



## 2020-2021 (FY21) Community Arts Development Grant Guidelines

### Program Support for Organizations

Welcome to the LexArts Community Arts Grant program. Community Arts Development Program 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. 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. Programs may include festivals, exhibitions, readings, performances, season of performances, exhibitions and publications supporting artist activities. Grant awards range from \$2,500 to \$10,000.

### PROGRAM GOAL

Through its Community Arts Grant programs LexArts seeks to encourage and support activities and programs that contribute to the arts and cultural landscape of Lexington-Fayette County.

LexArts grant programs are guided by its purpose to promote, enhance, and contribute to the educational, artistic, and cultural lives of those living in Central Kentucky and to serve as a resource and supportive agency for organizations which affect or alter the cultural climate of the community; and by its organization values of collaboration; empowerment; innovation; generosity; innovation; and inclusion, diversity and equity. Applicants are encouraged to consider the purpose and values when developing their application.

The 2020-2021 (FY21) Community Arts Program Support for Organizations Grant program will fund programs taking place from July 1, 2020 through June 30, 2021.

If you have questions concerning the CAD grant program, please call the LexArts Community Arts Services staff between the hours of 9:00 AM – 4:00 PM, M-F at (859) 255-2951.

### DATES AND DEADLINES

Workshops and one-on-one consultations

Sat, Feb 29, 11am	Tates Creek Public Library	3628 Walden Dr
Tue, Mar 3, 6pm	LexArts	161 N Mill St
Thu, Mar 5, 10am	Village Branch Library	2185 Versailles Rd
Mon, Mar 9, 12pm	Northside Public Library	1733 Russell Cave Rd

Proposal review by LexArts Staff	Through March 24, 2020
Application Deadline*	Tue, Mar 31, 2020

\*Completed applications must be submitted via the electronic application at [lexarts.gosmart.org](http://lexarts.gosmart.org). Late applications or applications submitted via hard copy, email or fax will not be accepted.

Public Program Review	Tue, May 12, 10am   LexArts, 161 N Mill St
Applicant Notification	Wed, Jul 1, 2020
Use of grant funds may begin	Wed, Jul 1, 2020
Use of grant funds must conclude	Wed, Jun 30, 2021
Final Report Due	60 days following completion of grant period

ELIGIBILITY
<p>All applicants must document the following in order to be eligible:</p> <ul style="list-style-type: none"> <li>• Nonprofit, 501(c)3 or 509a organization</li> <li>• Arts focused mission</li> <li>• Annual budget must have exceeded \$25,000 for the three previous consecutive years</li> <li>• Paid professional full or part-time management</li> <li>• Demonstrated history of providing community-focused programs</li> <li>• Three years of LexArts project support</li> <li>• Located in Fayette County</li> <li>• Majority of work in Fayette and contiguous counties</li> <li>• Demonstrates ongoing fiscal responsibility through an audit, or financial review conducted externally by an actively practicing certified public accountant (CPA)</li> <li>• Compliance with prior LexArts grants and reporting requirements</li> </ul>

RESTRICTIONS
<p>Community Arts Program Support for Organizations will not fund:</p> <ul style="list-style-type: none"> <li>• Activities intended primarily for fundraising</li> <li>• General operating expenses</li> <li>• Historic preservation</li> <li>• Capital expenditures for equipment, or for facility construction or renovation</li> <li>• Instructional programs designed only to benefit students enrolled in public or private school districts, colleges or universities are ineligible</li> <li>• Debt reduction, penalties or litigation costs</li> <li>• Hospitality activities including food or beverage</li> <li>• Programs or projects not available to the general public</li> <li>• Programs where the majority of work occurs outside of Fayette and contiguous counties</li> <li>• Re-granting activities</li> <li>• Trusts or endowment funds</li> <li>• Programming not available to the general public</li> </ul>

**Scoring Criteria**

**Community Involvement and Outreach (30%)**

- Target audience
- Response to the community
- Access
- Community support
- Partnerships and collaborations
- Organizational diversity
- 

**Program Planning and Evaluation (30%)**

- Program goals

- Planning
- Artistic quality
- Artist Inclusion
- Data Collection
- Evaluation methods
- 

#### **Program Promotion and Marketing (20%)**

- Marketing goals and objectives
- Marketing efforts and tools
- Marketing to underserved audiences
- Collaborative marketing

#### **Fiscal Management (15%)**

- Fiscal control and responsibility
- Fiscal based planning
- Fundraising

#### **FUNDING AND APPLICANT MATCH**

The maximum award for Community Arts Development Support for Organizations is \$10,000. All applicants must provide a one-to-one CASH match for all grant funds awarded. 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.

#### **HOW TO APPLY**

1. Review the FY21 Community Arts Development Support for Organizations Grant guidelines and application. All applicants are encouraged to contact LexArts Community Arts Services staff at 859-255-2951 for free technical assistance. NOTE: The staff is not able to accept draft applications for preliminary review after March 24, 2020.

