



2018 -2019 Community Arts Grant Guidelines

Project 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 an arts or cultural project that will benefit the community it serves. 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 projects 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. Projects may include festivals, exhibitions, readings, performances; professionally directed public art projects such as murals, temporary sculptural installations, environmental art; and planning for the redesign of existing public spaces for cultural activities.

The 2018-2019 Community Arts Grant program will fund projects that occur in the period of July 1, 2018 – June 30, 2019.

Project Grants will now be accepted year-round for quarterly review as funds are available.

DATES AND DEADLINES

First Grant Workshop	Wednesday, February 28, 2018, 5:30PM at ArtsPlace
Second Grant Workshop	Thursday, March 8, 5:30PM at Village Branch Library – Spanish Translation
Proposal Review by LexArts Staff	through Friday, March 16, 2018
Deadline to apply	Friday, March 23, 2018 by 5PM
CAD Grant Review	Thursday, May 3, 2018, 10 AM at ArtsPlace

ELIGIBILITY

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

- Organization is located in Fayette County.
- Non-profit and tax-exempt status (applicants may apply, in partnership, with a fiscal agent approved by LexArts). Fiscal agent must be approved by March 16, 2018.
- Compliance with previous Community Arts Grants and reporting requirements.
- Fiscal accountability and sound management.
- Grant amount requested meets the requirements outlined for new and repeat projects.
- Applicants which have not been funded in the past two years MUST send the grant writer to the LexArts grant writing workshop.

RESTRICTIONS

Community Arts Grants will not fund:

- Organizations/events located outside Fayette County.
- Activities held before July 1, 2018 or after June 30, 2019.
- General operating expenses (e.g., office supplies, rent and overhead).
- Instructional programs designed only to benefit students enrolled in public or private school districts, colleges, or universities.
- Historical preservation.
- Capital expenditures for facilities or equipment.
- 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, if applicable.
- Applicants who have received funding in the same fiscal year.
- Re-granting activities.
- Debt reduction, penalties, or litigation costs.

FUNDING AND APPLICANT MATCH

While LexArts **no longer requires a match for CAD Project Grants**, we encourage groups to seek additional funding sources to demonstrate community engagement and support.

HOW TO APPLY

1. Review the 2018-2019 Community Arts project grant guidelines and application. A LexArts Grant workshop will be held at ArtsPlace at 5:30pm on February 28, 2018. 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. The grant application is online and will auto-save your progress. Applications are available on-line at <http://www.lexarts.org/resources/grants/>
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 listed in the Grant Application by March 23, 2018. Please title files uploaded with the organizational name and what requirement it is.

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 Project.
- In one sentence, describe the project.
- Include the starting and ending date (month, date) of the project. (Projects must take place between 07/01/2018 – 06/30/2019).

1a. Status of Project – Select the appropriate designation.

New Project = Project has not received LexArts funding in the past.

Repeat Project = Applicant has received funds from LexArts previously for the same project.

If your organization was awarded project support funds in prior year for same project, the applicant should identify any new components or differences from previous year. Preference will be given to new projects or repeat projects with clearly identified new components, i.e. different artists, change in venue, target audience, etc.

2. Community Arts Grant Request – The maximum grant request cannot exceed \$2,500.

3. Project Category – Select one that best describes your project.

The following definitions represent the six types of project categories applicable to Community Arts grant support.

- **Cultural/Multi-Arts:** Projects involving more than one art and cultural discipline (e.g. festivals, neighborhood events, etc.).
- **Youth Arts:** Projects specifically targeting young people as the primary audience. Projects might include arts education and training or participation in other kinds of arts or cultural events, such as a public celebration or festival.
- **Literary Arts:** Projects involving creative writers, including poets, novelists and short-story writers.
- **Performing Arts:** Projects based around the performing arts (e.g., theater, dance and music).
- **Visual Arts:** The visual arts include painting, drawing, printmaking, sculpture, fiber arts, crafts, film and new media.

