



LEXARTS

# 2018-2019 Community Arts Grant Guidelines

## Program Support

Welcome to the LexArts' Community Arts Grant program. LexArts is a private, non-profit arts service agency dedicated to fostering the arts in Lexington–Fayette County. Community Arts Grants provide an opportunity for arts, cultural and other non-profit organizations to produce or present arts or cultural programming that will benefit the community. If you have questions, call LexArts' Community Arts Services staff between the hours of 9:00 AM – 4:00 PM, M-F at 859-255-2951.

### PROGRAM GOAL

Through its Community Arts Grant program, LexArts seeks to encourage and support arts and cultural activities throughout Lexington–Fayette County. Grants will be awarded to community organizations for specific programs with an arts or cultural focus that have clear artistic and social benefits and are accessible to the general public. Preference will be given to those applicants that hire, partner or collaborate with professional artists and arts professionals. Programs may include festivals, exhibitions, readings, performances, season of performances, exhibitions and publications supporting artist activities.

The 2017-2018 Community Arts Grant program will fund programs taking place from July 1, 2018 through June 30, 2019.

### APPLICATION DEADLINE

Completed Community Arts grant applications must be *delivered*, not postmarked by **Friday, March 23, 2018 by 5:00 PM** in LexArts' office, 161 N. Mill Street, Lexington, Kentucky, 40507. Late applications will not be accepted. Facsimile and electronic applications are not accepted.

### ELIGIBILITY

All applicants must document the following in order to be eligible:

- Organization's mission is arts related.
- Organization is located in Fayette County.
- Non-profit and tax-exempt status (organizations with pending status may apply, in partnership, with a fiscal agent approved by LexArts).\*
- Compliance with previous Community Arts Grants and reporting requirements.
- Fiscal accountability and sound management.
- Program must take place between July 1, 2018 and June 30, 2019.
- Grant amount requested meets the requirements outlined for new and repeat programs.

### RESTRICTIONS

Program Grants will not fund:

- Applicants with no prior funding history through LexArts.
- Organizations whose central focus is non-arts related.
- Organizations/events located outside Fayette County.
- Activities held before July 1, 2018 or after June 30, 2019.
- General operating expenses (office supplies, rent and other overhead).
- Instructional programs designed only to benefit students enrolled in public or private school districts, colleges, or universities.
- Capital expenditures for facilities or equipment.
- Historic preservation.
- Benefits, galas or any other form of fundraising.
- Hospitality expenses (e.g., food and beverages).
- Multi-year grants (e.g., requests for two-year projects).
- Applications with no evidence of a true collaboration between an applicant and fiscal agent.
- Applicants who have received funding in the same fiscal year.
- Re-granting activities.
- Debt reduction, penalties, or litigation costs.

## FUNDING AND APPLICANT MATCH

All applicants must provide a one-to-one CASH match of all grant funds awarded. **Please note: Maximum award is \$10,000.** In-kind contributions are encouraged and recommended, but not eligible for the match requirement. The cash match can constitute funds from any source in the applicant's organizational budget: other grant income, cash reserves, earned income, private contributions, etc. All CAD grant recipients are encouraged to list the project on Power2Give.org to leverage LexArts support.

## HOW TO APPLY

1. Review the 2018-2019 Community Arts Program Grant guidelines and application. A LexArts Grant workshop will be held at ArtsPlace at 5:30pm on February 28, 2017. All applicants are encouraged to contact the Community Arts Services staff of LexArts at 859-255-2951 for free technical assistance. **NOTE: LexArts' Community Arts Services staff will not accept draft applications for preliminary review after March 16, 2018.**

*HELPFUL TIP: Give yourself ample time to plan, write, re-write and review the application with LexArts' Community Arts Services staff. This includes developing the application, gathering artistic documentation and all supplemental materials. This grant process will require the dedicated efforts of one or two individuals in your organization. In addition, have a reader not familiar with this grant application review it for content, clarity, and potential budget and spelling errors.*

2. Type in the appropriate boxes in the application. LexArts will not accept grant applications submitted electronically (email or fax) or handwritten. Applications are available on-line at [www.lexarts.org](http://www.lexarts.org)
3. Check and double-check your application for spelling and mathematical errors.
4. To strengthen the review of your application, applicants should submit artistic documentation. Artistic documentation may give the panel a clearer indication of what is being proposed and/or the quality of the art/artist(s).
5. Applicants must submit the requested materials on the Grant Application by March 23, 2018. Please upload all materials through the online web form. Artistic samples and support materials can be accepted in person or mailed to the LexArts office.