***HELPFUL TIPS:** 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. The application process will require the dedicated efforts of one or two individuals in your organization.*

- *Attend a LexArts CAD workshop and if so desired, schedule a one-on-one consultation for additional assistance.*
- *Write the application narrative sections in a Word document and then cut and paste into the online application.*
- *Format the narrative so that it is reader-friendly (e.g. space between paragraphs, bullets, etc. if space permits).*
- *Check and double-check your application for spelling and mathematical errors.*
- *Have a reader not familiar with this grant application review it for content, clarity, and budget and other errors.*

- *Submit your application days before the submission deadline as technology challenges are possible and input errors more often when applicants are rushed.*
  - *When preparing the application save as you go. Although GoSmart does auto-save your progress, please be aware that the program may time out.*
2. Applications are available online at [lexarts.gosmart.org](http://lexarts.gosmart.org). You must create an organization profile to access the applications. To begin the application, login and click on “Current Programs and Applications.” Go to 2021 Community Arts Development Program and select “Begin Application.” Applicants who have started their applications and logged out will login and then select “Edit.”
  3. Applicants must submit the Grant Application and all requested materials by March 31, 2020. All materials must be uploaded through the online web form at [lexarts.gosmart.org](http://lexarts.gosmart.org). LexArts will not accept late applications or applications submitted via hard copy, email or fax.

## APPLICATION INSTRUCTIONS

Enter the following information in the application as indicated

### ORGANIZATION INFORMATION

Organization name  
 Primary contact name and title  
 Primary contact email

### PROGRAM INFORMATION

- Title of the Program
- One sentence description of project
- Funding request – CAD program grant requests may be between \$2,500 to \$10,000
- Start and end date (month, date) of the project. (Projects must take place between 07/01/2020 – 06/30/2021)
- New or Repeat Program – Select the appropriate designation. New Programs – applicant has not received LexArts funds for this program in the past. Repeat Program - applicant has previously received LexArts funds for the same program.
- Program Category - The following definitions represent the six 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 including theater, dance and music.
  - Visual Arts: Programs involving the visual arts including 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 including arts education and training, or participation in other kinds of arts or cultural events, such as a public celebration or festival.

- Public Art: Projects involving temporary or permanent artwork in the public realm, including murals, sculpture, interactive and community engagement projects.

## APPLICATION NARRATIVE

### PROGRAM DESCRIPTION

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

**Project description** - Provide a clear detailed description of your program. Describe the project in detail, painting a vivid picture so panelists unfamiliar with your program can envision it. What will happen? Where will the program take place? How will the program be implemented? 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.

### Scoring Criteria

Applications will be assessed using the following criteria:

#### Community Involvement and Outreach (35%)

- **Target audience** - Identify your target audience for this program. Describe the demographic composition of your community and explain how this information will help determine your target audience. Consider income and education levels, gender, race and ethnicity, youth and seniors, and persons with disabilities.
- **Response to the community** - Describe how your organization will be responsive to the interests and needs of the community, including diverse and underserved constituencies, and any role the community plays in planning and program design.
- **Access** - Describe methods that will be used to increase access to the arts by underserved populations, such as free or discounted tickets, scholarships, transportation, etc. Indicate how target populations will be informed of these opportunities.
- **Community support** - Describe how your organization's past activities have been supported by your community through attendance, financial support and in-kind contributions.
- **Partnerships and collaborations** - Describe partnerships and collaborations with other arts and non-arts organizations such as civic and social service agencies, chambers of commerce, economic development organizations, etc. Describe expected outcomes as a result of those partnerships, including economic, educational or cultural impacts on the community.
- **Organizational diversity** - Describe measures being taken to recruit and maintain a diverse board and staff and explain how those measures expand your outreach to the community.

#### Program Planning and Evaluation (30%)

- **Program goals** - State the program goals and describe how they relate to your mission.
- **Planning** -Describe the process used for planning and explain how specific planning for this project was developed.
- **Artistic quality** - Describe the methods used for artistic decision-making, including the process used to select artists. Include information about the involvement of staff, board or community members, or artistic programming committees.
- **Artist inclusion** – Describe your inclusion of, and collaboration with, professional artists as an integral part of the project. Demonstrate your commitment to paying artists a fair wage for their involvement.
- **Data Collection** - Describe how you will track and measure participation in your program, including involvement of diverse constituencies.
- **Evaluation methods** - Describe the evaluation methods and processes that will be used to determine if program goals and objectives are achieved.  
Note: Evaluations include an assessment of the quality of work, strength of the program’s arts focus, clarity and feasibility of the program’s design and budget, qualifications of key personnel, success of the program in serving the target audience and enriching lives through the arts, and the quality and creativity of the program’s design. There are many types of valuable evaluation methods and processes including a **four-tier model**.

