GRANTS FOR ORGANIZATIONS

Project Support TIER B

PURPOSE:
Provide support for a broad range of grassroots arts and cultural projects, events and programs led by artists or small organizations.

THIS GRANT IS OPEN TO:
Organizations whose primary mission is arts & culture.
Individual artists or groups in collaboration with a Fiscal Sponsor.

AWARD AMOUNT:
Up to $7,500.
Request cannot exceed 50% of project cash expense budget.

EVALUATION/NEXT STEPS:
Scored grant - rubric out of 20pts.
In-person interview and committee review.

STAFF CONTACT:
McKenzi Swinehart | 614-221-8746
mswinehart@gcac.org

DEADLINES:
January 15, 2020
5:00 p.m.

May 15, 2020
5:00 p.m.

September 15, 2020
5:00 p.m.
Project Support: Tier B - Purpose

Provide support for a broad range of grassroots arts and cultural projects, events and programs led by artists or small organizations

Description

Project Support: Tier B 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 be open-to-the-public, presented at a venue in the city of Columbus, include significant participation of professional artists, and have an implementation plan outlined at time of submission. 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.

Who is eligible to apply?

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

- Registered 501(c)(3) nonprofit organizations whose primary mission is arts and culture and have an annual budget of under $50,000.

- The following applicants are eligible to apply in Tier B 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, projects proposed in the application must meet ALL of the following criteria:

- Take place within the city of Columbus (check zoning here http://gis.columbus.gov/zoning/);
- Demonstrate compensation to professional artists involved in the project; and
- Be open and promoted to the broad public (free or ticketed).

What types of projects or events are ineligible?

- Fundraising events
- Temporary or permanent public art
- Educational programs (including workshops) or youth programs
- Arts therapy programs or projects that use the arts as a tool to raise awareness
- Projects that do not demonstrate a significant benefit to the broad public
- Projects that primarily feature, support, or fund one individual artist

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

To access the GoArts online application system, visit: gcac.smartsimple.com
If you have any questions or concerns, contact the Grants & Services staff at grants@gcac.org
How much can I apply for in Tier B?

You may request up to $7,500 in 2020; this is an increase from 2019. 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.

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 three rounds. Projects that span multiple months must fall within the Project Activity Dates for each deadline.

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<th>ROUND 1</th>
<th>ROUND 2</th>
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<tr>
<td>Draft Review</td>
<td>January 2, 2020</td>
<td>May 1, 2020</td>
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<tr>
<td>Application Due</td>
<td>January 15, 2020</td>
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<tr>
<td>Applicant Interviews</td>
<td>February 6-20, 2020</td>
<td>June 8-26, 2020</td>
<td>October 6-23, 2020</td>
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<td>Applicants Notified</td>
<td>End of March</td>
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<td>Final Report Due</td>
<td>30 days after your Project End Date</td>
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Who may request a Draft Review?

Starting in 2020, draft reviews are available only to:

New applicants: Draft reviews are **required** and must be requested at least two weeks before the due date.

Returning applicants: Draft reviews are only **available** for:

- Returning applicants who have not received a grant in the past two years.
- Returning applicants who received a score of 15 or under on the previous year’s application.
**What are the application questions?**

Below you will find the current narrative questions to assist you in your grant preparation. There are additional data-based and short-answer questions included in the application in GoArts which are not listed here.

**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 and narrative questions. You also have the opportunity to add notes regarding the budget.

- What percentage of your board/committee is making a personal, financial contribution to the organization or this 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 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. Applicants must demonstrate efforts to use Franklin County artists and service providers, when possible.

To access the GoArts online application system, visit: [gcac.smartsimple.com](http://gcac.smartsimple.com)

If you have any questions or concerns, contact the Grants & Services staff at [grants@gcac.org](mailto:grants@gcac.org)
**What are the required Supplemental Materials (uploads)?**

All support materials must be uploaded digitally to the GoArts system.

**Mandatory Supplemental Materials:**

- Current year organization financial documents with budget and year-to-date (called: profit and loss, statement of activities, income and expense statement)
- Resumes/bios of the project's key leader(s) and primary artist(s)
- If applying with a Fiscal Sponsor:
  - Fiscal Sponsor most recently submitted 990
  - Fiscal Sponsor contract or agreement
  - Annual events/programs must submit financial bookkeeping records and tax returns. See **APPENDIX B** for details.

**Optional Supplemental Materials (include if available and relevant):**

- Additional financial records to demonstrate long-term planning
- Full project budget detail
- Current staff list, if applicable
- Marketing Plan and/or Marketing Samples
- Links to current or past media coverage
- Artistic work sample materials
- Other materials to support application

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

- Proof of 501(c)(3) status
- Brief organizational history
AFTER SUBMITTING – NEXT STEPS

Initial Review

Following the deadline, applications and supplemental materials will be reviewed by Grants & Services staff members to make sure the application is complete and meets eligibility. Staff will complete an initial draft score of the application based on the Project Support rubric at the end of this section.

