit financial bookkeeping records and tax returns. See APPENDIX B for details.
OPTIONAL MATERIALS (submit if relevant to strengthen application)	
Full project budget detail	Artistic work sample materials
Additional financial records to demonstrate long-term planning	Marketing Plan and/or Marketing Samples
Current board or project committee list, with business affiliations	Links to current or past media coverage

First-time applicants will also need to submit the following documents under the "Other materials" upload section:

- Proof of 501(c)(3) status
- Brief organizational history

APPENDIX B: PARTNERING WITH A FISCAL SPONSOR

Project Support and BOOST grants are awarded only to 501(c)(3) organizations. The Arts Council allows groups and individual artists to engage a Fiscal Sponsor to submit for a grant. Fiscal Sponsors are required to be involved as a collaborator as opposed to merely a transactional relationship. This aims to minimize risk of the Arts Council's investment and to improve project outcomes by asking the Fiscal Sponsor to be engaged and lend its organizational experience to the project.

The expectation is that the Fiscal Sponsor is engaged in a meaningful manner and committed to the financial and artistic success throughout the duration of the project.

Examples of how a true collaboration with a Fiscal Sponsor might be demonstrated:

- A designated Fiscal Sponsor staff member dedicated to oversight through completion of project
- Joint creation of artistic work between artist(s) and organization
- Shared responsibilities in developing a project plan and monitoring project goals
- The use of an organization's space and staff for exhibit, production, rehearsals or staging for free or low cost
- Partnering on cross-promotion and fundraising

Important things to consider:

- If the fiscally sponsored event, series, festival, program or season is on-going or annually produced, the group or individual applying must provide full bookkeeping records and bank statements for the project. Depending on the size of the project budget, tax records may also be requested.
- The Fiscal Sponsor does not have to be an arts organization as long as the partnership is authentic and the 501(c)(3) is financially stable with strong governance in place.
- The Fiscal Sponsor must be locally based.
- The Fiscal Sponsor may not employ any of the applicant's employees or Board members or any other related party.
- Both parties should agree to and confirm in writing the details of responsibilities.
- The Fiscal Sponsor may require a service fee to cover administrative costs. The applicant should include the expense within the project budget of the application. This expense qualifies for all or partial coverage through the awarded grant.
- The application and final report should be completed jointly.
- If the applicant is awarded a grant, the grant agreement is made between the Arts Council and the Fiscal Sponsor, NOT the applicant. However, we do request that both parties review and sign the contract.
- The Arts Council is not responsible for disputes between the applicant and the Fiscal Sponsor.

REGISTERING AND APPLYING THROUGH GOARTS

The lead artist or organizer will register as an individual in [GoArts](#). After beginning an application, click on the "Invite Grant Writer or Fiscal Sponsor" button at the bottom of the application. Add the Fiscal Sponsor's employee contact information. The Fiscal Sponsor will receive an email inviting them to view the application – the Fiscal Sponsor must click on the link and press the "accept" button. If the Fiscal Sponsor currently has an account in GoArts, they then will be able to see the draft application on their dashboard. If they do not have an account in GoArts, they will be invited to register.

PROJECT SUPPORT GRANT – EVALUATION RUBRIC

	Exemplary	Strong	Fair	Weak	Poor
<p>Community Engagement 5 points</p> <p>Support materials to consider, if available:</p> <ul style="list-style-type: none"> - Marketing Plan - Strategic Plan - Marketing samples - Website/Social Media 	5	4	3	2	0-1
	<ul style="list-style-type: none"> - Uses demographics or well-defined target audience to demonstrate strong understanding of who the project will impact - Marketing plan and strategies to reach new audiences are defined, realistic and ambitious - Knowledgeable of barriers to attendance/participation and shows commitment to inclusion through specific and measurable initiatives - Provides evidence of dynamic collaboration between organizations, businesses, or social service agencies 	<ul style="list-style-type: none"> - Shows clear understanding of who the project will impact by defining target audience using some data - Marketing plan and strategies to reach new audiences are detailed and appropriate - Some initiatives or strategies are in place to reduce barriers to attendance/participation - Provides evidence of committed collaboration between organizations, businesses, or social service agencies 	<ul style="list-style-type: none"> - Shows some understanding of who the project will impact - Marketing plan and strategies to reach new audiences are includes basic ideas - Few specific initiatives or strategies are in place to reduce barriers to attendance/participation - Provides some examples of anticipated collaboration between organizations, businesses, or social service agencies 	<ul style="list-style-type: none"> - Rudimentary understanding of who the project will impact; target audience is too broadly defined - Marketing plan and strategies to reach new audiences are lacks specificity - Lacks understanding of barriers to attendance/participation and/or provides an incomplete or unrealistic plan to address barriers - Identifies potential, unconfirmed collaboration between organizations, businesses, or social service agencies 	<ul style="list-style-type: none"> - Little to no understanding of who the project will impact or who target audience is - Does not provide a concrete marketing plan or strategies to reach new audiences. - Does not identify strategies to reach a broad audience inclusive of the whole community - Does not provide examples of collaboration with outside organizations, businesses, or social service agencies
<p>Artistic Impact 5 points</p> <p>Support materials to consider, if available:</p> <ul style="list-style-type: none"> - Artistic Plan - Resume/bios of artistic personnel and guest artists - Articles or links to media coverage - Partner or collaborator letter, if applicable 	Exemplary	Strong	Fair	Weak	Poor
	5	4	3	2	0-1
	<ul style="list-style-type: none"> - Artistic vision and goals are compelling and indicate a commitment to quality - Demonstrates significant, clearly-defined, broad-reaching benefit to the community - Commitment to artistic excellence evident through work samples and artist selection, qualifications and compensation - Remarkable use of innovative tools, concepts, and/or approaches 	<ul style="list-style-type: none"> - Artistic vision and goals are well-articulated and realistic - Articulates a clear benefit to broad community - Commitment to artistic quality shown through work samples and artist selection, qualifications and compensation - Thoughtful use of innovative tools, concepts, and/or approaches 	<ul style="list-style-type: none"> - Artistic vision and goals are adequate - Identifies narrow benefit to the community - Demonstrates a goal of excellence but work samples and artist selection, qualifications and compensation lack evidence - Basic integration of innovative tools, concepts, and/or approaches 	<ul style="list-style-type: none"> - Artistic vision and goals are simplistic - Benefit to the community is minor or focused on the benefit to the organization or participating artists only - Work samples and artist selection, qualifications and compensation needs work - Little evidence of innovative use of tools, concepts, and/or approaches 	<ul style="list-style-type: none"> - Artistic vision and goals are not described, ill-aligned with the project or unachievable - Does not provide clear insight into the benefit to the community - Applicant is missing work samples or details on artist selection, qualifications and compensation - Project is not innovative in concept or execution

