SACRAMENTO METROPOLITAN

ARTS
COMMISSION

Cultural Equity Grants 2020
Guidelines

Overview

The City of Sacramento has set aside one-time funding of $100,000 for grants of $5,000 or $10,000 for small budget arts and cultural nonprofits with organizational budgets of $500,000 or less. The **Cultural Equity 2020 Grants** will be awarded by the Sacramento Metropolitan Arts Commission ("Metro Arts"), which is a commission established by the City and County of Sacramento. Prospective applicants are advised to review the grant guidelines in their entirety and familiarize themselves with both the Sacramento Metropolitans Arts Commission's Cultural Equity Statement and the *Creative Edge* Cultural plan (available at SacMetroArts.org) before starting an application.

The **Cultural Equity Grants 2020** support new and emerging organization whose mission, programs, staff, and board represent inclusive culturally diverse communities and neighborhoods. Awards support arts programming and projects that celebrate communities' unique arts and culture or preserve a culturally significant artistic tradition or practice. Organizations must serve an inclusive, diverse audience including but not limited to American Indian/Alaskan Native, Appalachian, Asian, Black/African American, Hispanic/Latino, Native Hawaiian/Pacific Islander, LGBTQ+, Intellectually or Developmentally Disabled or other culturally specific population. These awards help ensure a vibrant range of arts and cultural experiences are shared with residents, visitors, and communities, both today and in the future.

How to Apply

Cultural Equity Grant applications must be submitted at SacArts.GoSmart.org. New applicants are encouraged to contact Metro Arts prior to applying.

Application deadline is October 10, 2019 at 11:59 PM.

Questions?

Arts Commission staff provides general technical assistance to interested applicants. Contact Ray Gargano at (916) 808-3986 or RGargano@cityofsacramento.org.

METRO ARTS Staff will be holding technical assistance and outreach workshops prior to the application deadline. Please go to www.SacMetroArts.org for dates and locations of these workshops.

If your organization does not have access to the internet or a computer, please contact Metro Arts staff at the contact information above so that the proper assistance can be provided to your organization.

Grant Request

Applicants may request $5,000 or $10,000. Projects must serve no less than 50% of participants who reside within the City of Sacramento. Applicants should provide arts and cultural experiences to communities or neighborhoods within the City of Sacramento that have been underserved in the arts. Grants do not require a match.

Project Support

Project Support grants fund arts and cultural experiences that serve at least 50% of City of Sacramento residents. The goal of the Project Support category is to provide additional opportunities to experience the arts for individuals, families and entire communities residing in the City. Organizations must serve an inclusive, diverse audience including but not limited to American Indian/Alaskan Native, Appalachian, Asian, Black/African American, Hispanic/Latino, Native Hawaiian/Pacific Islander, LGBTQ+, Intellectually or Developmentally Disabled or other culturally specific population within the City that has been underexposed to the arts. All funded project activities must occur within the City of Sacramento.

Projects can be new undertakings for the applicant or represent further development of a recent innovative direction. Projects must deliver distinctive, high-quality, meaningful arts and/or cultural experiences to their intended audiences. Proposed projects should be conceived with the target audience in mind. Projects should reflect the needs and expressed interests of the targeted community. Grantees will be required to attend networking and training event(s) throughout the grant cycle.

Additional Project Information:
- All project activities funded through this program must be open and advertised to the general public and include publicity that recognizes the funding received from the City of Sacramento's Sacramento Metropolitan Arts Commission.
- Expected project outcomes must be stated and assessed in the application.
- Participant and audience numbers must be tracked and the project must be documented. (For example, video/audio recording, collateral materials such as flyers, postcards, and programs, or use of a twitter hash tag, etc.)
- Projects must take place between January 1, 2020 and December 31, 2020. All grant reporting will be due NO LATER THAN December 31, 2020. One extension may be granted if request is received in writing by December 1, 2020 but all funds must be expended by June 20, 2021 or funds will be reallocated.

Eligibility

Organizations must meet the baseline requirements outlined below:
1. Eligible organizations must be arts or cultural organizations with annual operating

budgets of $500,000 or less. The organization's mission must support the development, production, or presentation of arts or cultural activities and disciplines. Arts disciplines include dance, theater, visual, literary, media/film, music and traditional arts.

2. Applicants must provide evidence of tax-exempt status pursuant to Section 501(c)(3) of the Internal Revenue Code or be fiscally sponsored by a tax-exempt 501(c)(3) organization.
   - A fiscally-sponsored organization is one that will receive tax-deductible contributions and agrees to accept, and be responsible for, charitable gifts or grants on behalf of a project or organization that does not have its own tax exemption.
   - The fiscal sponsor must be based in the County of Sacramento.
   - Fiscally sponsored applicants must be able to show evidence of movement toward securing nonprofit status. All fiscally sponsored applicant organizations are expected to obtain nonprofit status within three years to remain eligible for Metro Arts grant programs requiring nonprofit status.

3. An applicant organization must have been in existence and be able to provide budget and program information for at least three years.

