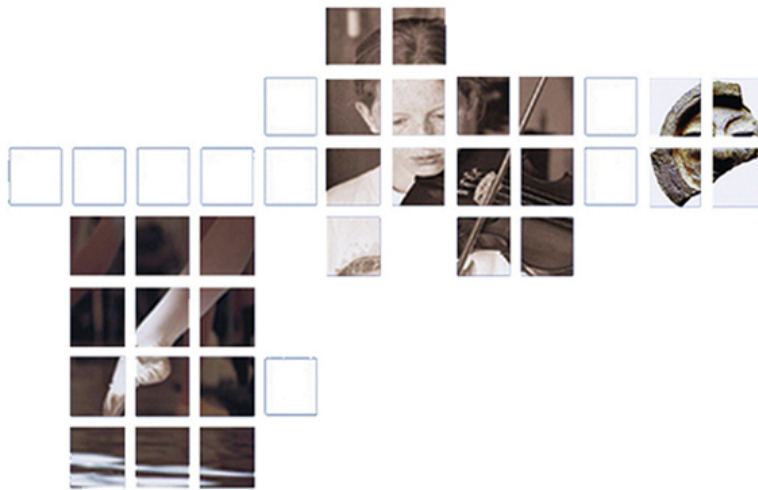


2015 CITY ARTS PROJECT GRANT

General Eligibility Requirements and Review Process



CITY ARTS PROJECT GRANTS

The City of West Hollywood, through its Arts and Cultural Affairs Commission, is pleased to offer annual grants to eligible, nonprofit arts organizations for the production, performance or presentation of art projects that take place in the City of West Hollywood and that serve the West Hollywood community. Applicants are encouraged (but not required) to propose programming that relates to the City's 30th Anniversary of Cityhood for 2015.

NEW for 2015: 2-Year Grants

Organizations may apply for two years of grant funding with one application. The organization will be required to apply for two projects, one for each project year. The projects are not required to be related and may be completely separate in terms of scope, audience, artists, or other project components. At the conclusion of year one, the organization will be required to submit an update or revision for its second year project for review and approval by the Commission. In order to receive its second year grant, the organization must be in compliance with all other eligibility requirements and have submitted its Final Report for the first year project within the 30 days required.

The City will award no more than twelve (12) 2014 City Arts Project Grants, and the maximum award any organization may receive under this grant is \$7,500.

The Arts and Cultural Affairs Commission reserves the right to reassign a grant application to another grant category for which the application and organization may be more appropriate.

APPLICATION DEADLINE IS 3 P.M. FRIDAY, SEPTEMBER 12, 2014

Grant Program Purpose

The City has identified the following objectives for the City Arts Project Grant:

- To engage residents with the arts.
- To bring cultural tourists to the City.
- To recognize and champion local cultural resources.
- To provide arts programming that is financially and geographically accessible for the residents of West Hollywood.
- To encourage organizations to do innovative programming that enhances the reputation of West Hollywood as an “Arts City.”

The City anticipates the following results from the grant program:

- Residents have financial and geographical access to a variety of quality art programs.
- The grant funded project provides positive public relations for West Hollywood as an Arts City.
- West Hollywood becomes an arts destination City for visitors and Los Angeles regional residents.
- The program provides economic benefits to the City.

General Requirements

To be eligible for consideration, arts 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 arts nonprofit.
3. Organizations must be able to demonstrate fiscal responsibility and a 1:1 funding match. Up to 50% of that match may be drawn from in-kind support.
4. Organizations must be registered with the California Cultural Data Project (<http://www.caculturaldata.org/home.aspx>).
5. 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.
6. Organizations must be able to demonstrate artistic quality and experience in their field as well as provide two years of programming documentation.
7. Through production or presentation history and/or effective marketing and outreach strategies, organizations must be able to demonstrate significant commitment to and

involvement with the West Hollywood community. Projects must take place in West Hollywood or in the immediate West Hollywood adjacent area.

8. Organizations **must** demonstrate a previous commitment to West Hollywood outside of the grant program, through performing/presenting history, and/or through an active engagement with the community (participation in civic events or City festivals such as the Book Fair, Pride, Russian Festival, Women's History Month, etc.).
9. 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.]
10. The proposed first year project must be well-conceived at the time of application with locations of activities, proposed dates of presentation, and a marketing and/or community outreach plan. The second year project may be more general in nature, but a
11. The proposed project supports the City's purpose and desired results from the grant program.
12. Applicants awarded City Arts Project Grants are required to submit a Final Report within 30 days of completing its grant project (for both the first year and second year projects). Failure to file a Final Report may result in the following:
 - a. Requested return of grant funds for that year;
 - b. Forfeit of any awarded grant funds for the coming year, and
 - c. The inability to request funding in the future without the completion of the final report.

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. Excellence of the organization (0-25 points)
2. Organizational involvement, service and relevancy of the project to the West Hollywood Community (0-30 points)
3. Managerial and Fiscal competence (0-20 points)
4. Merit of the proposed project (0-25 points)

An organization's grant award will be determined, in part, by the size of the organizational budget. Notwithstanding the maximum grant amounts and the foregoing criteria, no grant shall be larger than 20% of the organizational budget; and no grants smaller than \$2,000 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.