#### Program Promotion and Marketing (20%)

- **Marketing goals and objectives** - State your marketing goals and objectives and describe your plan for marketing and publicizing your program. Include information on both paid and in-kind advertising and media sponsorships
- **Marketing efforts and tools** - Describe your marketing efforts and the tools you will use to promote your program including public service announcements, print materials, special events, press releases, social media, etc.
- **Marketing to underserved audiences** - Describe specific marketing and publicity efforts to reach underserved audiences.
- **Collaborative marketing** - Describe how you will engage in collaborative marketing efforts and share marketing resources, e.g., mailing lists, social media, etc., with other organizations to increase community awareness of your program.

#### Fiscal Management (15%)

- **Fiscal control and responsibility** – Describe your policies and procedures for ensuring fiscal control and responsibility and explain how the board will be involved in financial oversight and review of financial statements.
- **Note:** if the organization’s financial statements indicate a deficit describe the measures being taken to address the deficit, the timeframe for implementation, and the board’s involvement in the plan.
- **Fiscal based planning** - Describe how your board and staff use financial statements and annual audited financial statements to guide decision making.

- **Fundraising** - Describe how your organization will identify and obtain matching funds required for this program, i.e., through cash reserves, earned income, private contributions, etc. Describe in-kind goods and services that will contribute to the success of the program.

## **REQUIRED SUPPORT MATERIALS**

The following required documents must be uploaded as either PDF or Microsoft Word files in the Upload section of the application. Place the organization's name and title of document in the upper right-hand corner.

- IRS Determination Letter if not currently on file with LexArts
- Current fiscal year annual budget
- Project budget breakout for this request - [Budget Definitions](#)
- Audit of annual budget for last completed fiscal year
- Evaluation Sample
- Current board list including professional and community/arts affiliations; length of time served on board; officer position held and membership on any board committees
- Current staff list including title/area of responsibility and length of time with the organization
- Resumes or biographical information on key program personnel (artists, consultants, program coordinators, etc.)

## **OPTIONAL SUPPORT MATERIALS**

- Letters of commitment or contracts signed by proposed artists
- Letters of support – maximum of two
- Organization promotional materials - recent materials (brochures, programs, etc.) illustrating how LexArts funding support is acknowledged. Package as a single PDF.

## **REQUIRED ARTISTIC WORK SAMPLES**

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. All artistic support materials will be uploaded through the online form. Applicants may submit up to two types of media for their artistic documentation with a total of six samples. Applicants must describe documentation clearly including concise, detailed and descriptive information.

## **AUDIO / VIDEO**

Panelists will review up to 5 minutes of video or audio. Indicate in the upload description both the cue point and the description of what the panel is viewing/hearing at the cue point. Links to material are also acceptable and can be provided via hotlink in a PDF.

## **IMAGES**

Submit no more than 6 images.

## MANUSCRIPTS AND PUBLICATIONS

The panel will read no more than 5 pages of material (8.5" x 11" single sided, single spaced, saved as a PDF and uploaded.)

## GRANT REVIEW PROCESS

### PHASE 1 – ELIGIBILITY

All applications will undergo an eligibility audit by the LexArts Community Arts Services staff. If an organization fails to meet the eligibility requirements the applicant will be notified and the application will not be forwarded to the panel. If your application is deemed eligible LexArts will notify your organization via email.

### PHASE 2 – PANEL REVIEW

LexArts relies on arts, cultural and community experts both within and outside Lexington-Fayette County to review grant applications. Panelists are selected based on their knowledge of the discipline, non-profit sector and/or community. The 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 assessment, panelists score each criterion on a 5-point scale (1 = low; 5 = high.)

### PHASE 3 – GRANTS COMMITTEE

The Grants Committee of the LexArts Board of Directors reviews the panel's funding recommendations and allocates funding based on funds available.

### PHASE 4 – LEXARTS BOARD APPROVAL

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

## REQUIREMENTS AFTER FUNDING

- Grantees must sign the Grant Agreement Form and, if required, complete the Program Revision Form. Grant Agreement Forms must be signed and returned within 30 days of receipt.
- All grantees must attend the Grantee Orientation.
- If there are significant changes to the program, grantees must contact the Community Arts Services staff for approval and the approved changes must be provided in writing.
- Grantees must acknowledge LexArts as the funding source for the program and include its logo in print, social media platforms, websites, press releases and public presentations. [Guidelines for acknowledgement of LexArts support will be provided to all grant recipients.](#)
- All programs must take place in facilities that are accessible to persons with disabilities.



- A Final Grant Report and support materials are due 60 days after the completion of the funded program.
- By signing the application the applicant agrees to abide by all requirements set forth in these guidelines. If an instance arises where the applicant does not complete the program for which funds were given, the applicant agrees to refund the total grant amount received to LexArts.

### **ON-SITE EVALUATIONS**

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