

2017-2018 CITY ARTS PROJECT GRANT

General Eligibility Requirements and Review Process



Please make sure to review this document completely before beginning application.

CITY ARTS PROJECT GRANTS

The City of West Hollywood 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.

2017: 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 (January 1, 2017 – December 31, 2017 and January 1, 2018 – December 31, 2018). 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 anticipates awarding ten (10) 2017-2018 City Arts Project Grants, and the maximum award any organization may receive under this grant is \$8,500 for each year (\$17,000 for two years).

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 9, 2016

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.”
- To encourage PST: LA/LA projects to take place in West Hollywood for the 2017 calendar year.

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, performance 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 and active 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 DataArts (formerly the Cultural Data Project) (<http://culturaldata.org/about/>).
5. Organizations **must** provide proof of insurance in the form of a Certificate of General Liability 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 document continuous programming for the previous two years.

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 (*January, 1, 2017 – December 31, 2017*) 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 (*January 16, 2018 – December 2018*) may be more general in nature, but must contain a general outline of the proposed project and anticipated use of funds to realize the project.
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.

Important Notes

- When preparing the project budget, make sure to include the City grant request on the appropriate budget line.
- The grant request requires a 1:1 match. Make sure that the match is clearly documented in the project budget section.
- Make sure that the organizational budget information aligns with the DataArts financial report information for your organization. If there are discrepancies between the two, provide explanations in the budget notes section.
- All grant information provided by the applicant becomes public record.
- Any organization that accepts grant funding is subject to audit by the City to ensure that grant funds were used for the project as reported by the organization. The organization should maintain and retain records on revenue and expenditures related to the project for at least three years. Should organizations not adequately account for use of the grant funds, they may be ineligible for any further grant funding from the City.
- Organizations interested in using City facilities for their programming should include project related expenses associated with the use of the facilities in the project budget section as noted below.

Venues for Performing and Presenting Arts Grant Projects

City facilities are under demand by many different groups, so the City encourages organizations to seek non-City-owned spaces in which to present their programming. Receipt of a grant does not guarantee the use of City facilities. Organizations should be realistic in the cost of rehearsal and performance time in a facility and this cost should be reflected in the organization's proposed budget. **Should the City be able to accommodate the project in one of its facilities, the organization should include the cost of the space in its budget and include it as an in-kind donation by the City.**

Non-City-owned facilities

Organizations are encouraged to seek out non-City owned facilities and non-traditional spaces. The venue should still adhere to regulations on use of space. Some non-traditional spaces could include bars/clubs in West Hollywood.

The City has compiled a list of basic rates and amenities for West Hollywood Theatres, though organizations should always double check with the facility to verify information

and pricing (<http://www.weho.org/home/showdocument?id=18036>). Theatres in West Hollywood include the following

- Actor's Company (<http://theactorscompanyla.com>),
- Lee Strasberg (losangeles@strasberg.com)
- MACHA Theatre (www.machatheatre.org)

City Facilities

It is advisable to discuss with City Staff which spaces might be available prior to an organization indicating that the City facility would be the host location for the event. City facilities include the following:

Fiesta Hall, Plummer Park: Seats 150-200, Large Indoor Stage, Dressing Rooms, Kitchen, Courtyard, Stage Lighting (not movable, organization must hire lighting tech at \$75/hour). Users are responsible for set-up and break down. There is ample parking on site. The facility has a projector and screen but the City's approved contractor must be hired to use the City's equipment in Fiesta Hall. Alternatively, organizations may bring in their own equipment.

https://apm.activecommunities.com/weho/Facility_Search?facility_id=26

Plummer Park Community Center, Rooms 1+2: Can fit up to 80 people, NO Stage, no dressing rooms, users responsible for set-up and break down, ample onsite parking. Wooden floor (could accommodate dance).

https://apm.activecommunities.com/weho/Facility_Search?facility_id=77

West Hollywood Park Auditorium: Fits up to 300 but only contains about 100 seats. Organizations wishing to have more chairs would need to provide them. Large Indoor Stage, No Dressing Room, Very Basic Stage Lighting (Group may be able to use bars for additional lighting), ample parking on site. Users are responsible for set-up and break down.

https://apm.activecommunities.com/weho/Facility_Search?facility_id=37

West Hollywood City Council Chambers: 139 fixed seats, with an additional 20-30 temporary seats. There is no stage. To use sound and projection equipment, the organization must hire the City's contracted sound tech at \$450 for a 4 hour period, with \$150 for each additional hour. Limited lighting options (lights cannot be moved). Projection screen 9x16 ft. Bluray player. No surround sound.

www.weho.org/libraryrooms

West Hollywood Library Community Meeting Room: No stage, no stage lighting. There is a projector, screen and sound system. To use sound and projection equipment, the organization must hire a sound tech at \$450 for a 4 hour period, with \$150 for each additional hour. Alternatively, organizations can bring and run their own equipment. The room fits up to 80 people. There is no dressing room. There is ample onsite parking.

www.weho.org/libraryrooms

Kings Road Park: There is a small, recently refurbished indoor facility that can be used for readings, workshops or small performances. Comfortably seats about 35-40 people. Any projects that take place in Kings Road Park must conclude by dusk, as the Park is

closed at dusk. There is no stage. While there is no designated dressing room, the kitchen may be used since it has doors to close it off from the main room.

https://apm.activecommunities.com/weho/Facility_Search?facility_id=76

Outdoor spaces: While outdoor spaces in the parks or other City owned property can provide terrific locations for programming, they also may require significant coordination with the City, depending upon the project. In some cases, a Special Event Permit may be required. It is recommended that you have a preliminary discussion with City Staff prior to submitting an application that involves using an outdoor space.