4. **APPLICANT INFORMATION** - The name, telephone number, e-mail, web address and street address of the applicant organization.

5. **Primary Contact name** - The name of the person who is primarily responsible for proposed project.

5a. **Fiscal Agent** – The name of the partnering fiscal agent (if applicable), contact name, address, and telephone.

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).

7. **Mission Statement** – Provide the organization's board-approved mission statement.

7a. **Brief History** – Provide a brief history of the organization. If the mission is not arts centered, please explain what role the arts play in fulfilling the mission. For example, a center for victims of domestic abuse might apply for funding to institute music lessons as therapy for clients.

8. **Staff, Board and Volunteers** – Show numbers for your Organization in the boxes provided. List any individual only once in the most appropriate category. Then indicate the population represented by each including ethnic, disabled or senior status using numbers as well. Specific populations include Appalachians (APP), African Americans (AFR), Asians/Pacific Islanders (ASI), Latinos/Hispanics (LH), Other Ethnicity (OE), People with Disabilities (PWD), and seniors (age 62 or over).

9. **PROJECT DESCRIPTION:** Do not attach additional pages. Do not exceed space allowed in box.

- *Description Narrative:* Provide a clear, detailed description of your project. Although it is helpful to tell about past planning efforts, 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 project/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 project 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 project. What will happen? When will the project take place? Where will the project take place? How will the project be implemented?
- *Project Goals:* State the goals of your project. What will your project/program accomplish? What are the measurable outcomes and what tools will be utilized in gauging success?

- *Community Involvement*: Who does the project serve? How have your past activities been supported by your community through attendance, financial support and in-kind donations?
- *Educational Activities* (as applicable): Describe the educational activities and materials connected to the proposed project. State how and why they were developed. How will the educational activities enrich the experience for your constituency and enhance the project?
- *New Component* (as applicable): For Repeat Project applicants developing new components for their projects, answer the following questions. What is the new component? How does it tie into the existing program? What meaningful additional value will it provide to your constituents? Is the new component targeted to a specific constituent group? How will the new component expand/broaden the impact of your project?
- *Project Timeline*

For questions 10 through 14, applicants are limited to the space allowed in the form. 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).

- 10. ARTIST/GROUP INVOLVEMENT** – please list all artists, arts organizations and/or other organizations with which you are partnering in order to realize the project.
- 11. AUDIENCE** – Please indicate the number of individuals benefiting from the project. If there is an admission charge, will discounts be available to seniors, students and/or other special populations?
- 12. PROJECT PROMOTION AND MARKETING** – Describe your marketing and publicity plan. Include in this section 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 needs of diverse constituencies that reflect your community.
 - 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. PROJECT 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, project goals are developed to address the needs of your audience. The formative evaluation should come next during the development phase of the project. 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 project 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 project goals and objectives were achieved. A workshop held by LexArts will help clarify each of these evaluation steps; evaluation template forms will be provided.

15. ORGANIZATIONAL BUDGET – Provide revenue and expense data on the last completed fiscal year and the current year budget for your organization overall.

16. PROJECT BUDGET – The budget is the story of your project told through numbers and it must “match” the narrative section of your application. An appropriate budget:

- Is not inflated or under-funded for the project you are proposing.
- Has no errors and columns add correctly.
- Balances! (expenses equal income).

Tips for completing the Budget:

- The following figures must be the same: In **Column B**, *In-kind Expense must equal In-Kind Income*. *Total Project Expenses must equal Total Project 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.

BUDGET DEFINITIONS

EXPENSES:

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

Artistic – Personnel expenses related to artistic delivery of project, 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

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 may upload audio/video files using the online form or mail/deliver to LexArts in person. 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

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 will make no assessment of the review criteria, only eligibility. Once your application is reviewed and accepted for eligibility, LexArts will notify applicants via email 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 compute 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. Acknowledgement guidelines will be provided to all grant recipients.**
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.