LEXARTS

2021-2022 (FY22) Community Arts Development Grant Guidelines

Project Support for Organizations

Welcome to the LexArts Community Arts Grant program. Community Arts Development Project Grants for Organizations provide support for arts, cultural and other non-profit organizations to produce or present an arts and/or cultural project that contributes to the arts landscape of Lexington-Fayette County. All projects must include a public component. The range of projects may include but is not limited to exhibitions, festivals, readings, performances, professionally directed public art projects (e.g. 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 GOAL

Through its Community Arts Development 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 2021-2022 CAD Project Grant Program for Organizations will fund projects taking place July 1, 2021 – June 30, 2022.

If you have questions concerning the CAD grant program, please email Nathan Zamarron at nzamarron@lexarts.org.

DATES AND DEADLINES
Due to COVID-19, workshop will be held over Zoom.
See link below .

Grant Workshop	Wed, Mar 24, 2021 5pm	Zoom (see bottom of page)
LexArts Staff review draft	Through April 24, 2021	
Application Deadline	Fri, Apr 30, 2021 11:59pm	

Grant Workshop Zoom Link
**https://us02web.zoom.us/j/84437796629?
pwd=UGtiTlpsVVBsN2NTWWhiYVZ3aDdxZz09**
Meeting ID: 844 3779 6629
Passcode: 646182
One tap mobile: 13126266799

Public Program Review via Zoom	Tue, June 1, 10am, Zoom link TBA
Applicant Notification	Fri, June 25, 2021
Use of grant funds may begin	Wed, Jul 1, 2021
Use of grant funds must conclude	Wed, Jun 30, 2022
Final Report Due	30 days following completion of grant period

ELIGIBILITY

All applicants must provide the following documentation in order to be eligible:

- Nonprofit, 501(c)3 or 509a organization
  (Applicants that do not have tax-exempt status must contact LexArts by March 10, 2021 for assistance.)
- Located in Fayette County
- Proposed project takes place in Fayette County
- Demonstrated history of providing community-focused programs
- Demonstrates ongoing fiscal responsibility through an audit, or a financial statement review or compilation by an actively practicing certified public accountant (CPA)
- Compliance with prior LexArts grants and reporting requirements

RESTRICTIONS

CAD Project Grants will not fund:

- Instructional programs designed only to benefit students enrolled in public or private school districts, colleges or universities
- Activities/events outside of Fayette county.
- General operating expenses
- Re-granting activities
- Activities intended primarily for fundraising
- Capital expenditures for equipment, or for facility construction or renovation
- Historic preservation
- Hospitality activities including food or beverage
- Projects that don't include a public component
- Trusts or endowment funds
- Debt reduction, penalties, or litigation cost.

SCORING CRITERIA

Applications will be assessed using the following criteria:

Community Involvement and Outreach (35%)

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

Program Planning and Evaluation (35%)
- Project Goals
- Planning
- Innovation
- Artistic Quality
- Artist Inclusion
- Data Collection
- Evaluation methods

Promotion and Marketing (20%)
- Marketing goals and objectives
- Marketing efforts and tools
- Marketing to underserved audiences
- Collaborative marketing

Fiscal Management (10%)
- Project Budget

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 FY22 Community Arts Organizational Project Grant guidelines and application. All applicants are encouraged to email Nathan Zamarron at nzamarron@lexarts.org for free technical assistance (i.e. workshops and one-on-one consultations). NOTE: The staff is not able to accept draft applications for preliminary review after April 24, 2021.

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. You must create an organization profile to access the applications. To begin the application, login and click on "Current Programs and Applications." Go to 2022 Community Arts Development Project – Organizations 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 April 30, 2021. 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
- Organization serving as Fiscal Agent (if applicable)
- Fiscal agent primary contact
- Fiscal agent name of primary contact
- Fiscal agent email
- Fiscal agent telephone number
- Fiscal agent address

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 7/1/2021 and 6/30/2022)
- 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: (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 be used to 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 this project is responsive to the interests and needs of the community, including diverse and underserved constituencies, and any role the community will play in planning and program design.
- Community support - Describe how your organization's past activities have been supported by your community through attendance, financial support and in-kind contributions.
- Diversity Equity and Inclusion - Describe how this project will engage diverse artists in the planning and implementation.
- 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.

- 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 are informed of these opportunities.

P rogra m P la nning a nd E va lua tion (3 5 %)
- Project goals - State the project goals. Arts organizations - describe how the project goals relate to your mission; Community organizations – describe how the project goals relate to your organization's efforts to integrate the arts into your programs
- Planning -Describe the process that will be used for planning and explain how specific planning for this project was developed.
- Innovation - Describe
- Artistic quality - Describe the methods that will be 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 project, including involvement of diverse audiences.
- Evaluation methods - Describe the evaluation methods and processes that will be used to determine if program goals and objectives are achieved. Explain 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, 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 **f our- tie r mod e l**.

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 that will be used 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 (10%)

- Project Budget planning – Describe how your project budget was developed and indicate whether actual or estimated costs were used to prepare the budget.

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 **Budget Definitions**
- Current board list with professional and community/arts affiliations; length of time served on board; officer position held and membership on any committees

OPTIONAL SUPPORT MATERIALS
- Letters of commitment or contracts signed by proposed artists
- Letters of support – maximum of two
- Evaluation Sample
- Resumes or biographical information on key project personnel (personnel (artists, consultants, program coordinators, etc.)
- 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 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, 2021.

PHASE 2 – PANEL REVIEW

LexArts relies on arts, cultural and community experts both within and outside of Lexington-Fayette County to review CAD grant applications. Panelists are selected based on their knowledge of an art discipline, non-profit sector and/or community. The CAD review process is open for observation by the public and will take place June 1, 10 am via Zoom.

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**.
- All public activities must take place in facilities that are accessible to persons with disabilities.
- A Final Grant Report and support materials are due 30 days after the completion of the project.

- By signing the application the applicant agrees to abide by all rules as 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 activities to monitor compliance with the terms of the grant agreement.