

General Support Grant Guidelines

Description

General Support grants assist arts and cultural mission driven organizations with general operating expenses and the continuation *or* expansion of their arts and cultural focused programming in Salt Lake City.

Organizations funded in General Support must demonstrate artistic/programming excellence and value, foster cultural equity, and cultivate a positive social impact on the community.

The review of a General Support grant application includes an assessment of the advancement of artistic excellence, the budget, the quality of programming, community support, and number of people served. Full evaluation measures are listed in detail below.

NEW FOR 2021-2022 GRANT PROCESS – Upon review, we found that approximately 80% of our Arts Learning grant recipients also received funds in our General Support grants category. Due to this, ***the category of Arts Learning has been removed for this grant cycle.*** Applicants wishing to apply for funds to support Arts Learning efforts are encouraged to apply within this General Support grant category. Additionally, applicants who received both General Support and Arts Learning grants are encouraged to request additional dollars in this category to offset the elimination of the Arts Learning grant. **However, it is understood that the Salt Lake City Arts Council evaluation board is under no obligation to fund any applicant based on prior awards.*

Deadlines

General Support grant applications will be reviewed once during the grant year. The application deadline for the FY 2021-2022 General Support Grant requests will be;

Thursday, June 3, 2021, 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 three recurring 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, values, and strategic priorities as expressed in our [Strategic Plan found here](#).

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 to this grant category. There are no exceptions to this guideline, however, additional grant opportunities may become available and eligibility criteria and limitations will be made clear within those grant guidelines.

Eligibility

To be eligible for a General Support grant, the applicant must:

- Be a 501(c)(3) nonprofit arts and/or cultural organization for at least three years, whose primary purpose is arts and/or cultural programming, arts and/or cultural support, or arts and/or cultural services;
 - This eligibility is only for organizations whose stated mission is specific to the arts and/or culture.
- 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;*
 - If your application contains an “Arts Learning Enhancement,” up to 25% of your match requirement can be met with in-kind income, limited to donated facilities. *Details below.*
- 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, 2021 and ending no later than August 31, 2022;
- If awards have been received in previous years, applicants must be in *good standing* prior to submitting future requests to the Salt Lake City Arts Council.

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.

Process Timeline

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

Timeline:

Guidelines released: April 12, 2021
Online Application Open: April 30, 2021, 5:00 p.m.
Grants Orientation: May 10, 2021, 10:00 a.m. – 11:00 a.m.
Grants Orientation: May 11, 2021, 6:00 p.m. – 7:00 p.m.

Grants Orientation are not required. Recordings will be made available on our website.

Application deadline: June 3, 2021, 5:00 p.m.

For projects and services which occur September 1, 2021 through August 31, 2022

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

Committee review meeting: Summer 2021
Board review and approval: August 2021
Funding notification: August/September 2021
First payment disbursed: Fall 2021
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, composed 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. The board will also consider our strategic priorities as expressed in our [Strategic Plan found here](#). 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 & Review Criteria

(Subject to Change, full application will be made available via our online grants software on April 30 at 5:00 p.m.)

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 Taylor Knuth at taylor.knuth@slcgov.com if you have questions or need clarification.

Application Question	Review Criteria
<p>Is your organization a nonprofit organization in existence for at least three years whose <u>primary</u> purpose is arts programming or arts services?</p> <p>Choices Yes No</p>	<p>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>
<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>Applicant History with Other City Funding* Have you received funds from other grant programs offered by Salt Lake City government? <i>For example, Arts, Culture, & Events (ACE) Funding, General Fund Appropriation, etc.</i></p> <p>Choices Yes No</p>	<p>This is an informative response and will not be scored by the Grants Committee.</p>
<p>Arts Learning Enhancement* Does your organization support arts learning activities that reach youth (ages 3 – 18) of all means, backgrounds, and abilities in Salt Lake City and do you plan to use a portion or all of the funds awarded in this grant category to support these efforts?</p> <p>Choices Yes No</p>	<p>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.</p> <p>It is the intent of this Arts Learning Enhancement to provide grants that would support free programs or scholarships or sliding fee scales to enable access for all youth.</p>
<p>Funding Amount Requested* \$1,000 minimum to \$15,000 maximum</p>	<p>Requested amount must be matched of at least 1:1.</p> <p>With the elimination of our Arts Learning grant, we have increased the Funding Amount maximum.</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>If you selected "Yes" to indicate your application contains an "Arts Learning Enhancement," up to 25% of your match can be in-kind limited to donated facilities. If you selected "No" to indicate your application does NOT contain an "Arts Learning Enhancement," In-kind contributions are</p>

