Cultural Resource Development Grants support arts organizations with budgets under $75,000 and an interest in strengthening their organization’s infrastructure. The City will award five (5) Cultural Resource Development Grants. The maximum award any organization may receive under this grant is $2,000 with an additional $1,000 of nonprofit arts consulting provided to assist organizations with board development, fundraising, marketing, grant writing or other area of organizational development.



**Grant Application Deadline: 4 p.m., THURSDAY, September 12, 2013**

Please send application to

Arts Grant Coordinator / Economic Development Division

City of West Hollywood

8300 Santa Monica Boulevard / West Hollywood, CA 90069

Phone: 323.848.6883 / Fax: 323.848.6561

www.weho.org/arts

Cultural Resource Development Grants support arts organizations with budgets under $75,000 and an interest in strengthening their organization’s infrastructure. The City will award no more than five (5) Cultural Resource Development Grants and the maximum award any organization may receive under this grant is $2,000 for arts projects, with an additional $1,000 of nonprofit arts consulting provided to assist organizations with board development, fundraising, marketing, grant writing or other area of organizational development.

The City of West Hollywood Cultural Resource Development Grant provides two benefits for nonprofit arts organizations by supporting both the organization’s mission to provide arts programming, and to support the organization itself with technical assistance to improve its ability to fundraise, develop audiences, and build its administrative structure.

General Information

* These grants are intended for newer, smaller and/or less-experienced non-profits with budgets generally under $75,000 and primarily volunteer run.
* Grants are provided for programming, as well as technical assistance, including support to access the California Cultural Data Project
* Organizations can participate up to three times and then move into the City Arts Project Grant Program
* Maximum grant award is $2,000 with an additional $1,000 in technical assistance support.

# General Eligibility Requirements

To be eligible for consideration, organizations must meet **all** of the following requirements:

1. The primary mission of the organization must be the production and/or public presentation of one or more disciplines of the arts. This includes, but is not limited to, performing arts, literary arts and media and visual arts.
2. Organizations must be a registered nonprofit corporation;
3. Organizations must provide proof in the form of a Certificate of General Liability Insurance in an amount not less than two hundred thousand dollars ($200,000) per occurrence for bodily injury, personal injury, and property damage.
4. Organizations must provide a financial statement detailing the organization’s income and expenses for the previous year (*For example calendar year January 2012 – December 2013. Fiscal year July 2012 – June 2013*).
5. Organizations must be able to demonstrate significant commitment to and involvement with the West Hollywood community.
6. Organizations must be able to demonstrate artistic quality and experience in their field as well as provide at least one year of programming documentation.
7. Projects must take place in West Hollywood or in the immediate West Hollywood adjacent area and include opportunities for West Hollywood residents in the proposed activities.
8. Organizations awarded a 2014 Cultural Resource Development Grant must submit a Final Report within 30 days of completing the grant project. Failure to file a Final Report may result in the following:
   1. Requested return of grant funds for that year;
   2. Forfeit of any awarded grant funds for the coming year, and
   3. The inability to request funding in the future without the completion of the final report.

**Grant Program Purpose**

The City has indentified the following components as the purpose for this grant program:

* To enhance an organization’s knowledge, skills and business and professional development needs;
* To engage organizations in specific professional and business development activities that will aid the organization in building their capacity and strengthening the organization’s infrastructure, and extend the reach of their programming activities;
* To assist organizations with strategic planning that will help organizations meet their goals and objectives and,
* To encourage organizations to do innovative programming and extend the reach of their partnership and collaborations that enhances the reputation of West Hollywood as an “Arts City.”

The City anticipates the following results from this grant program:

* Organizations acquire knowledge and skills that will aid them in becoming a sustainable arts organization;
* Organizations are more versed at developing realistic goals and objectives that will build and strengthen the organization’s capacity to provide quality arts program;
* Organizations extend the reach of their partnerships and collaborations that provide positive public relations for the organizations and for West Hollywood as an Arts City.
* Organizations gain/maintain a competitive edge for a variety of arts grant opportunities.

