

# GENERAL SUPPORT GUIDELINES

The City Arts Grants program is designed to provide financial support for arts programs and projects in Salt Lake City that merit public funding. There are five City Arts Grants categories, each with eligibility standards, guidelines, and review criteria. The Salt Lake City Arts Council Board places a priority on those programs that best reflect the Arts Council's mission.

## **City Arts Grants can support only those programs and projects which take place within Salt Lake City limits.**

The City Arts Grants program is competitive and includes a rigorous application review process. A newly completed application must be submitted each year and **a grant award in one year does not guarantee an award for the following year**. The award of City Arts Grants is made at the sole discretion of the Salt Lake City Arts Council and the decision of the board is final.

Applicants may only submit **one** application per grant year per grant category. The exception is applicants who wish to submit an Arts Learning application for an arts education project in addition to a General Support or Project Support application.

## **GENERAL SUPPORT DESCRIPTION**

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General Support grants assist arts organizations with general operating expenses and the continuation or expansion of arts programming for the citizens of Salt Lake.

Organizations funded in General Support must demonstrate high quality arts programming, operate with professional management and artistic staff, have a track record of stable operations, and demonstrate a positive impact on the community.

The review of a General Support grant application includes an assessment of the advancement of artistic excellence, the season, the budget, the quality of programming, community support, and number of people served.

**APPLICATION DEADLINE IS MONDAY, JUNE 4, 2018, 5:00 P.M.**

## **ELIGIBILITY**

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In order to be eligible for a General Support grant, the applicant must:

- Be a 501(c)(3) nonprofit arts organization for at least three years, whose primary purpose is arts programming, support, or services;
- Have a permanent office located in Salt Lake City;
- Have paid administrative staff;
- Request support for arts projects and programs occurring in Salt Lake City;
- Have matching funds for the requested amount of at least 1:1. This match can be through cash, earned income, private or public support, or through a combination of these resources;
- Perform services within a twelve-month period beginning no earlier than September 1, 2018 and ending no later than August 31, 2019.

### **Funding Limitations:**

City Arts Grants cannot be awarded to:

- Projects already underway or completed prior to the grant year;
- Programs or travel outside of Salt Lake City;
- For-profit business, such as a corporation or LLC;
- Deficit reduction.

### **REVIEW PROCESS**

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The Grants Committee, comprised primarily of Salt Lake City Arts Council board members with knowledge of the arts community, educational system, and the community-at-large, meet regularly to review City Arts Grants applications. The Grants Committee includes new members each year.

Committee members review applications, by grant category, in advance of each meeting. Decisions for funding are based on comprehensive discussions on the merits of each application. Awards may vary each year due to number of applicants, composition of the Committee, and available budget.

The Committee prioritizes arts education applications and applications which demonstrate need. Also of high importance is the presentation of a balanced and detailed budget, description of the impact to the community, and strategy for broadening audience reach.

### **Timeline:**

Application deadline: **June 4, 2018, 5:00 p.m.**

***Incomplete applications or those submitted after the deadline will not be reviewed.***

Committee review meeting: Summer 2018

Board review and approval: August 2018

Funding notification: August/September 2018

First payment disbursed: Fall 2018

Final payment: Upon completion and review of final report

*Correspondence will be conducted primarily through email and the online grants management software. **You will not receive a hard copy notification letter of your grant status.** This information will be sent via email. Please be sure your account lists current contact information.*

### **APPLICATION QUESTIONS AND REVIEW CRITERIA**

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#### **APPLICANT ELIGIBILITY INFORMATION**

- If you answer “No” to any of the questions in this section, your organization is not eligible for General Support funding. Please review the General Support guidelines or contact Kelsey Ellis at 801.596.5000 if you have questions or need clarification.