4. Applicant organizations must be based in Sacramento County.

5. Projects must serve an inclusive, diverse audience including but not limited to American Indian/Alaskan Native, Appalachian, Asian, Black/African American, Hispanic/Latino, Native Hawaiian/Pacific Islander, LGBTQ+, Intellectually or Developmentally Disabled or other culturally specific population.

6. Specific projects, programs, or activities already funded by Metro Arts-sponsored grants are not eligible; however, current CAA or prior Metro Arts grantees may apply for funding under this grant program for new projects, programs, or activities.

7. Applicants must have the capacity to implement the funded activities.

8. Applicant must meet City insurance requirements.

Restrictions and Compliance

1. Grants will be awarded annually; applicants must apply each year to be considered for funding in that fiscal year.

2. Only one application may be submitted per organization or for the same project. For example, if two organizations are collaborating on the same project, only one of those organizations may submit a grant application for that project.

3. Activities that have been delivered the same way for the same purpose on an ongoing basis are not considered eligible. For example, ongoing programming or other ongoing usual costs of doing business are not eligible.

4. Organizations may not use grant funds to engage a consultant or vendor who is a current staff or board member of the organization, volunteer or related to any current staff member, board member, or volunteer. (Volunteers are individuals contributing 15 hours or more per week.)

5. Organizations receiving support from another Metro Arts grant program, excluding Cultural Arts Award, are eligible to apply but only are only able to receive ONE grant per fiscal year. If organization is currently receiving a Cultural Arts Award, it IS eligible to apply to the CULTURAL EQUITY 2020 grant.

6. Applications will not be accepted from organizations that are not in compliance with current or past Metro Arts grants. Funding will be withheld from organizations that become non-compliant during a grant contract.

What the Cultural Equity Grant Funds

Cultural Equity 2020 grants are one-year awards for activities representative of an inclusive culturally diverse community. Funds may be used to support programming costs, with other allowable expenses including artist fees, training or workshop costs, marketing, and planning and evaluation costs.

Examples of what expenditures this grant may be used for include but are not limited to:
- Payments to artists
- Consumable supplies
- Rental fees
- Marketing / public relations for the project
- Documentation
- Assessment tools

What the Cultural Equity Grant Does Not Fund

This grant may NOT be used for:
- Projects restricted to private or exclusive participation, including restriction of access to programs based on sex, race, creed, national origin, disability, age, or marital status
- Registration fees to attend classes, workshops or conferences
- Fundraising activities
- Purchase of land, building or construction costs
- Capital campaigns or endowments
- Consultation or facilitation related to capital projects
- General operating expenses
- Costs associated with proposal or grant application preparation
- Costs incurred or obligated outside of the grant period
- Costs for lobbying
- Costs for entertainment or scholarships
- Costs for refreshments
- Re-granting, contributions to other organizations, scholarships and donations.
- "Seed" money for starting new organizations
- Reimbursement of costs that are paid prior to the execution of the grant award agreement or outside the dates stated in the grant award agreement

Grant Review Process

1. Staff reviews grant applications for completeness, eligibility and verification of the 501(c)(3) or fiscal sponsorship status. When necessary, applicants are asked to revise proposals or supply additional information.

2. Complete and eligible applications are then reviewed by a review panel consisting of peer and other professionals in the arts and arts administration. The panel meets to discuss and score the applications.
3. Based on the panel scoring system, staff recommends grantees and award amounts to the Arts Commission.
4. The Arts Commission reviews staff recommendations and approves awards and amounts. Grant decisions approved by the Arts Commission are final.

All Metro Arts meetings including review panels are open to the public. Meeting agendas and schedules are posted on the Metro Arts website at least 72 hours in advance of the meeting. The public is welcome to attend.

Review Criteria

A panel of peer and other professional artists and arts administrators evaluates and scores each Cultural Equity 2020 application. Panelists highlight strengths and weaknesses, discussing all aspects of the application and its support materials. Averages are used to determine funding award recommendations, which are then reviewed by the Metro Arts Staff. The process is competitive, and not all applications are funded.

REVIEW CRITERIA: Criteria are divided into four categories: Program Quality, Community Engagement, Defining and Measuring Success, and Resource Management. Criteria evidence may be found in any portion of an application or associated support materials. Criterion is worth up to a maximum of 50 points.

- **Program Quality (15 points)**
  - Project activities will celebrate the unique artistic contributions of an inclusive culturally diverse community
  - Project will make possible activities of artistic, educational, or cultural value
  - Artistic and/or educational leaders have experience in carrying out culturally unique project as described

- **Community Engagement (15 points)**
  - Efforts to engage participants are thoughtful
  - Organization works to attract a diverse range of participants, including people with disabilities
  - Project will be promoted using up-to-date tools and an understanding of targeted communities
  - Engagement with the broader community is evident

- **Defining and Measuring Success (10 points)**
  - Project has been thoughtfully planned
  - Successful outcomes for the project are clearly defined
  - Documenting activities will help organization know to what degree success was achieved

- **Resource Management (10 points)**
  - Appropriate financial and other resources have been sought out to support project
  - Sound administrative practices are led by qualified personnel

o The project contributes to Sacramento's Creative Economy, increasing both an economic and social impact for the community served

Submission Requirements

Metro Arts will only accept applications in GoSmart at **SacArts.GoSmart.org**. Registration is required if new to GoSmart. All applicants are required to submit the following information:
1. Application Narrative for the category in which you are applying
2. Project Budget
3. Attachments

Application Narrative

All applicants are required to fill out the entire application narrative including a brief organizational history and mission.

