



Creative Economy Grants 2020 Guidelines

Overview

The City of Sacramento has set aside one-time funding of \$300,000 for grants of \$15,000 or \$25,000 for projects that support the City of Sacramento’s Creative Economy. The **Creative Economy 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 Metropolitan Arts Commission’s Cultural Equity Statement and the *Creative Edge* Cultural plan (available at SacMetroArts.org) before starting an application.

Background

In 2017 the City of Sacramento implemented a new *Creative Economy Pilot Project* (CEPP) that invested nearly \$500,000 to catalyze entrepreneurial activity through art, food and technologies in areas throughout the Sacramento community. During the cycle of the pilot, the city developed its *Creative Edge* Cultural Plan, adopted by City Council in June 2018. That plan called to build upon and expand Sacramento’s unique creative economy. Among the recommendations to implement were an evaluation of the CEPP and continued Creative Economy grants, integrating the findings from that evaluation.

After a thorough evaluation of the CEPP by an independent evaluator, Third Plateau, in 2019, goals for the program have been clarified but the overall objective to support creative enterprises that will have a positive economic and social impact in the City of Sacramento remains. Additionally, projects should focus on reaching underserved communities, geographically underdeveloped neighborhoods, or culturally specific hubs.

The **outcomes of this program** are to:

- Recognize and support revenue-generating creative enterprises;
- Contribute positively to the economic development of the City of Sacramento;
- Make a positive social impact on a community that may be defined by a cultural group or a place-based neighborhood of Sacramento, with priority for cultural hubs or economically disadvantaged, underserved communities.
- Increase and elevate the creative sector in the City of Sacramento.

How to Apply

Creative Economy 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.

Grant Request

The **Creative Economy Grant** is an investment that provides funding for projects that will help launch startup or expand creative enterprises. This year \$300,000 in grants are available to entities—Individual artists, enterprise/business, nonprofit organizations, public institutions with significant earned income activities—that use commercial strategies in pursuit of an arts or cultural mission that have a social impact.

Applicants may request \$15,000 or \$25,000. Projects must serve at least 50% of participants who reside within the City of Sacramento. Applicants should provide creative experiences that contribute positively to the City's economic development and make a positive social impact to communities or neighborhoods within the City of Sacramento that have been underserved in the arts. Grants do not require a match. Grantees will be required to attend networking and training event(s) throughout the grant cycle.

Project Support

Projects can be new undertakings for the applicant or represent further development of a recent innovative direction. Projects must deliver distinctive, high-quality, meaningful 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. Experimentation is encouraged.

Projects that demonstrate collaboration are highly encouraged. While only one application may be submitted per individual/organization, multiple individuals/organizations may submit separate applications for the same project if each application addresses a different focus area. For example, it would be acceptable for one organization to apply to do a pop-up project and a different organization to apply to integrate an arts education component with the same pop-up project.

Creative Economy Projects may be:

- Performing Arts
- Art Installations and Projects (Note: additional costs from grant may be required; you must contact Metro Arts staff before applying if planning on using city/public property)
- Temporary Activations and Pop-Ups (Note: Permits or other requirements may be required; we recommend you contact Metro Arts staff before applying)
- Education
- Marketing and Communications
- Multi-use spaces (Note: Permits or other requirements may be required; we recommend you contact Metro Arts staff before applying)
- Farm-to-Fork and other Food innovations
- Technology and Innovation (Note: May not be funded by other City of Sacramento Program)

Creative Economy Projects should be for:

- Economically disadvantaged communities
- Underdeveloped/underserved neighborhoods
- Cultural Hubs

Creative Economy Outcomes should include:

- Economic: Specific metrics (both quantitative and qualitative) of increased impact (added employees, increased audience/participants, new space, sales, etc.)
- Social: Specific metrics (both quantitative and qualitative) of increased impact (increased community gathering, cultural highlight, unique services provided, underserved neighborhoods, etc.)
- Creative: Specific metrics of experimental or innovative work employing artists and other creatives

Additional Project Information:

- This funding may be taxable. Grantees are advised to consult with a consultant or tax expert.
- Project Support grants must fund experiences that serve no less than 50% of City of Sacramento residents.
- All funded project activities must occur within the City of Sacramento.
- 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 and assessments must be stated 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. New grants will not be funded until the completion of the existing grant.