# Review Process

A review panel of the West Hollywood Arts and Cultural Affairs Commission and community members will evaluate and score grant applications using the following criteria:

1. Artistic quality of the organization (0-25 points)
2. Involvement in the West Hollywood Community (0-30 points)
3. Managerial and Fiscal competence based on organizational paperwork, finances and completeness of the application (0-15 points)
4. Overall merit of the project (0-15 points)
5. Readiness and ability to utilize technical assistance (0-15 points).

The amount of any award will be determined by ranking within the point structure; the overall appropriateness and quality of the project; and the size of the organizational budget.

An organization’s grant award will be determined, in part, by the size of the organizational budget. Not withstanding the maximum grant amounts and the foregoing criteria, no grant shall be larger than 20% of the organizational budget; and no grants smaller than $1,000 will be awarded.

All applicants will be screened initially by staff to ensure compliance with the eligibility requirements. Applicants who do not meet these requirements will not be forwarded onto the grants panel for review.

**Part 1: Organization Information**

Please fill out the following information and attach as the cover to the application.

**Organization Information**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Organization: |  | | | | Date Established: | |  |
| Address: | |  | | | | | |
| City, State, Zip: | |  | | | | | |
| Organization phone: | |  | | Organization fax: | |  | |
| Organization e-mail: | |  | | | | | |
| Organization website: | |  | | | | | |
| Organization director and title: | | |  | | | | |

(All correspondence will be sent to this person)

|  |  |
| --- | --- |
| Director phone: |  |
| Director e-mail: |  |

|  |  |  |
| --- | --- | --- |
| Preparer of the application and title: | |  |
| Preparer phone: |  | |
| Preparer e-mail: |  | |

|  |  |  |  |
| --- | --- | --- | --- |
| Organization Budget: |  | Grant Request Amount: |  |

Check which discipline or category best describes your project. (Check one box only)

|  |  |  |
| --- | --- | --- |
| Arts Education  Dance  Literature/Poetry | Multi-disciplinary  Music  Theatre | Visual  Video/Film/Multi-media  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**CERTIFICATION**

I, the undersigned, certify that all the information contained in this application is true, complete, and accurate. I have been authorized by my Board of Directors to submit this application to the West Hollywood Arts and Cultural Affairs Commission on its behalf. (Please sign in BLUE or BLACK ink.)

|  |  |  |  |
| --- | --- | --- | --- |
| Signature: |  | Date: |  |

|  |  |
| --- | --- |
| Type name of signer and title: |  |

**Part II: Project Information**

Please address the following questions in **no more than two** single-sided 8½ x 11” pages with 1” margins. Number each page and indicate the Applicant’s name in the upper right of each page. **Applications must be typewritten, single-spaced in** **Arial font no smaller than 12pt and double spaced between each heading**. Use the following headings and letters to organize your response:

1. **Organization Description**: Provide a brief history of the organization, what the organization does (mission and primary programs) and the organization’s artistic merits, aesthetic, and achievements.
2. **Relationship with West Hollywood:** Describe the organization’s relationship to West Hollywood and/or its communities and how the proposed project supports the City’s purpose and desired results of the grant program.
3. **Details of the Art Program or Project:**
4. **D**escribe the project in detail and how the proposed project supports the City’s purpose and desired results of the Cultural Resource Development Grant.
5. Provide a project budget (see Project Budget Index to assist you in preparing the project budget) and a brief summary discussion of how the grant funds will be used.
6. Address the following questions: What is the amount requested? Who is the proposed or target audience? How many people will be served by this grant? Where will the activity take place? (*Projects* ***must*** *take place in West Hollywood or the immediate West Hollywood adjacent area and demonstrate a marketing and outreach strategy targeting West Hollywood residents and constituents. [If organizations are bricks-and-mortar within the City, they must demonstrate outreach to the City and its residents.*] What is the time frame for starting and completing the project or program?
7. Describe how you will qualitative/quantitative evaluate the project’s success.
8. **Technical Assistance Need**: Briefly describe the current challenges that the organization is facing, whether it be in terms of audience, finances, marketing, board development and what type of support the organization would like to receive.