Applicant Interview

Applicants are required to participate in an in-person interview with Arts Council staff and a trustee. Organizations may bring up to three people to the meeting (staff, board or committee members, key volunteers, etc.); applications submitted using a Fiscal Sponsor must have a representative of the sponsor organization in attendance. The interview is intended to be a conversation to learn more about the project and discuss specifics of the application. There is no need to prepare additional materials or a presentation. Evaluation scores may be impacted based on the results of the interview.

Evaluation, scoring, and voting

After the interview, grants are reviewed, evaluated and scored using the Project Support rubric by the Creative Advancement Committee and later presented to by the Board of Trustees for approval.

Notification

Grant approvals are based on evaluations and available funding. Following a vote from the Board of Trustees, applicants will be notified by email of the application award status (approved, approved with contingencies, or declined). Emails are sent to the primary grant contact and the fiscal sponsor, if applicable. You will receive reviewer/committee notes and a score that determines grant award amount in the notification email.

AFTER YOU ARE AWARDED

Grant Agreement

Following the approval of a grant, a grant agreement specifying the terms of the grant will be available in GoArts under the “Requires Attention” heading. To accept the award, review the grant agreement and digitally sign by the date indicated. No major changes in the project can then occur, either in activities, key leadership, or finances, without prior written approval from the Arts Council. Failure to properly notify and/or obtain approval could result in the cancellation of the remaining grant.

Publicity/Donor Acknowledgement

Once you are awarded, say “Thanks!” in a public way. The Arts Council requires that all organizations and artists receiving funding demonstrate the public value of the arts by making others aware of awards received and acknowledging public funders. Refer to APPENDIX A for details of the contractual publicity requirements.
Payments

Awarded applicants will receive 50% of their grant award following the receipt of a digitally signed Grant Agreement. The remaining 50% will be paid following receipt and approval of the final report.

Assessment and On-Site Visits

The Arts Council makes its most informed funding decisions using documentation of an organization’s activities, including planning and evaluation documents, progress updates, and final reports. Also, organizations should be prepared to make available up to four complimentary tickets for all performances, exhibits, or events funded at the request of the Grants & Services department so that staff or trustees can experience your programming live.

Final Reports

Final Reports are due 30 days following completion of the grant period as indicated in your Grant Agreement. To complete your Final Report, login to GoArts, scroll down to “Requires Attention” and click on the “Reports” tab. Extensions may be requested in writing before the final report due date. Failure to submit a final report within 90 days of the due date may result in the cancellation of the remaining grant disbursement. Overdue or failure to submit final complete reports may affect eligibility and impact grant awards in future applications.

NOTE:
Checks may take up to four weeks to be processed and mailed.
APPENDIX B: PARTNERING WITH A FISCAL SPONSOR

Project Support grants are awarded only to 501(c)(3) organizations. The Arts Council allows groups and individual artists to engage a locally-based Fiscal Sponsor to submit for Project Support: Tier B grants.

Requirements

- Fiscal Sponsor organizations must have a budget of over $50,000, as demonstrated by a recent 990 (within three years).
- Fiscal Sponsor organizations must have been established at least one year prior to the application and have completed at least one 990 to the IRS.
- The Fiscal Sponsor may not employ any of the applicant’s employees or Board members or any other related party.
- Fiscal Sponsors are required to be involved as a collaborator as opposed to merely a transactional relationship. 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.
- The Fiscal Sponsor does not have to be an arts organization as long as the partnership is authentic and the sponsor can demonstrate financially stability and strong governance.

The requirements aim to minimize risk of the Arts Council’s investment and to improve project outcomes by setting standards for the types of organizations that can become Fiscal Sponsors, as well as asking that the sponsor be engaged and lend its organizational experience to the project.

Important considerations

- 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.
- 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 the contract.
- The Arts Council is not responsible for disputes between the applicant and 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 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.

To access the GoArts online application system, visit: gcac.smartsimple.com

If you have any questions or concerns, contact the Grants & Services staff at grants@gcac.org
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<thead>
<tr>
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**Support materials to consider, if available:**
- Marketing Plan
- Strategic Plan
- Marketing samples
- Website/Social Media

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<th>Artistic Impact</th>
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**Support materials to consider, if available:**
- Artistic Plan
- Resume/bios of artistic personnel and guest artists
- Articles or links to media coverage
- Partner or collaborator letter, if applicable

- **Exemplary**
  - 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

- **Strong**
  - 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

- **Fair**
  - Shows some understanding of who the project will impact
  - Marketing plan and strategies to reach new audiences include 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

- **Weak**
  - Rudimentary understanding of who the project will impact; target audience is too broadly defined
  - Marketing plan and strategies to reach new audiences are lacking 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

- **Poor**
  - 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
### Project Management & Measurement

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- 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

### Budget/Financials

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- 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

Percentage of request awarded as related to score:

| 20 = 100% | 18 = 90% | 16 = 80% | 14 = 60% | 12 = 40% | Scores 10 and under |
| 19 = 95% | 17 = 85% | 15 = 70% | 13 = 50% | 11 = 30% | receive no funding |