	Exemplary	Strong	Fair	Weak	Poor
Project Management & Measurement 5 points Support materials to consider, if available: - Evaluation tool examples - Past evaluation results - Strategic Plan	5	4	3	2	0-1
	<ul style="list-style-type: none"> - Planning process uses best practices, is well-thought-out, and clearly outlined - Strategies for evaluating success are creative, multi-faceted, appropriate for the project, and easily implemented - Explains methodology used to assess related past projects and demonstrates ability to thoughtfully implement short- and long-term solutions - Extremely confident in applicant's ability to carry out project to a high level of success 	<ul style="list-style-type: none"> - Planning process is described in detail - Multiple appropriate tools are utilized for evaluating success and are easily implemented - Thoroughly assesses past projects and demonstrates ability to implement meaningful changes - Confident in applicant's ability to carry out project with success 	<ul style="list-style-type: none"> - Planned process is adequate for project - One standard and appropriate tool is used for evaluating success - Assesses past projects and demonstrates willingness to implement changes - Confident in the applicant's ability to carry out project, with some guidance 	<ul style="list-style-type: none"> - Planning process is unclear or unrealistic - Strategies for evaluating success are unclear or not appropriate to project - Assesses past projects but does not draw meaningful conclusions to guide future planning - Optimistic but not confident in the applicant's ability to carry out project 	<ul style="list-style-type: none"> - Ability to plan project is not demonstrated in the narrative - Strategies for evaluating success are not identified - Does not show a pattern of assessing past projects to guide future planning - Concerns about applicant's ability to carry out project as proposed
	Exemplary	Strong	Fair	Weak	Poor
Budget/Financials 5 points Support materials to consider, if available: - Income and expense worksheets - In-kind support - Comparative Financial Statements - Audit, if available	5	4	3	2	0-1
	<ul style="list-style-type: none"> - Cash match is from a broad range of funding sources - Project budget has room for shortfall management through a planned surplus - Budget and financials are accurate, detailed, realistic, and easy-to-read - In-kind support shows robust and diverse community engagement - Internal financial statements demonstrate excellent fiscal management 	<ul style="list-style-type: none"> - Cash match is from at least two funding sources - Project budget is balanced or indicates a small profit - Budget and financials are accurate, detailed, and realistic - In-kind support lists multiple sources of community engagement - Internal financial statements demonstrate effective fiscal management 	<ul style="list-style-type: none"> - Cash match is from at least one reliable funding source - Project budget is balanced or indicates a small profit - Budget is accurate and complete - In-kind support demonstrates some community engagement - Internal financial statements demonstrate fiscal competency 	<ul style="list-style-type: none"> - Cash match is from one potential funding source - Project budget is balanced but does not provide room for shortfall management - Budget is basic and/or contains small errors - In-kind support only comes from internal sources - Internal financial statements are unclear or demonstrate the need for better accounting practices 	<ul style="list-style-type: none"> - Cash match is not shown or is from an unclear source - Project budget indicates a loss without explanation - Budget contains errors or is incomplete - Project demonstrates no in-kind support - Internal financial statements are not provided or are incomplete

Percentage of request awarded as related to score:
20 = 100%
18 = 90%
16 = 80%
14 = 60%
12 = 40%
Scores 10 and under receive no funding

19 = 95%
17 = 85%
15 = 70%
13 = 50%
11 = 30%