## APPLICATION INSTRUCTIONS

These instructions correspond with the numbered questions on the attached grant application form. Please complete the application in its entirety.

### 1. GRANT INFORMATION

- State the Title of the Program.
- Briefly describe the program (150 character limit).
- Include the starting and ending date (month, date) of the program. (Programs must take place between 07/01/2018 – 06/30/2019).

#### 1a. *New or Repeat Program* – Select the appropriate designation.

New Program = Program has not received LexArts' funds in the past.

Repeat Program = Applicant has received LexArts' funds for the same program.

If organization was awarded program support funds in a previous year for the same program, the applicant must identify new components or differences from prior year. Preference will be given to new programs or repeat programs with clearly identified new components, i.e. change in artists, venue, target audience, etc.

2. *Community Arts Grant Request* – Non-profit arts and cultural organizations located in Fayette County can request up to \$10,000 with a one-to-one CASH match for all grant funds awarded.
3. *Program Category* - The following definitions represent the five types of program categories applicable to Community Arts grant support.
  - **Literary Arts:** Programs involving creative writers, including poets, novelists and short-story writers
  - **Performing Arts:** Programs involving the performing arts (e.g., theater, dance and music).
  - **Visual Arts:** The visual arts include painting, drawing, printmaking, sculpture, crafts, fiber arts, film and new media.
  - **Cultural/Multi-Arts:** Programs presenting a cultural art or combining more than one form of art (e.g., festivals, neighborhood events, etc.) .
  - **Youth Arts:** Programs specifically targeting young people as the primary audience. Programs might include arts education and training or participation in other kinds of arts or cultural events, such as a public celebration or festival.
4. **APPLICANT INFORMATION** – The name, address, telephone number and email of the applicant organization.
5. *Primary Contact name* – The name of the person who put this application together.
6. *Organizational Status* – Include the federal or employer identification number and provide details on the non-profit and tax-exempt status of your organization (or the fiscal agent, i.a.).
7. *Organizational Mission Statement* – Provide the organization's board approved mission statement.
- 7a. *Organizational History* - The history should be brief. You may direct the reader to included supplemental materials that explain the history if appropriate. Do not exceed space allowed in box.
8. *Staff, Board and Volunteers* – provide information on the total number of full-time and part-time staff and volunteers in the categories shown.
  - *Administrative/Support:* executive and supervisory administrative staff, program directors, managing directors, financial officers, promotions and public relations staff, development staff, clerical, maintenance, security, box office personnel and other support positions such as ushers, parking lot attendants, etc.
  - *Artistic/Education:* artistic directors, conductors, curators, composers, choreographers, designers, video artists, filmmakers, creative writers, visual artists, dancers, musicians, education program directors, teachers, instructors, etc.
  - *Technical/Production:* technical directors, wardrobe, lighting and sound crew, stage managers, stagehands, film and video technicians, etc.
  - *Demographic information:* Indicate the number of staff, board and volunteers who are members of the specific populations listed on the application. There may be an overlap among the various groups; for example, seniors of Asian background. Answers will reflect diversity in governance and operation of your organization.
9. **PROGRAM DESCRIPTION** – Do not exceed space allowed in box.

Provide a clear detailed description of your program. Although it is helpful to tell about past planning efforts, you must provide specific evidence of planning for your coming activities. Use the headings below, as applicable, to categorize different parts of your description.

- *Summary Paragraph*  
Summarize your request in a few sentences. Begin your narrative with a single-sentence description of how much money is requested and for what it will be used: the (name of organization) requests (\$X) to (support/expand/etc.) the (name of program/series/event, etc).

