

GENERAL SUPPORT GUIDELINES

GENERAL SUPPORT DESCRIPTION

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

Organizations funded in General Support must demonstrate high artistic/programming excellence 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 budget (which must include a match of at least one-to-one), the quality of programming, community support, and number of people served.

DEADLINE

General Support 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. For General Support applicants, it is understood that organizations may conduct programming outside Salt Lake City boundaries. However, all awarded funding must be applied only to those activities which occur within Salt Lake City.

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

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, arts support, or arts services;
 - This eligibility is only for organizations whose stated mission is specific to the arts.
- Organization must be based in Salt Lake City;

- Have administrative staff;
- 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. In-kind support cannot be used as part of the match;
- Apply any awarded funding to those services and activities which occur within the Salt Lake City boundaries;
- Apply any awarded funding to those services and activities which occur 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 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

Applicants may only submit one General Support application per grant year.

Timeline:

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

For projects and services 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

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.

NEW FOR 2020-2021 GRANT PROCESS – As many General Support applicants also submit an Arts Learning application, the Grants Committee will consider recommendations made in the Arts Learning category when making recommendations for General Support applications. There is no disadvantage to applying in both categories, but Committee members would like to be mindful of the total amount of recommended funding per organization.

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

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.

Application Question	Review Criteria
Is your organization a nonprofit organization in existence for at least three years whose <u>primary</u> purpose is arts programming or arts services? Choices Yes No	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, arts support, or arts services. This eligibility is only for organizations whose stated mission is specific to the arts.

<p>Is your organization based in Salt Lake City?</p> <p>Choices Yes No</p>	
<p>Does your organization have administrative staff?</p> <p>Choices Yes No</p>	<p>Administrative staff may include paid or volunteer support.</p>

APPLICANT INFORMATION

Application Question	Review Criteria
<p>Organization Name*</p>	<p>(100 characters)</p>
<p>Mission* Please provide the mission statement for your organization.</p>	<p>This is an informative response and will not be scored by the Grants Committee.</p> <p>(500 characters)</p>
<p>Applicant History Is this your first time applying for City Arts Grants funding?</p> <p>Choices Yes No</p>	<p>This is an informative response and will not be scored by the Grants Committee.</p>
<p>Funding Amount Requested* \$1,000 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 contributions are welcome, but will not meet the matching requirement.</p>

<p>District* Identify the Council District where your Salt Lake City office is located. <i>City Council District information can be found at: https://www.slcc.gov/council/find-your-council-member/</i></p> <p>Choices 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 where your offices are located. Do not report your State or Federal district or the district.</p>
<p>Discipline* Identify your organization’s primary discipline:</p> <p>Choices 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>Please provide the numbers for your most recently completed fiscal year.</p> <p>Full-time paid staff Part-time paid staff Volunteers Participating artists Performances / Events in Salt Lake City Total attendance for all organizational activities Total attendance for those activities which occurred in Salt Lake City (estimate number is fine)</p> <p>Comments:</p>	<p>This information helps to provide an idea of the scale and reach of programming and amount of programming which specifically benefits Salt Lake City.</p> <p>Please use the Comments box to provide any additional details or explanation of these numbers if you feel it is helpful.</p>

PROGRAMMING DESCRIPTION

This section should provide specific details on your organization’s programs and services.

The responses to 2020-2021 Goals and Artistic/Programming Excellence will be scored on a scale from 1 to 10. The average score for these two 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>Programs and Services* Describe the programs and services your organization provides.</p>	<p>Upload a list of programs and services provided by your organization. Do not exceed 3 pages in length.</p> <p>Allowable file extensions: .pdf (file size limit: 5MB)</p>
<p>2020-2021 Goals* Describe the programs and services your organization plans to provide during the 2020-2021 year/season for which this funding will support.</p>	<p>Provide a specific description of the programs and services which will be provided by your organization during this grant funding cycle. Information you may want to include: when and where programming will be held, what types of activities will occur, and whether the efforts are new or continuing.</p> <p>While awarded funds can support general operating expenses, funds must support those activities and services that occur within Salt Lake City. In this response, the Grants Committee is looking for what kinds of programs and services these funds will specifically support.</p> <p>If programming is not yet finalized, examples from previous years or projected activities is acceptable.</p> <p>(2,000 characters)</p>

<p>Artistic/Programming Excellence* 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.</p> <p><i>(1,750 characters)</i></p>
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WORK SAMPLES

Application Question	Review Criteria
<p>Work Samples (Optional) Upload documentation that will enhance your application. Maximum of 3 representative samples.</p>	<p>You can submit no more than three samples 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 <i>(file size limit: 5MB)</i></p>

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 and inclusive 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>Value to the Community* What impact does the community receive by having your organization’s 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 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 programming? Why is it important that this programming take place in Salt Lake City? What makes your organization 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>Community* 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><i>(2,000 characters)</i></p>
<p>Inclusion* 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><i>(2,000 characters)</i></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_GEN_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.
- 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 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 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

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*, *Programming 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.

GENERAL SUPPORT APPLICATION DEADLINE:

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

Contact Information

Please contact the Salt Lake City Arts Council with questions or visit saltlakearts.org/grant-program/

KELSEY ELLIS

801-596-5000

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