Please complete Parts I and II of the application, provide a copy of the organization’s most recent financial statement and submit these materials to:

Arts Grant Coordinator

Economic Development Division

City of West Hollywood

8300 Santa Monica Boulevard

West Hollywood, CA 90069

**Deadline to submit application: Due at City Hall by 4 p.m., Thursday, September 12, 2013**

A workshop to review and answer questions about the application process and grant requirements has been scheduled for **Thursday, August 1, 2013** at **6 p.m. in the Community Conference Room at West Hollywood City Hall – 8300 Santa Monica Boulevard.** Parking is available in the back of City Hall**.**

**PROJECT BUDGET/EXPENSES INDEX**

Use the sample project budget format below to assist you with preparing the project budget as described in Part II: Project Information # 3. All categories may not be applicable.

|  |  |  |
| --- | --- | --- |
|  | **Total** | **Budget Notes:** |
| I. EXPENSES |  |  |
| **A. Salaries & Fringe** |  |  |
| 1. Artists & Performers – Salaries |  |  |
| 2. Program – All Other - Salaries |  |  |
| 3. Fundraising - Salaries |  |  |
| 4. General & Administrative - Salaries |  |  |
| 5. Fringe Benefits |  |  |
| Subtotal Salaries & Fringe |  |  |
| **B. Operating Expenses** |  |  |
| 6. Advertising and Marketing |  |  |
| 7. Artist Commission Fees |  |  |
| 8. Artists & Performers - Non-Salaried |  |  |
| 9. Catering & Hospitality |  |  |
| 10. Conferences & Meetings |  |  |
| 11. Cost of Sales |  |  |
| 12. Equipment Rental |  |  |
| 13. Facilities - Other |  |  |
| 14. Fundraising Expenses - Other |  |  |
| 15. Fundraising Professionals |  |  |
| 16. Honoraria |  |  |
| 17. In-Kind Contributions |  |  |
| 18. Insurance |  |  |
| 19. Internet & Website |  |  |
| 20. Lodging & Meals |  |  |
| 21. Office Expense - Other |  |  |
| 22. Other |  |  |
| 23. Postage & Shipping |  |  |
| 24. Printing |  |  |
| 25. Production & Exhibition Costs |  |  |
| 26. Programs - Other |  |  |
| 27. Professional Development |  |  |
| 28. Professional Fees |  |  |
| 29. Public Relations |  |  |
| 30. Rent |  |  |
| 31. Supplies |  |  |
| 32. Telephone |  |  |
| 33. Touring |  |  |
| 34. Travel |  |  |
| 35. Utilities |  |  |
| **Subtotal Operating** |  |  |
| **GRAND TOTAL EXPENSES (A +B)** |  |  |

**MARKETING/SUPPLEMENTARY MATERIALS INDEX**

You may submit up to three (3) examples of marketing materials (1 set with each copy of the application). Please submit these items as detailed below.

**Brochures, postcards and newsletter**: Please submit these materials inside a clear

“top-loading sheet protector” and include with your seven (7) collated application packets. **Do not staple or bind**.

**Flyers**: All flyers should be 8.5 x 11 in size and placed in a top loading sheet protector. Include with seven (7) collated application packets. **Do not staple or bind.**

**Reviews**: Please format all newspaper, journal and magazine reviews onto an 8.5 x 11

sheet of paper as detailed below and include with your seven (7) collated application packets. **Do not staple or bind**.

*Insert the following***:**

**Name of newspaper, journal and/or magazine**

**Title of article**

**Date of article**

k;k;lk’kk’;lk’jjkljklj;ljkljklj;

kjjkljj;j;j;lj;lkjlj;lj;j;lkjl;j;lj;lj

ljlj;lj;ljlkklnmlknlnj;lkjl;kj;

lkjklj;lknlnlnljlkjlklkjlkjlkj;

lj;lj;lkjljlkjlkjlj;lkj;lkjlkj;lj;ljl

kjlkj;jlkj;lj;ljl;kjl;klkjlkjlklk

jljljlkjklj;lklkjkljlkjklj;klj;j;j

kljkljkljkl;j;j;klj;klj;lkj;ljkljl

jj;j;j;ljlj;lj;j;jlkjljlkj;lj;jj;ljljjj;l

j;jj;lj;j;jk;j;jl;j;jljj;j;ljj;jjlkj;jj

kljkljh;lkj;lj;lj;jljlkj;jljlk;j;kl

jkj;lj;lj;j;lj;j;j;j;

**Letters of Support**: All letters of support should be on a company letter head and signed. It is not necessary that you submit the original letter of. Please make a copy of the letter and include with your seven (7) collated (**do not staple or bind**) application packets. Please note that this item will be three-hole-punched, if not placed in a top loading sheet protector.