- *Who, What, When, Where, How*  
Describe the project in detail. Paint a vivid picture, so that a reader who is totally unfamiliar with your program can envision it in detail. Answer the following questions thoroughly; Who are the key personnel, artists and administrators? Briefly describe qualifications here and flesh them out more thoroughly in the support materials attached to the application. Be specific: list names and the individual's role in the program. What will happen? When will the program take place? Where will the program take place? How will the program be implemented?
- *Program Goals*  
State the goals of your program. What will your program accomplish? What are the measurable outcomes?
- *Educational Activities (as applicable)*  
Describe the educational activities and materials connected to the program. State how and why they were developed. How will the educational activities enrich the experience for your constituency and enhance the program? Include a copy of your curriculum or study guide in support materials if you have one.
- *Program Timeline*

**10. ARTIST/GROUP INVOLVEMENT** – please list the total number of participating artists directly involved in providing art or artistic services specifically identified with this program.

**11. AUDIENCE** – Please indicate the number of individuals benefiting from the program. If there is an admission charge, please let us know if discounts will be available to seniors, students and/or other special populations.

*For questions 12 through 14, use the space provided; Do not use all CAPS, and format the narrative so that it is reader-friendly (i.e. space between paragraphs, bullets, etc. if space permits).*

**12. PROGRAM PROMOTION AND MARKETING** – Describe your marketing and publicity plan. Include information on both paid and in-kind advertising, and promotional efforts you will use to get the word out about your program.

- State your marketing goals and objectives.
- Indicate your key target markets, including names of specific media you will use to reach those target audiences. If program discounts are available, please indicate how target populations are informed of such opportunities.
- Outline your paid advertising; breakout print, radio and television advertising.
- Describe your public relations efforts – public service announcements, donated ad space, press releases, media preview events, etc.
- Describe tools you will use to promote your organization and programs such as postcards, brochures, special events, posters, educational events, media sponsorships, calendar listings, etc.
- Describe your efforts to share marketing resources (i.e. mailing lists, website links) with other organizations to increase community awareness of your organization and programs.

**13. COMMUNITY INVOLVEMENT AND PARTICIPATION** – Discuss the ways in which the program responds to the community or target audiences, and the role that the community plays in planning and program design.

- Explain how your organization is responsive to the interests and needs of diverse constituencies that reflect your community's demographics.
- Describe the demographic composition of your community. Include data on income levels, gender, education levels and other socio-economic data as well as information regarding these specific populations: Appalachians, African Americans, Asians, Latinos/Hispanics, Native Americans, other ethnicities, people with disabilities and seniors (62 or over). How does this data affect the programs and services offered by your organization?

- How do you track and measure involvement by diverse constituencies?
- How have your past activities been supported by your community through attendance, financial support and in-kind contributions? If the specific populations mentioned in the first question are part of your community, relate their involvement in these activities. Describe partnerships and collaborations with other arts and non-arts organizations such as social service agencies, chambers of commerce, economic development organizations, etc. Describe expected outcomes as a result of those partnerships. How are you working locally to ensure the arts are integrated in civic and community plans?

**14. PROGRAM PLANNING AND EVALUATION** – LexArts requires that funded projects are evaluated using a four-tier evaluation model. This process will begin with a front-end evaluation to identify the target audience and specific needs of that audience. From the front-end evaluation, program goals are developed to address the needs of your audience. The formative evaluation should come next during the development phase of the program. Here you should evaluate the means by which you plan to reach these goals. Through meetings with prospective audience members, and participating artists, evaluate what is the best path to reach your goals. Aspects of your program should organically develop around your goals through these meetings. Directly after your event, you will supply audience and participating artist surveys that will collect information on the presentation of the event and what was gained by participants. Finally, develop a comprehensive evaluation to determine what was learned, assess marketing tools and determine if the program goals and objectives were achieved. A workshop held by LexArts will help clarify each of these evaluation steps; evaluation template forms will be provided. Also consider the following:

- How does this program relate to your mission and long-range plan?
- How does your plan address economic, educational, and cultural impacts on your community?
- How are programming decisions made for your organization?
- Who is involved in the artistic decision making process? Which staff members? Board and committee members? Artistic programming committee? Community members?
- Describe the process used to select artists.

