

# ARTS LEARNING GUIDELINES

## ARTS LEARNING DESCRIPTION

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The Arts Learning grant category was established to support arts learning activities that reach youth of all means, backgrounds, and abilities in Salt Lake City. The funding for this category is intended to recognize the value of providing access and exposure to a wide variety of quality arts experiences and art forms for Salt Lake City's youth. It is the intent of this category to provide grants that would support free programs or scholarships or sliding fee scales to enable access for all youth.

Projects must include community engagement activities. This includes projects and activities undertaken by an organization or group as part of a mission strategy to build deep relationships between the organization/group and the communities in which it operates for the purpose of achieving mutual benefit. (Definition courtesy of [ArtsEngaged](#))

## DEADLINES

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Arts Learning grant applications will be reviewed once during the grant year.

**Tuesday, June 16, 2020, 5:00 p.m.**

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 four 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 and values.

**City Arts Grants can support only those programs and projects which take place within Salt Lake City limits.** Review Salt Lake City boundaries here: <https://www.slcc.gov/council/find-your-council-member/>

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 annually. The exception is to applicants who wish to submit an Arts Learning application in addition to a General Support or Project Support application.

## ELIGIBILITY

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In order to be eligible for an Arts Learning grant, the applicant must:

- Be a 501(c)(3) nonprofit organization OR individual artist OR group of artists;
- Have programming that serves youth ages 5-18;

- Request support for arts projects and programs occurring in Salt Lake City (review Salt Lake City boundaries here: <https://www.slcc.gov/council/find-your-council-member/>);
  - Arts Learning applicants may have a primary office located outside Salt Lake City limits, but funds requested may only go toward those projects and activities which are within the City's boundaries.
- 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 sources;
  - For the Arts Learning category, in-kind donated facilities may be used as the matching requirement. If the facility is recorded as in-kind, it must be listed on the budget in BOTH projected income and projected expenses.
- Perform services within the grant cycle beginning no earlier than September 1, 2020 and ending no later than August 31, 2021.

### 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;
- Fundraising events;
- Capital expenditures;
- Programs and services must be open to the public and not restricted to members only.

### GRANT PROCESS TIMELINE

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Applicants may only submit one Arts Learning application per grant year.

#### Timeline:

Application deadline: **June 16, 2020, 5:00 p.m.**

For projects which occur September 1, 2020 through August 31, 2021

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

Committee review meeting: Summer 2020

Board review and approval: August 2020

Funding notification: August/September 2020

First payment disbursed: Fall 2020

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.**

### 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, will meet

to review City Arts Grants applications. The Grants Committee includes new members each year.

Committee members review applications by grant category and provide preliminary scores to three sections of the application. Committee members then meet to have a comprehensive discussion on the merits of each application. During this meeting recommendations for funding are made. These recommendations are sent to the full Arts Council board for their review. The full board will make final decisions on all grant applications during their meeting. Applicants will be notified of Board decisions shortly after this meeting.

The Salt Lake City Arts Council Board places a priority on those programs that best reflect the Arts Council’s mission and values. Also of high importance are the following:

- **Community inclusion:** Applicants who conduct activities which make efforts to reach a broad and inclusive audience through location, affordability, technology, or engagement through a variety of means.
- **Sound Budget:** Applicants who present a balanced and detailed budget;
  - Applicants who fail to include grant amount requested in projected budget or do not show revenues matching expenses, may not be recommended for funding.
- **Benefit and Impact:** Applicants who clearly articulate social, educational, and or economic relevance for the community.
  - This may include contributing to vibrant creative neighborhoods, understanding the community served (geographic, cultural, economic, racial, educational relevance, etc.), utilizing partnerships or collaborations with diverse groups.