**ORGANIZATION DESCRIPTION**

Application Question	Review Criteria
<p><b>Project Name*</b></p>	<p>Please format your response as XYZ Organization 2018-2019 General Support</p>
<p><b>Funding Amount Requested*</b> \$500 minimum to \$10,000 maximum</p>	<p>Because City Arts Grants funds are limited, applicants are expected to seek additional sources of support, including contributions (from individuals, businesses, and foundations), earned income, and grants from other government agencies. A balance of revenue sources demonstrates good fiscal planning as well as broad community support.</p> <p>In-kind contributions are welcome, but will not meet the matching requirement.</p>
<p><b>District*</b> Identify the Council District(s) where your <b>Salt Lake City</b> programming takes place: <i>City Council District information can be found at: <a href="http://slccouncil.com">slccouncil.com</a></i></p> <p><b>Choices</b> District 1 District 2 District 3 District 4 District 5 District 6 District 7</p>	<p>Please be sure your response is for the City district in which your programming takes place. Do not report your State or Federal district.</p> <p>The Committee looks to support programming City-wide in all districts when possible.</p>
<p><b>Discipline*</b> Identify the discipline(s) used in your programming:</p> <p><b>Choices</b> Dance Theatre Music Opera Media Arts Design/Architecture Literary Arts Visual Arts Folk Arts/Folklore Multidisciplinary</p>	<p>All programming must have a community component, outreach effort, or provide a service to the community.</p> <p>The Committee looks to support programming in all disciplines when possible.</p>

<p><b>Please provide the numbers for your most recently completed fiscal year.</b></p> <p>Full-time paid staff          Part-time paid staff          Volunteers          Artists          Performances / events in Salt Lake City          Total attendance at performances and events in Salt Lake City</p>	<p>Reported numbers will help the Grants Committee understand the size and reach of your programming and those served in Salt Lake City.</p>
<p><b>Mission Statement*</b>          Please provide the mission statement for your organization.</p>	<p>(500 characters)</p>
<p><b>Programs and Services*</b>          Describe the programs and services your organization plans to provide in the 2018-2019 year/season.</p>	<p>Provide a brief yet specific description of the programs and services provided by your organization. Information to include: when and where programming will be held and whether the efforts are new or continuing.</p> <p>This is your opportunity to introduce your organization to the panel.</p> <p>(1,750 characters)</p>
<p><b>2018-2019 Goals*</b>          What are your goals for the 2018-2019 year and how do you plan to achieve them?</p>	<p>Beyond a description of your programming efforts for the coming year, list the goals and objectives that this funding will help you achieve.</p> <p>(1,000 characters)</p>
<p><b>Artistic Quality*</b>          Describe the methods your organization will use to determine and ensure artistic and/or programming quality.</p>	<p>Artistic/Programming quality is determined in your selection and evaluation processes. Describe why your process is important to the project.</p> <p>(1,000 characters)</p>
<p><b>Board of Directors*</b>          Upload a Word or PDF document listing your Board of Directors/Trustees</p>	<p>This is an informative response and will not be scored by the Grants Committee.</p> <p>Allowable file extensions: .pdf          (file size limit: 2MB)</p>

**WORK SAMPLES**

Application Question	Review Criteria
<p><b>Work Samples</b>                      Upload documentation that will enhance your application.</p>	<p>You can submit up to three samples of your work which demonstrates the artistic merits, ideas, or quality of your proposed programming. These may be links to websites/videos/music samples, photos, or programs. Include a brief description of the document or URL.</p> <p>Please make sure the samples are relevant to the programming that will be funded by this request.</p> <p>Allowable file extensions: .pdf                      (file size limit: 5MB per upload)</p>

**COMMUNITY DESCRIPTION**

Application Question	Review Criteria
<p><b>Value to the Community*</b>                      What impact does the community receive by having your programming take place? Why does your organization merit public funding from the Salt Lake City Arts Council?</p>	<p>This response should not be a description of your programming. Describe why your programming is relevant and important. Specifically to Salt Lake City.</p> <p>Questions to consider: Why does your organization provide your programming? Why is it important that this programming take place in Salt Lake City? (You do not need to answer all of these questions, but they may serve as a guide to your response. This is where you get to show your passion and motivation behind why you do what you do. Get the Committee excited for you!)</p> <p>(1,500 characters)</p>