**15. PROGRAM BUDGET** – The Program Budget is the story of your program told through numbers and it must “match” the narrative section of your application. An appropriate budget:

- Has the required match one-to-one CASH match
- Is not inflated or under-funded for the program you are proposing
- Balances! (Expenses equal Income)

Tips for completing the Budget (pages 7 - 9 of the program grant application):

- A Budget Breakout is required for all applicants, but you will need to create your own document. A form is not provided because each organization’s Budget Breakout will be different, depending on the program. Review the attached samples and budget definitions below. **Develop your breakout before you fill in the actual Budget form.** Once the breakout is complete, filling out the budget form is a snap!
- The following figures must be the same: *Total Expenses must equal Total Income.*
- When completing the Expense Budget, remember that  $A+B=C$ . C is the Total Expenses for the Project. The sum in **Column C** will automatically adjust to the amounts you enter in Columns A and B.
- In-kind contributions are optional. If you will seek in-kind donations, it is important to include this in your budget so the panel can see your entire financial plan.

## **GRANT REVIEW PROCESS**

### **PHASE 1 – ELIGIBILITY**

All applications will undergo an eligibility audit by LexArts' Community Arts Services staff. If an organization fails to meet the eligibility requirements, the application will not be forwarded to the panel. The staff makes no assessment of the review criteria, only eligibility. Once your application is reviewed and accepted for eligibility, LexArts will notify applicants via mail by April 15, 2018.

### **PHASE 2 – PANEL REVIEW**

LexArts relies on arts, cultural and community experts both within and outside Lexington-Fayette County to review Community Arts grant applications. Panelists may be selected based on their knowledge of the discipline, non-profit sector and/or community. Every effort is made to avoid conflicts of interest. The entire review process is open for observation by the public.

Panelists review each application and provide comments on the strengths and weaknesses of the application based on the criteria. Following this analysis, panelists score each criterion on a 7-point scale (1 = low; 7 = high). LexArts' staff computes the scores to reach an aggregate rating. The Panel bases funding recommendations on these ratings.

### **PHASE 3 – GRANTS COMMITTEE**

The LexArts Grants Committee reviews a summary of all panel deliberations. By considering the panel's recommendations, the Committee ensures an equitable distribution of funds. The Committee has the discretion to consider applications that have 'development potential' for funding or technical assistance.

### **PHASE 4 – LEXARTS BOARD APPROVAL**

The Grants Committee's recommendations are submitted to the LexArts Board of Directors for its review and consideration.

### **REQUIREMENTS AFTER FUNDING**

1. Grantees must sign the Grant Agreement and complete the Program Revision Form in its entirety.
2. If there are significant changes to the program, grantees must contact the Community Arts Services staff for approval and the approved changes must be submitted in writing.
3. **Grantees must acknowledge LexArts as the funding source for the program and include its logo in programs, publications, and media releases associated with the project. Specific guidelines will be provided to grant recipients for LexArts acknowledgement.**
4. All programs should take place in facilities that are accessible to people with disabilities.
5. A Final Grant Report and support materials are due 30 days after the completion of the funded program.
6. By signing the application, the applicant agrees to abide by all rules set forth in these guidelines by LexArts. If an instance arises where the applicant does not complete the program for which funds were given, the applicant agrees to refund the amount received in totality to LexArts.

### **ON-SITE EVALUATIONS**

LexArts' Community Arts Services staff may attend, at random, funded activities to monitor compliance with the terms of the grant agreement.

