



2020-2021 (FY21) Community Arts Development Grant Guidelines

Project Support for Individual Artists

Welcome to the LexArts Community Arts Grant program. Community Arts Development Project Grants for Individual Artists provides support for artists to produce or present projects with an arts or cultural focus. Projects must be initiated, directed and implemented by the artist, take place in Fayette County, and include a public component. 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.

Grant awards range from \$500 - \$2,500.

PROGRAM GOALS

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 CAD Project Grant Program for Individual Artists will fund projects taking place between July 1, 2020 – June 30, 2021.

If you have questions, 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. 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"> • 18 years of age • Lives in Fayette County • Compliance with prior LexArts grants and reporting requirements

RESTRICTIONS
<p>Community Arts Project Grants for Artists will not fund:</p> <ul style="list-style-type: none"> • Instructional programs designed only to benefit students enrolled in public or private school districts, colleges, or universities • Activities/events outside Fayette County • General operating expenses • Activities intended primarily for fundraising • Historic preservation • Capital expenditures for equipment, or for facility construction or renovation • Debt reduction, penalties, or litigation costs • Hospitality activities including food or beverage • Programming or activities not available to the general public

SCORING CRITERIA

Applications will be assessed using the following criteria:

Community (30%)

- Public need
- Benefit to Community
- Target audience
- Partnerships
- Audience development
- Accessibility

Program Planning and Evaluation (30%)

- Project goals
- Planning
- Project experience
- Promotion and Publicity

- Marketing to underserved audiences
- Evaluation methods

Artistic Merit (15%)

- Artistic quality
- Professional development

Fiscal Management (20%)

- Fiscal control and responsibility
- Project budget planning
- Budget clarity and accuracy
- In-kind support

FUNDING

LexArts does not require a match for CAD Project Grants; however, applicants are strongly encouraged to seek additional funding. Additional funding demonstrates the organization's commitment to completing the proposed project. It also illustrates that the project is well-received by the community (e.g. individuals, community organizations and businesses).

HOW TO APPLY

1. Review the FY21 Community Arts Individual Artist Project Grant guidelines and application. 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 occur 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. You must create an individual profile to access the applications. To begin the application, login and click on "Current

Programs and Applications.” Go to 2021 Community Arts Development Project – Individual Artists 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. 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.

- APPLICANT INFORMATION
 - Applicant name
 - Applicant email
- PROJECT INFORMATION
- Title of Project
- One sentence description of project
- Funding request – CAD project grant request may not exceed \$2,500
- Start and end date (month, date) of the project. Projects must take place between 7/1/2020 and 6/30/2021)
- New or Repeat Program – Select the appropriate designation. New Project – applicant has not received LexArts funds for this project in the past. Repeat Project – applicant has previously received LexArts funds for the same program.
- Project Category - The following project categories are eligible for CAD project support. Select the one that best describes your project.
 - 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, including 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 involving the performing arts including theater, dance and music.
 - Visual Arts: Projects involving the visual arts including painting, drawing, printmaking, sculpture, fiber arts, crafts, film and new media.
 - Public Art: Temporary or permanent artwork in the public realm, including murals, sculpture, interactive and community engagement projects.

APPLICATION NARRATIVE

PROJECT 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: (Your name) 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 (30%)

- Public need – Describe how this project fills a public need and explain how the need was determined.
- Benefit to community - Describe the public component of this project and how it creates an opportunity for the community to participate in the arts. Explain the benefit the project will provide to the community.
- Target audience – Identify your target audience for this program. Describe the demographic composition of your community and explain how this information will be used to determine your target audience. Consider income and education levels, gender, race and ethnicity, youth and seniors, and persons with disabilities.
- Partnerships - Describe how this project will create or strengthen partnerships with and between artists, community members, and arts and community organizations.
- Audience development – Describe efforts you will make to ensure the public components of this project reach a diverse audience. Explain any methods you will use to increase access to this project by underserved populations, such as free or discounted tickets, scholarships, etc. Indicate how target populations will be informed of these opportunities.
- Accessibility – Describe the efforts you will make to ensure your project is accessible to persons with disabilities.

Program Planning and Evaluation (30%)

- Project goals - State the project goals. Describe how the project goals relate to your professional goals as an artist.
- Planning - Describe the planning process used for the project and explain how you will organize, develop and implement the project. Include a brief timeline of the project activities.
- Project experience - Describe your past experience in developing and implementing projects. Explain how lessons learned with past projects will inform the planning and implementation of this project.
- Promotion and publicity - Describe your plan for publicizing your program. Describe 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.

- Evaluation methods - Describe the evaluation methods and processes that will be used to determine if program goals and objectives are achieved. Explain how you will track and measure participation in your project, including involvement of diverse constituencies and how the program activities will be documented.
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, the 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](#).

Artistic Merit (15%)

- Artistic quality - Describe the process used for artistic decision-making for the project.
- Professional development - Describe how the project will assist in the professional development of your artistic discipline, audience, field of study, place-based community, or broader community.

FISCAL MANAGEMENT (20%)

- Fiscal control and responsibility – Describe your policies and procedures for ensuring fiscal control and responsibility.
- Project budget planning – Describe how your project budget was developed and indicate whether actual or estimated costs were used to prepare the budget.
- In-kind support - Describe in-kind goods and services that will be sought and how they'll contribute to the success of the project.

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 applicant's name and title of document in the upper right-hand corner.

- Resume or biographical information for applicant

OPTIONAL SUPPORT MATERIALS

- Letters of commitment or contracts signed by proposed artists
- Letters of support – maximum of two
- Evaluation Sample
- Resume or biographical information for other key project personnel (artists, consultants, program coordinators, etc.)
- Project budget breakout - [Budget Definitions](#)

REQUIRED ARTISTIC WORK SAMPLES

Select high quality artistic documentation that clearly illustrates the merit of your work and/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

Panelists 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 applicant fails to meet the eligibility requirements the application will not be forwarded to the panel. The staff makes no assessment of the review criteria. Once the application is reviewed and accepted for eligibility, LexArts will notify applicants via email by April 16, 2020.

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 are selected based on their knowledge of an art discipline, non-profit sector and/or community. The Community Arts Project Grants Program for Individual Artists review process is open for observation by the public and will take place Tuesday, May 12, 10 am, at LexArts, 161 N. Mill St, Lexington, KY. 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). Funding recommendations by the panel are based on these scores.

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 project and include its logo in print, social media platforms, websites, press releases and public presentations. [Guidelines for acknowledgement of LexArts support](#)
- All public activities 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 rules set forth in these guidelines. If an instance arises where the applicant does not complete the project 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 activities to monitor compliance with the terms of the grant agreement.