<p><b>Audience*</b> Describe the primary audience that will be served through your programming.</p>	<p>Describe your target audience and the demographics of this community.</p> <p>Please describe if your organization’s programming reaches a specific audience. Programs and services must be open to the public and not restricted to members only.</p> <p><i>(1,000 characters)</i></p>
<p><b>Outreach Opportunities*</b> Explain any strategies you may have for broadening your audience.</p>	<p>The Grants Committee looks for organizations that make efforts to reach a broad audience. Describe your organization’s efforts which may include growing your audience, increasing diversity, and/or providing services to underrepresented communities.</p> <p>If tickets are provided to groups as part of outreach, please describe how you will track these efforts to determine success.</p> <p><i>(1,000 characters)</i></p>
<p><b>Partnerships*</b> Describe initiatives, partnerships, or collaborations that advance the goals of your organization.</p>	<p>Descriptions of partnerships help to further demonstrate your organization’s impact to the community.</p> <p>The Grants Committee views partnerships as commitments beyond cash support. However, if you wish to describe sponsorships please include a description of how they represent community support.</p> <p><i>(1,000 characters)</i></p>

**BUDGET**

- INCLUDE AMOUNT REQUESTED IN THE GRANT AMOUNT REQUESTED BOX.
- Total income must equal total expenses.
  - A balanced budget demonstrates your ability to administer and implement the proposed programming.

- Budgets must present matching funds for the requested amount of at least 1:1.
  - This match can be cash, earned income, private or public support, or a combination of these resources.
  - Match cannot be met with funds from Salt Lake City Corporation (ACE grant support, etc.).
  - In-kind contributions are welcome, but will not meet the matching requirement.
- Include comments and explanations. Think of this portion of the application as a complement to the narrative.
- The Salt Lake City Arts Council values paying artists professional wages. Organizations that pay artists for their services will be given priority.

## Completing an Online Application

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ALL CITY ARTS GRANT APPLICATIONS MUST BE SUBMITTED ONLINE. PAPER COPIES OR EMAILED PDF DOCUMENTS WILL NOT BE ACCEPTED.

### REGISTRATION PROCESS

To access the online grant software, go to <https://goo.gl/k42FIU>.

In addition to the instructions below, applicants may wish to view the following instructional video for assistance navigating the online system: <https://goo.gl/Rksfyt>

#### **New users:**

To create a new profile, begin by clicking the "Create New Account" button.

You will be prompted to create a profile and enter basic organizational information as well as create a password. Passwords must be at least 6 characters and can only contain letters, numbers, and the following symbols: !@#\$\$%^&\*()

Each organization will be linked to one email address so you may consider using an email address that is available to all staff members at your organization who need to access the application.

#### **Returning users:**

If you have already set up your account, you can login to the system from the same link listed above.

If you need assistance changing the email or primary user, please contact Kelsey Ellis at 801.596.5000.

The Dashboard page is your homepage. Your contact information, organization information and grant status are displayed on this page. This is where you will manage your grant application and awarded grants. If you have been awarded a grant, the grant agreement form and final evaluation report form will be available on this page.

In the menu bar at the top of the screen, you will see Applicant Menu. In this dropdown menu click on Apply to access all of the available grant applications and the online process.

## COMPLETING AN APPLICATION

- Applications do not need to be completed in one session and you can return to incomplete applications any time before the deadline.
- Each grant application consists of four sections: Applicant Eligibility Information, Organization Description, Community Description, and a Budget section. If you would like to print the application questions, click on the Question List button in the top right corner of the application page. This will open a PDF document in a new window from which you can print the full list of application questions.
- You may choose to prepare your responses in a Word document and then copy and paste the text into the online form. Please be aware that each text response has a character limit which includes spaces.
- Each application requires that you upload several documents which may include a budget form and a board list. A link to the budget form can be found in the Budget section of the application. Documents should be in a PDF, Word, or Excel format.
- Once you click "Submit Form" you will no longer be able to edit your application. If you need to make a correction to a submitted form, contact Kelsey Ellis.
- You will be able to access all submitted applications from your profile. Within your account, you can download and print copies of applications, reports, letters, and agreement forms.

**APPLICATION DEADLINE IS MONDAY, JUNE 4, 2018, 5:00 P.M.**

### Contact Information

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Please contact the Salt Lake City Arts Council with questions or visit [saltlakearts.org/grant-program/](http://saltlakearts.org/grant-program/)

**KELSEY ELLIS**

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