Eligibility

Applicants must meet the baseline requirements outlined below:

1. Applicants may apply as a natural person (an “Individual”) or as a firm, association, organization, partnership, business trust, corporation, limited liability company, or public entity (each, an “Organization”).
2. City departments are ineligible for funding under this program; however, staff may encourage Individuals/Organizations to submit applications that further the goals of a City program.
3. Applicants must be based in Sacramento County.
4. Specific projects, programs, or activities already funded by Metro Arts-sponsored grants are not eligible; however, current or prior Metro Arts grantees may apply for funding under this grant program for new projects, programs, or activities.
5. Applicants must have the capacity to implement the funded activities.
6. Applicants 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. 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.
3. Grantees may not use grant funds to engage a consultant or vendor who is a current staff or board member of the enterprise, 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 Creative Economy grant. We recommend you apply for all grants for which you qualify.
5. Applicants may not apply for the same project currently funded by the city; it must be a new project or a clear extension or new innovation of an existing project.
6. Applications will not be accepted from applicants that are not in compliance with current or past Metro Arts grants. Funding will be withheld from grantees that become non-compliant during a grant contract.

What the Creative Economy Grant Funds

Creative Economy grants are one-year awards for enterprising activities that provide economic, social and creative impact. 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/performers/consultants
- Consumable supplies
- Rental fees
- Purchase of hardware, software or equipment to deliver project
- 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

Grant Review Process

1. Staff reviews grant applications for completeness, eligibility and verification of 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 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 Creative Economy 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 three categories: Potential Impact, Program Quality, and Applicant Capacity. Criteria evidence may be found in any portion of an application or associated support materials. Criterion is worth up to a maximum of 100 points.

Potential Impact (50 points)

- **Economic Impact:** Does the project have a demonstrated strategy to increase economic activity?
- **Social Impact:** Does the proposed project have a demonstrated strategy to positively impact a community that may be defined by a cultural group or a place-based neighborhood of Sacramento, with priority for cultural hubs or economically disadvantaged, underserved communities?
- **Creativity:** Does the project propose a new creative endeavor or to expand a current creative enterprise? Are artists or other creatives employed for the project?

2. Program Quality (30 points)

- **Project Activities:** Are project activities well planned with specific goals and assessment planned for those goals?
- **Project Need:** Is there a researched need for the project in the community being served?
- **Community Engagement:** Are efforts to engage community participants thoughtful, using up-to-date tools? Is the project within the city limits and able to demonstrate that at least 50% of those engaged are from the City of Sacramento?
- **Assessment:** Has a clear evaluation and documentation plan been outlined?

3. Applicant Capability (20 points)

- **Track Record:** Based on past programming, does the Individual/Organization demonstrate the skills needed to complete the proposed project?
- **Project Feasibility:** Are the outcomes for the proposed project clearly stated and attainable?
- **Financial Planning:** Have appropriate financial and other resources been budgeted and sought to support project?

Submission Requirements

Metro Arts will only accept applications in GoSmart at [SacArts.GoSmart.org](https://www.sacarts.org/go-smart). All applicants must REGISTER on GoSmart; once registration is approved, applicants are required to submit the following information:

1. **Application Narrative:** Applicants must complete all of the questions in the online form.
2. **Project Budget:** Applicants applying for grant must submit a proposed budget detailing how the awarded funds will be used to accomplish the proposed activity.
3. **Work Samples:** Media Support Materials are required unless otherwise noted. See below for more information.

Additional Application Information

Media Support Materials

All applicants must submit samples of past work. Review panelists will view a maximum of 5 minutes of the work submitted. The media support materials serve as the primary indication of the applicant's artistic and programmatic quality. **Because the City no longer supports external platforms (Dropbox, GoogleDrive, etc.), all samples must be uploaded as files or website links.** 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 to upload. 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: Links to Google Doc, Dropbox or other similar platforms are not acceptable.

Budget Information

The **project budget** will inform the panel of the total costs of the proposed project, including how the applicant is proposing to spend the grant request, the source of other funds to be used for this project and whether other funding has been committed. Remember, you may only request \$15,000 or \$25,000. Make sure to be specific about project expenses including salaries, 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 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 INDIVIDUAL or ORGANIZATION. If organization/business, you will have one main contact and may share the login information with your entire organization/business
2. PRIMARY CONTACT. This is the person who is the Main Contact with Metro Arts
3. APPLICATION INFORMATION: This is applicant Information

2. Click on “Current Programs & Applications” from the Main Menu to view the “Creative Economy 2020 Application” to view a description of the program.

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.

By submitting an application, each applicant is:

1. Granting the City a non-exclusive perpetual license to use applications and application materials as demonstration examples in future workshops and for training purposes with confidential information removed.
2. Representing that no part of the application or application materials infringes upon any third party’s trademark, trade name, copyright, patent or other intellectual property rights.

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 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 a report and budget that will be released in GoSmart. Unused funds should be returned to Metro Arts 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.