## SAMPLE PROGRAM EXPENSE BUDGET

	A	+	B	=	C	+	D	=	E
EXPENSES	LexArts Grant		Other Cash Expenses		Total Cash Expenses		In-Kind Expense		Total Project Expenses
<b>Program Management</b>									
Administrative	700		2,800		3,500				3,500
Support	350		1,400		1,750				1,750
<b>Total Program Management</b>	<b>\$1,050</b>		<b>\$4,200</b>		<b>\$5,250</b>		<b>\$0</b>		<b>\$5,250</b>
<b>Program Artistic Fees</b>									
Artistic	7,500		6,000		13,500				13,500
Educational					0				0
Technical/Production	500		2,000		2,500				2,500
<b>Total Program Artistic Fees</b>	<b>\$8,000</b>		<b>\$8,000</b>		<b>\$16,000</b>		<b>\$0</b>		<b>\$16,000</b>
<b>Travel</b>									
Outside Professionals	500		500		1,000				1,000
<b>Total Travel</b>	<b>\$500</b>		<b>\$500</b>		<b>\$1,000</b>		<b>\$0</b>		<b>\$1,000</b>
<b>Marketing and Publicity</b>									
Paid Advertising	450		2,550		3,000		500		3,500
Design/Printing			1,050		1,050				1,050
Mailing/Postage			1,700		1,700				1,700
Other -					0				0
<b>Total Marketing/Publicity</b>	<b>\$450</b>		<b>\$5,300</b>		<b>\$5,750</b>		<b>\$500</b>		<b>\$6,250</b>
<b>Production/Exhibition</b>									
Transportation/Shipping					0				0
Programs/Brochures			500		500				500
Catalogs/Publications					0				0
Technical/Production			2,000		2,000				2,000
Other – Costume Expense			1,500		1,500				1,500
Other -					0				0
<b>Total Production/Exhibition</b>	<b>\$0</b>		<b>\$4,000</b>		<b>\$4,000</b>		<b>\$0</b>		<b>\$4,000</b>
<b>Facilities Rental</b>									
Rehearsal/Meeting Space					0		500		500
Theatre, Hall, Gallery, etc.			5,000		5,000				5,000
Other -					0				0
<b>Total Facilities Rental</b>	<b>\$0</b>		<b>\$5,000</b>		<b>\$5,000</b>		<b>\$500</b>		<b>\$5,500</b>
<b>Accessibility (itemize)</b>									
Sign Language Interpreter			225		225				225
Other -					0				0
<b>Total Accessibility</b>	<b>\$0</b>		<b>\$225</b>		<b>\$225</b>		<b>\$0</b>		<b>\$225</b>
<b>Remaining Expenses</b>									
Supplies and Materials					0				0
Telephone			75		75				75
Postage			100		100				100
Duplication					0				0
Other -					0				0
<b>Total Remaining Expenses</b>	<b>\$0</b>		<b>\$175</b>		<b>\$175</b>		<b>\$0</b>		<b>\$175</b>
<b>TOTAL EXPENSES</b>	<b>\$10,000</b>		<b>\$27,400</b>		<b>\$37,400</b>		<b>\$1,000</b>		<b>\$38,400</b>

## SAMPLE PROGRAM INCOME BUDGET

INCOME	Projected Income	Confirmed Income (indicate dollar amounts)
<b>Revenue</b>		
Admissions	12,000	
Fee for Service (contracted)	1,250	
Memberships	1,125	
Workshop Fees/Tuition etc.		
Concessions/Sales/Rentals, etc.	1,000	500
Other Revenue (itemize)		
_____	_____	_____
_____	_____	_____
<b>Total Revenue</b>	<b>\$15,375</b>	<b>\$500</b>
 <b>Contributed Income</b>		
Corporate	1,500	1,000
Foundation	3,025	3,025
Individual Contributions	2,000	500
Government:		
Federal	3,500	
State	2,000	2,000
City		
Other Support (itemize)		
_____	_____	_____
_____	_____	_____
<i>LexArts Request</i>	10,000	
<b>Total Contributed Income</b>	<b>\$22,025</b>	<b>\$6,525</b>
 <b>TOTAL CASH INCOME</b>	 <b>\$37,400</b>	 <b>\$7,025</b>
<b>TOTAL IN-KIND (from Column D)</b>	<b>1,000</b>	<b>1,000</b>
<b>TOTAL PROGRAM INCOME</b>	<b>\$38,400</b>	<b>\$8,025</b>



## **BUDGET DEFINITIONS**

### **EXPENSES:**

**Management** – Personnel expenses related to management and administration of the program, including support personnel.

**Artistic** – Personnel expenses related to artistic delivery of program, including educational and technical contributions.

**Travel** – Fees paid for bringing artists and other service providers into your community for your arts events.

**Marketing/Publicity** – Costs of services and products that are purchased to raise the public's awareness of the activities described in your application, including newspaper, television and radio advertising, as well as marketing survey expenses. Costs for designing and printing materials such as publicity flyers and posters are also included here.

**Production/Exhibition Expenses** – Materials and service costs associated with preparing for a performance, exhibit opening or other public presentation of artistic work.

**Space Rental** – Expenditures for office space, theatre, hall, gallery and other space.

**Accessibility Expenses** – Costs associated with making your programs accessible for people with disabilities. The Americans with Disabilities Act of 1990 mandates equal access for people with disabilities to public accommodations, public services, transportation and telecommunications. Allowable costs include sign language interpreters, audio describers, large print and Braille materials and transportation expenses.

