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- 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.

Program Planning and Evaluation (35%)

- 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 [four-tier model](#).

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.