	<p>welcome, but will not meet the matching requirement.</p>
<p>Is there a Cost to Participate? * <i>(Only required for applicants who marked "Yes" to Arts Learning Enhancement" question above. Applicants who marked "No" need not answer this question. Applicants who marked "Yes" and fail to answer this question will not be considered for additional funds.)</i></p> <p>Is there a cost associated with your project/program offerings? Please explain in detail the associated costs <i>and</i> if there are examples within your organization of these costs being waived, and why.</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.</p> <p>(1,000 characters)</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://maps.slcgov.com/mws/citizenrepresentation.htm</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 Total 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>
<p>Programs and Services*</p> <p>Describe the programs and services your organization provides in their entirety. The following section will allow you to elaborate on programs and services specific to this application.</p> <p><i>For example, provide an organizational annual report, or a client brochure which illustrates your organization's total impact in the community.</i></p>	<p>Upload a list of programs and services provided by your organization. Applicants may combine multiple publications, but they must be in one file.</p> <p>Allowable file extensions: .pdf (file size limit: 5MB)</p>

Programming Description

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

The responses to 2021-2022 Goals and Artistic/Programming Excellence will be scored on a scale from 1 to 10.

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>Arts Learning Enhancement* <i>(Only required for applicants who marked "Yes" to Arts Learning Enhancement" question above. Applicants who marked "No" need not answer this question. Applicants who marked "Yes" and fail to answer this question will not be considered for additional funds.)</i></p> <p>Please describe the ways your organization supports Arts Learning activities for the youth of Salt Lake City.</p>	<p>The Arts Learning Enhancement is for applicants who support arts learning activities that reach youth of all means, backgrounds, and abilities in Salt Lake City.</p> <p>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)</p> <p>Provide a specific and detail description of your planned efforts and services and how many youths are served by your efforts or services. If funded, applicants will be asked to provide actual numbers in the final report.</p> <p><i>(1,500 characters)</i></p>
<p>2021-2022 Goals* Describe the programs and services your organization plans to provide during the 2021-2022 year/season for which this funding will support. These goals should be related specifically to the programs and services that are held within Salt Lake City, within the grant time frame, and those which provide a direct benefit to the residents and visitors of Salt Lake City.</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, please project your programs and services.</p> <p><i>(2,000 characters)</i></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 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>

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 the 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.

Application Question	Review Criteria
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<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>(2,000 characters)</p>
<p>Community* Define, in your own terms, the “community” or primary 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>(1,500 characters)</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>(2,000 characters)</p>

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.

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

https://saltlakearts.org/wp-content/uploads/2021/04/FY22_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.*
 - *If an application includes an “Arts Learning Enhancement” as indicated above, up to 25% of your match can be in-kind limited to donated facilities.
 - 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.).
 - If an application does not include an “Arts Learning Enhancement,” 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.
- Please provide a detailed budget narrative before submission, ensuring that all expenses related to this request are expended within, and directly benefit, Salt Lake City proper.
- The Salt Lake City Arts Council values paying artists professional wages. Organizations that pay artists for their services will be given priority.

Contact information

Please contact the Salt Lake City Arts Council with questions or visit:

<https://saltlakearts.org/city-arts-grants/>

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