**Remaining Operating Expenses** – General expenses, such as office supplies, interest expense, utilities/phone, postage, and photocopying, associated with your project.

### **INCOME:**

#### **Revenue**

**Admissions** – Ticket sales to performances, exhibits and other arts events.

**Memberships** – If your organization is a membership-based organization, list membership fees on this line. All other individual contributions should be listed under "Individual Contributions" in the Contributed Income section of the budget.

**Contracted Services** – Include fees for workshops, classes, and tuition.

#### **Other Revenue**

**Concessions/sales/rentals** – Include sales of concessions at events, sales of artwork, rental of space, etc.

**Income on Investments** – Include interest income on investments and from endowments.

#### **Contributed Income**

**Corporate** – Include all corporate/business sponsorships and donations.

**Foundation** – Include all grants from local and national foundations.

**Individual Contributions** – Include all non-membership support secured from individuals.

#### **Government**

**Federal** – Include NEA and any other federal funds.

**State** – Include Kentucky Arts Council and any other state funds.

**City** – Include any support from the Lexington-Fayette Urban County Government.

**Other Support** – Itemize any other support, such as support from Arts Midwest or Southern Arts Federation, on the lines indicated.

**Request to LexArts** – Indicate the amount of money you are requesting from LexArts.

## ARTISTIC DOCUMENTATION REQUIREMENTS

Select high quality artistic documentation that clearly illustrates the merit of your organization's work or the work of the proposed artists for the project/program. You can upload these items through the online form or submit in person/by mail to the LexArts Office. Submit a DVD, Audio CD, CD of images or manuscript/publication of recent work (see requirements below). Copies of the artistic documentation should be submitted. Applicants can submit up to two types of media for their artistic documentation (i.e. you can submit DVD and audio CD, or CD of images and a manuscript/publication, etc). Applicants must label artistic documentation clearly and submit a one-page synopsis of the work submitted (refer to Labeling Guide and Synopsis example sheet in these guidelines, pages 13-14).

### DVD AND CD's

Submit two copies of artistic documentation. Make sure to appropriately label your artistic documentation to correspond with the information on the Artistic Documentation Synopsis sheet. It is critical that the applicant provide concise, detailed and descriptive information about the artistic documentation on the Artistic Documentation Synopsis sheet.

- Label one copy **First Reader**. The first reader may watch or listen to up to 20 minutes of material. Indicate on the Artistic Documentation Synopsis Sheet both the cue point and the description of what the first reader is viewing/hearing at the cue point.
- Label the second copy **Staff**. At panel, we will review 2 minutes of material. This material should be the same as what was given to the first reader, but only a two-minute excerpt. Indicate on the Artistic Documentation Synopsis Sheet both the cue point and the description of what the panel is viewing/hearing at the cue point.

### CD OF IMAGES

Submit two CDs of no more than 10 images of artwork. Make sure to appropriately label the images to correspond with the information on the Artistic Documentation Synopsis sheet. It is critical that the applicant provide concise, detailed and descriptive information about the images on the Artistic Documentation Synopsis sheet.

- Label one CD **First Reader**.
- Label the second CD **Staff**.

### MANUSCRIPTS AND PUBLICATIONS

The first reader will read a minimum of 20 pages and a maximum of 30 pages of material (8.5" x 11" single sided, single spaced, or 40 – 60 pages single-sided, double spaced).

- Submit 2 copies of your 20 to 30-page (40-60 if double spaced) excerpt. Label it **First Reader** and the second **Staff**. You may submit an entire book, story, etc. that is longer than 30 pages, but you must indicate the starting reading point for the first reader and staff, who will then read a minimum of 20 to a maximum of 30 pages from that point.

### ARTISTIC DOCUMENTATION SYNOPSIS

Submit a description of your artistic documentation in the following format based on the type of media you include.

#### Sample 1 CD of Images

Image #	Artist	Title	Description	Date
1	Artist Name	<i>Title of Art Work</i>	Description of work	Year
2	Artist Name	<i>Title of Art Work</i>	Description of work	Year
3	Artist Name	<i>Title of Art Work</i>	Description of work	Year

#### Sample 2 DVD Video and other time-based Media Documentation

Piece #	Artist/Group	Description/Title	Date
1	Artists/Performers	Description of the work (i.e. PSA of org. or Video of Artist Residency Program, etc.)	Year