Project Budget

Applicants applying for Cultural Equity grants must submit a proposed budget detailing how the awarded funds will be spent, detailing how the awarded funds will be used to accomplish the proposed activity.

Attachments

The following attachments are required unless otherwise noted:
➢ One copy of the organization's current IRS 501(c)(3) tax exempt ruling letter.
➢ Up to 3 collateral items describing the organization (program, flyer or postcard) not more than 3 years old.
➢ Media Support Material showing your organization's past work
- A video or music clip between 2-5 minutes long or
- Up to 5 photos

Application Tips

Media Support Materials

All applicant organizations must submit a video, music or digital slides showing past artwork. Review panelists will view a maximum of 5 minutes of the work submitted. The media support materials serve as the primary indication of the organization's artistic and programmatic quality. If the applicant organization is better represented through another medium, please notify Metro Arts staff.

Video/Audio submissions may not be longer than five minutes and must contain only the material to be reviewed. Only digital formats that are quality resolution and can play on PC and MAC platforms are accepted. DVDs and VHS tapes will not be accepted.

Photo or digital slide submissions are limited to a maximum of ten digital images may be uploaded in jpeg format. All images must adhere to the following size limitations: 3" x 5" and 300 dpi. You may submit slides within a PowerPoint presentation in .PDF format to include

captions.

Web links are admissible for video and audio submissions only and should not be longer than five minutes. Include links in a WORD Document and upload as an attachment. Metro Arts is not responsible for links that do not work or become inactive at the time of the panel meeting. A link to an organization's website is not considered a media support material submission. Note: Google Docs, Dropbox and other similar platforms are not accepted by the City.

Budget Information

The **project budget** will inform the panel the organization's overall operating income and expenses and of the total costs of the proposed project, including the total costs of the project and other sources of other funds to be used for this project that balance the project budget. Remember, you may only request $5,000 or $10,000. Make sure to be specific about project expenses including fees, production, marketing, rentals, etc. Refer to the "What the Cultural Equity Grant Funds" and "What the Cultural Equity Grant Does Not Fund" sections of these guidelines for details on what can be included in the "Grant Request" column of the project budget.

GoSmart Instructions

All applicants must fill out their application in the on-line application service called Go Smart, which may be easily accessed using a PC or a Macintosh and a variety of web browsers at SacArts.GoSmart.org.

1. How to Register:
If your organization has not registered, go to SACARTS.GOSMART.ORG and complete a profile page.

Please choose the type of profile you are creating:
1. REGISTER AS AN ORGANIZATION. You will have one main contact and may share the login information with your entire organization
2. PRIMARY CONTACT. This is the person who is the Main Contact with Metro Arts
3. APPLICATION INFORMATION: This is Organizational Information

2. Click on "Current Programs & Applications" from the Main Menu to view the "Cultural Equity 2020 Application" to view a description of the program and to download important documents (such as a PDF of these guidelines).
3. Click on the blue "START" link to begin working on your application.

Editing in GoSmart
It is not necessary to complete the application all at one time. If information is typed into the form and saved, you may return to it later for further work.

In order **to submit the application**, all required components need to be completed. Once the application is submitted, no further edits can be made. Remember, the deadline to apply is at 11:59 pm on the day of the deadline. Grants staff will not be available after 3 pm.

Public Record

Because Metro Arts is a government agency, applications and application materials are public records. All information received from a grantee, whether received in connection with a grant application or in connection with any grant funded activities performed, will be disclosed upon receipt of a request for disclosure, pursuant to the California Public Records Act.

Metro Arts reserves the right to use application materials as demonstration examples in future workshops. Submission of an application gives Metro Arts permission to use it for training purposes with confidential information removed.

If Funded

Staff notifies all applicants of their application status within approximately 2 weeks following the panel review. Grant awards will be made in the form of an agreement executed between the applicant and the City of Sacramento. The grant period will be outlined in a contract between the applicant organization and the City of Sacramento and is usually 12 months. Applicants are informed of deadlines throughout the process. The contracting process can take between one and four months. One extension may be considered by Metro Arts staff for completing project if requested in writing in advance of final deadline.

Typically, grantees can receive a maximum of 50% of the grant funds upon contract execution, and the remaining grant funds when the project has been completed. Grantees must show how the grant money was spent before the rest of the funds are disbursed through a report narrative and budget at end of project. Unused funds should be returned within 30 days of project end date. There is no match requirement for this grant. No payments will be made until the contract has been fully executed. Payments typically take between two and four weeks to process after receipt of an acceptable invoice.