## APPLICATION QUESTIONS AND REVIEW CRITERIA

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### APPLICANT INFORMATION

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Application Question	Review Criteria
<p><b>Mission*</b> Please provide the mission statement for your organization. If you are applying as an individual, please describe your interest and intent in providing arts experiences or services to the community.</p>	<p>This is an informative response and will not be scored by the Grants Committee.</p> <p><i>(500 characters)</i></p>
<p><b>Applicant History*</b> Is this your first time applying for City Arts Grants funding?</p> <p><b>Choices</b> Yes No</p>	<p>This is an informative response and will not be scored by the Grants Committee.</p>

**PROJECT DETAILS**

Application Question	Review Criteria
<p><b>Project Name*</b></p>	<p>(100 characters)</p>
<p><b>Funding Amount Requested*</b> \$500 minimum to \$10,000 maximum</p>	<p>Requested amount must be matched of at least 1:1.</p> <p>Because City Arts Grants funds are limited, applicants are expected to seek additional sources of support including public and private contributions and earned income. A balance of revenue sources demonstrates good fiscal planning as well as broad community support.</p> <p>In-kind donated facilities may be used to 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="https://www.slcc.gov/council/find-your-council-member/">https://www.slcc.gov/council/find-your-council-member/</a></i></p> <p><b>Choices (check all that apply)</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 <u>City</u> district in which your <u>programming takes place</u>. Do not report your State or Federal district or the district where your offices are located (unless this is also the location of the activities proposed in this application).</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 the proposed project:</p> <p><b>Choices</b>                      Arts Education                      Dance                      Design / Architecture                      Digital / New Media                      Folk Arts / Folklore                      Interdisciplinary                      Literary Arts                      Music                      Opera                      Performance Art                      Presenting Organization                      Services to the Arts / Arts Marketing                      Theatre                      Visual Arts</p>	<p>The Committee looks to support programming in all disciplines when possible.</p>

<p><b>Project Beginning Date*</b> Please indicate the date activities for this project will begin.</p> <p><b>Project Ending Date*</b> Please indicate the date activities for this project will end.</p>	<p>Funding is available only to those projects which take place September 1, 2020 through August 31, 2021.</p>
<p><b>Please provide projected numbers specific to this project.</b></p> <p>Total artists expected to participate in this project*</p> <p>Performances / Events you will conduct in Salt Lake City with this funding*</p> <p>Total number of people expected to benefit from this project*</p>	<p>Total number of people expected to benefit from this project should not include virtual or radio audiences or those served outside Salt Lake City limits.</p> <p>The Committee understands that these numbers are an estimate, but this will help to provide information on the scale and reach of the proposed project/program.</p> <p>If funded, applicant will be asked to report actual numbers in the final report.</p>

## PROJECT DESCRIPTION

This section should provide specific details on the proposed events and activities.

The responses to Project Description, Cost to Participate, and Artistic/Programming Excellence will be scored on a scale from 1 to 10. The average score for these three responses will account for 35% of the total preliminary score.

**1-2 = Insufficient information**

- Applicant provides insufficient detail and does not meet the minimum criteria.

**3-4 = Needs work**

- Applicant provides limited detail and additional information is needed to meet criteria.

**5-6 = Average**

- Applicant provides adequate detail and criteria are modestly met.

**7-8 = Good**

- Applicant provides sufficient detail and meets criteria.

**9-10 = Excellent**

- Applicant responds with clear, appropriate details and exceeds criteria.

<p><b>Project Description*</b> Describe the project for which grant funds are requested. Include a description of participating artists, where and when the project will take place, what types of arts activities will occur, the ages of participating youth, and how the requested grant funds will be used.</p>	<p>Assume the reviewer knows nothing about your project. Respond with clear and concise information.  <i>(2,000 characters)</i></p>
<p><b>Cost to Participate*</b> Is the proposed project free for youth?</p> <p><b>Choices</b> Yes No</p> <p><b>Explain</b> If the project is not free, please describe how you will encourage access for all.</p>	<p>Highly accessible projects will be prioritized. If your project is not free the Committee wants to know what efforts you will take to be accessible. Things to consider: project times, location, facilities, and technology are accessible to the public, affordability in program development or offers free admission, scholarships, or sliding scale options.  <i>(1,500 characters)</i></p>
<p><b>Artistic/Programming Excellence*</b> Describe the methods you will use to determine and ensure artistic and/or programming excellence.</p>	<p>Artistic/Programming excellence may be different from one project to the next. Explain what makes excellence means to your project/program and how you are doing it well. You may wish to describe your artist selection process, community served, standards adhered to, participant experience, etc.  <i>(1,750 characters)</i></p>

