



Cultural Equity Investment Grant Guidelines

Overview

The City of Sacramento has set aside one-time funding for three grants of \$75,000 for arts and cultural nonprofit organizations with organizational budgets of \$500,000 or less. **Cultural Equity Investment Grants** fund 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 Metropolitan Arts Commission’s Cultural Equity Statement and the *Creative Edge* Cultural plan (available at SacMetroArts.org) before starting an application.

The **Cultural Equity Investment Grants** support organizations that need an infusion of support to achieve the next level in their organizational sustainability. The organizations’ mission, programs, staff, and board will represent inclusive culturally diverse communities and neighborhoods. Awards support general operations and/or arts programming and projects intended to build capacity toward sustainability. 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 Investment 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 to 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

Three awards of \$75,000 will be allocated in year one; renewal for additional \$50,000 in year two and \$30,000 in year three is possible ***pending Metro Arts funding***. All awards require a 50 percent match, up to half of which may come from allowable in-kind donations. Applicants planning to use in-kind donations to supplement a match should consult Metro Arts staff prior to applying.

Investment Support

Cultural Equity Investment Grants are one-year awards for organizations that represent and provide programming for inclusive culturally diverse communities, with the potential for up to two-year grant extensions pending Metro Arts funding and if Grantee is in good standing with the City of Sacramento. Funds must be used to build capacity towards sustainability; funds may be used to support general operating and programming costs, with other allowable expenses including artist fees, training or workshop costs, marketing, and planning and evaluation costs. The budget section of the **Cultural Equity Investment Grant** application provides a full list of allowable expense areas. Organizations may apply for a renewal for two consecutive year (\$50,000 for Year 2 and \$30,000 for Year 3), pending Metro Arts funding. Organizations may receive only one Cultural Equity Investment Grant cycle every 10 years. Please refer to the “What the Cultural Equity Investment Grant Funds” for a list of activities the Metro Arts can and cannot fund.

Additional Project Information:

- All 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.
- 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.)
- Funds must be used between January 1, 2020 and December 31, 2020. All grant reporting will be due NO LATER THAN December 31, 2020. No extensions will be permitted if applying for second- and third-year funding, if available.

Eligibility

All applicants must possess nonprofit status and need to be registered with the IRS as a 501(c)(3) nonprofit. Additional eligibility requirements for **Cultural Equity Investment Grants** include:

1. Organizations must serve an inclusive culturally 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.
2. Applying organizations must be authentically representative of the populations they serve, as evidenced by the following:
 - a. at least 50 percent of staff and board combined is made up of individuals from inclusive culturally diverse populations

- b. arts and cultural programming reflects cultural and artistic expression of people of color, LGBTQ+, Intellectually or Developmentally Disabled or other culturally specific population; the lived experiences of culturally specific communities; and core cultural/social constructs and particular needs defined by decision makers from that community
3. Applicants must be an arts and cultural organization in any arts discipline (literature, performing arts, visual arts, traditional arts, multidisciplinary arts, etc.)
4. Organization must reside within the City of Sacramento limits.
5. Organization 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, pending available funding.
2. Only one application may be submitted per organization.
3. 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.)
4. 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 INVESTMENT grant.
5. 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 Investment grants are one-year awards for activities representative of a culturally diverse community. Funds may be used to support general operating and programming costs, with other allowable expenses including salaries, 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). 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 peers and other experts in the field. 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 Investment 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 three categories: Defining and Measuring Success, Resource Management, and Contributions to Sacramento’s Creative Economy. Criteria evidence may be found in any portion of an application or associated support materials.

Defining and Measuring Success (25 points)

The organization has thoughtfully defined goals that will elevate organizational capacity and sustainability

Successful outcomes for goal are clearly defined

Clear assessment plan measures success of those goals

Plan for sustainability is included

The organization has a history of programming

Resource Management (15 points)

Appropriate financial and other resources have been sought out to support the organization throughout and beyond the grant cycle

Sound administrative practices are led by personnel and board of directors who have history and social and financial success with the organization.

Personnel and board have lived experiences of the community(ies) the organization serves

Contribution to Sacramento's Creative Economy (10 points)

Organizational programming and community engagement contribute to Sacramento's Creative Economy through economic and social impact

Organizations serve an inclusive culturally 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.

Submission Requirements

Metro Arts will only accept applications in GoSmart at [SacArts.GoSmart.org](https://www.sacarts.org/GoSmart). All applicants must register in GoSmart if not already registered. Once approved, 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 including the organization's mission statement is also required. A formal strategic plan is not required, but a working three-year plan that shows a vision of growth or change as a result of this investment is required.

Organization Budget

Applicants applying for Capacity Building grants must submit the organization's budget for the past two and the following years.

Attachments

The following attachments are required unless otherwise noted:

- One copy of the organization's current IRS 501(c)(3) tax exempt ruling letter.
- A copy of staff and board member bios and affiliations
- 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 platform 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 slides 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. Copy links into 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 of Sacramento.

Budget Information

The budget tells the story of an organization. It helps the review panel see where an organization has been and where it is headed. Budgets also give the panel an understanding of the success of an organization's programs, scope of outreach and marketing, and long-term planning strategies. Therefore, be sure the budget is consistent with the application narrative. All budget information must be filled out completely and accurately.

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 Mac 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 Investment Grant 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. Organizations that seek extensions will not be eligible for year two or three funding, if available.

Typically, grantees can receive a maximum of 90% 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 report narrative and budget. Any unused funds should be returned within 30 days of contract end date. 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.