(5) ARTISTIC DOCUMENTATION

Artistic documentation is crucial for evaluating the artistic quality of the applicant and/or project. Samples should be recent, of high quality, and as relevant to the application and/or project as possible. Label each sample clearly with the name of the applicant and the corresponding work sample letter from the Artistic Documentation Index.

Do not submit marketing/promotional materials as artistic documentation. Please see Marketing Materials Supplementary Information for instructions on how to include marketing/promotional materials such as season brochures, flyers, postcards, newsletters, reviews and letters of support.

Preview the artistic documentation before submitting to ensure that there are no technical problems that might interfere with the panel's review of the work. Panelists generally spend no more than three to five minutes on the work sample(s) for each application.

Please be aware that the entire sample (not just the selected segment) is considered a part of the application package and may be reviewed.

**Specific Instructions for Artistic Documentation:** Make sure that the letter on the Artistic Documentation Index corresponds to the letter on the sample work itself. Each different DVD, CD or Publication should be considered one artistic work sample. Applicants may submit up to two artistic documentation samples. The following are accepted formats for submission:

**DVD** (**Strongly Encouraged for Dance, Multi-Disciplinary, Media, Theatre and Traditional and Folk Art):** Up to 5 minutes. In general for the performing arts, panelists prefer to review substantive artistic excerpts rather than short edited clips with heavy narration. List each different DVD as one work sample on the Artistic Documentation Index. Include track/chapter information in the Artistic Documentation Index. Place selection(s) in priority order.

**Images on CD (Strongly Encouraged for Visual Arts):** Up to 10 images. Digital files of completed artwork provided on a CD or “jump-drive.” All images must be numbered (1 through 10). Digital files must be in JPG format, 300 DPI, 5MB or smaller. This format is best used for exhibition materials.

**Audio CD**: (**Strongly Encouraged for Music):** Up to 5 minutes. List each different CD as one work sample on your Artistic Documentation Index. Include track information in your Artistic Documentation Index. Place your selection(s) in priority order.

**Published Material (Strongly Encouraged for Literary & Visual Arts):** This format is best used for literary publications and museum and gallery catalogues.

(6) ARTISTIC DOCUMENTATION INDEX

**REQUIRED: SAMPLE A  DVD  CD  Published Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Title | Artist (s) | Date work completed | Track (s) to be viewed | Sample Running Time |
|  |  |  |  |  |

Briefly describe the artistic sample.

|  |
| --- |
|  |

**OPTIONAL: SAMPLE B  DVD  CD  Published Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Title | Artist (s) | Date work completed | Track (s) to be viewed | Sample Running Time |
|  |  |  |  |  |

Briefly describe the artistic sample.

|  |
| --- |
|  |

Or attach a reasonable facsimile with all information.

**Application Checklist**

Please complete the application checklist below and include it at the top of your application packet. Please note that seven complete sets of the application must be submitted.

* **Application Checklist** (use this page as you are assembling your packets and submit 1 copy of the completed checklist at the top of the packet)

One original and seven copies of the following materials should be assembled in the order shown as one original and seven grant packets. **Do not staple or bind.**

* **2014 Cultural Resource Development Grant Application**
* **Marketing material samples (***see the following**Marketing Materials Supplementary Information for instructions on how to include marketing/promotional materials such as season brochures, flyers, postcards, newsletters, reviews and letters of support*.**)**
* **Provide one copy of the following items:**
  + **Artistic Documentation and Artistic Documentation Index form**
  + **1 year of programming documentation**
  + **Financial statement from last completed fiscal year**
  + **Copy of the organization’s 501(c)3 letter of determination**
  + **Certificate of General Liability Insurance (minimum $200,000)**
  + **Self addressed envelope for the return of supplemental materials**
  + **Optional: provide a copy of your organization’s California Cultural Data Project report, if you have one (reminder: an organization can only apply for a cultural resource development grant for three years and then the organization will have to apply under the City Arts Project Grants category, which requires the submission of a California Cultural Data Project report.)**