**WORK SAMPLES**

Application Question	Review Criteria
<p><b>Work Samples (Optional)</b> Upload documentation that will enhance your application. Maximum of 3 representative samples.</p>	<p>You can submit <b>no more than three samples</b> of your work which demonstrates the artistic merits, ideas, or excellence of your proposed project. Please make sure samples are relevant to the project described in this request. Samples may include: images, links to video clips, flyers/postcards, links to music samples, letters of support, links to websites, etc.</p>

	<p>Create one PDF document which includes all samples. If you wish to include links, please include a short description of the linked website. If you choose to include documents or images, please include all as subsequent pages in the same document.</p> <p>Technical assistance is available upon request up until 24 hours before the deadline. If request for assistance is within 24 hours of the deadline, availability may be limited.</p> <p>Allowable file extensions: .pdf (file size limit: 5MB)</p>
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**COMMUNITY DESCRIPTION**

Responses in this section should clearly describe why this project/program merits public funding as well as the efforts applicant is taking to reach a broad audience.

The responses to Value to the Community, Community, and Inclusion will be scored on a scale from 1 to 10. The average score for these three responses will account for 40% of the total preliminary score.

Application Question	Review Criteria
<p><b>Value to the Community*</b>                      What impact does the community receive by having this activity take place? Why does this project merit public funding from the Salt Lake City Arts Council?</p>	<p>This response should not be a description of your programming but describe why your programming is relevant and important to a particular community, neighborhood, or site within Salt Lake City.</p> <p>Questions to consider: Why does your organization provide this project? Why is it important that this project take place in Salt Lake City? What makes your project unique? (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><i>(2,000 characters)</i></p>

<p><b>Community*</b> Define, in your own terms, the “community” or primarily audience that you serve or strive to serve.</p>	<p>Please, describe the audience you anticipate participating in your programming. This may be based on historical data or targeted marketing or programming efforts.</p> <p>(2,000 characters)</p>
<p><b>Inclusion*</b> Discuss what inclusion means to your organization and any strategies you may have for broadening your audience. What are your strengths and challenges concerning inclusiveness? How are you addressing any strengths and challenges?</p>	<p>Discuss any policies, outreach efforts, or goals you may have to reach a broad and inclusive audience.</p> <p>Things to consider: representation in presentation, staff, board/planning committees, targeted marketing (ads in other languages), strategic partnerships, building inclusion and accessibility in planning and execution, targeted outreach, etc.</p> <p>(2,000 characters)</p>

## BUDGET

The budget should include clear detail on the income and expenses associated with this request. The budget will be scored on a scale from 1 to 10 which will account for 25% of the total preliminary score.

A link to the budget form can be found in the *Budget* section of the application or can be downloaded using this link:

[saltlakearts.org/wp-content/uploads/2020/01/FY21\\_AL\\_Budget.xlsx](http://saltlakearts.org/wp-content/uploads/2020/01/FY21_AL_Budget.xlsx)

The final budget form must be uploaded to the application as an Excel document.

- 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 program.
- Only include budget figures for the proposed project. Organizations should not submit their entire operating budget, unless the proposed project is the organization’s only activity.
- Budgets must present matching funds for the requested amount of at least 1:1.
  - This match can come from cash, earned income, private or public support, or a combination of these sources.



- Match may also be through in-kind donated facilities. If the facility is recorded as in-kind, it must be listed on the budget in BOTH projected income and projected expenses.
- Match cannot be met with funds from Salt Lake City Corporation (ACE grant support, etc.).
- Include comments and explanations in the spreadsheet. 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 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 form.

## 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 Information*, *Project 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.
- 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.
- Technical assistance is available upon request up until 24 hours before the deadline. If request for assistance is within 24 hours of the deadline, availability may be limited.

## ARTS LEARNING APPLICATION DEADLINE:

**Tuesday, June 16, 2020, 5:00 p.m.**

**For projects which occur September 1, 2020 through August 31, 2021**

### 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**

801-596-5000

[kelsey.ellis@slcgov.com](mailto:kelsey.ellis@slcgov.com)