

2009 Arts & Cultural Council for Greater Rochester Decentralization (DEC) Community Arts Grant Program

A program of the Arts & Cultural Council for Greater Rochester, Inc. made possible with funds from the New York State Council on the Arts for Individual Artists & Nonprofits in Monroe County
COMPLETE GUIDELINES AND APPLICATION FOR 2009

A large print version of this document is available upon request.

Grants Due by 5 p.m. Thursday, November 6, 2008

If there are any accommodations that the Arts & Cultural Council can provide to facilitate your participation in the DEC Community Arts Grant Program, please call (585) 473-4000, ext. 202.

● **What is the ACCGR Decentralization (DEC) Program?**

ACCGR DEC GRANT is a competitive arts grant program that provides financial and technical assistance for community-based arts activities offered by eligible nonprofit organizations and individual artists sponsored by nonprofit organizations in Monroe County. The grants are awarded for specific projects occurring between January 1, 2009 and December 31, 2009.

The Arts & Cultural Council for Greater Rochester (ACCGR) administers the DEC program with public funds from the Decentralization Program of the New York State Council on the Arts (NYSCA) and the New York State Legislature. This grant program exists to support professional fees for artists and technical production services. Since 1984, the Arts & Cultural Council for Greater Rochester has awarded over \$800,000 in DEC grants.

The goals of the ACCGR DEC program include: providing quality arts programming to the entire county, assisting emerging arts organizations, supporting cultural expression of our diverse ethnic groups, and making arts programming accessible to under-served and minority audiences. Emphasis in funding is placed on projects and activities geared towards reaching under-served communities.

Arts activities **MUST** be the primary driving force of project requests. All requests must have a public component – one that is available to the entire community. Programs must be open to the general public. Applicants are required to make their projects accessible to all individuals and hold their events at accessible sites.

This program is intended to expand, promote, and increase arts and cultural programming at the local

level including, but not limited to, projects in the following areas: Dance, Photography, Music, Media (film, video, radio), Opera/Musical Theater, Theater, Literature and Poetry, Folk Arts, Visual Arts, Humanities, Design Arts, Textile Arts, Skilled Crafts, and Multi-Disciplinary programs.

The ACCGR DEC Grant is not for every nonprofit and arts organization. It is best suited to small community arts groups and emerging arts groups that can demonstrate professional arts quality and a level of administrative standard. There are other funding resources that may be available for your project needs. ACCGR has the staff and resources to assist you in the search for other funding opportunities beyond the DEC Program.

● **Are there information meetings that I must attend that will explain the ACCGR DEC program?**

YES, you must either attend a DEC Application Seminar or meet with ACCGR DEC staff to discuss the DEC program and your proposed application. Application Seminars are held at a minimum of eight locations across Monroe County. These seminars provide an understanding of the Arts & Cultural Council DEC Guidelines and the mechanics of the application form. **Attendance at a seminar is mandatory for all applicants. No exceptions will be made!** Dates, locations, and times for seminars are listed below.

*****RESERVATIONS ARE REQUIRED*****

Space at some locations is limited

Please call (585) 473-4000, ex 202, or email mfutter@artsrochester.org to reserve a space at a seminar listed below or to schedule a meeting to discuss your project.

If your organization would like to host an ACCGR DEC Application Seminar, please contact us to discuss arrangements.

Arts & Cultural Council DEC Application Seminars:

(On average, seminars are 1.5 hours length)

- **Tuesday, August 26, 2008, 3:30 p.m.**
Arts & Cultural Council Offices
277 N. Goodman Street, Rochester, 14607
(585)473-4000, ext. 202
**ABBREVIATED SESSION
FOR THOSE THAT APPLIED IN 2006 or 2007 ONLY!**
- **Thursday, August 28, 2008, 2:30 p.m.**
Henrietta Public Library
455 Calkins Road, Henrietta, 14476
(585)359-7092
- **Wednesday, September 3, 2008, 2:00 p.m.**
Seymour Public Library
161 East Avenue, Brockport, 14420
(585)637-1050
- **Monday, September 8, 2008, 3:00 p.m.**
Maplewood Community Library
1111 Dewey Avenue, 14613
(585)428-8220
- **Monday, September 15, 2008, 4:00 p.m.**
Arts & Cultural Council Offices
277 N. Goodman Street, Rochester, 14607
(585) 473-4000, ext. 202
**ABBREVIATED SESSION FOR THOSE THAT APPLIED IN
2006 or 2007 ONLY!**
- **Tuesday, September 16, 2008, 5:30 p.m.**
Arts & Cultural Council Offices
277 N. Goodman Street, Rochester, 14607
(585)473-4000, ext. 202
- **Thursday, September 18, 2008, 12:30 p.m.**
Arts & Cultural Council Offices
277 N. Goodman Street, Rochester, 14607
(585)473-4000, ext. 202
- **Tuesday, September 23, 2008, 6:00 p.m.**
Arnett Branch Library
310 Arnett Blvd., Rochester, 14619
(585) 428-8214
- **Wednesday, September 24, 2008, 10:00 a.m.**
Arts & Cultural Council Offices
277 N. Goodman Street, Rochester, 14607
(585)473-4000, ext. 202

Please call (585) 473-4000, ext. 202 to register.

● **When is the Application Deadline?**

Applications must be received – *not postmarked* – in the Arts & Cultural Council office not later than **5 PM on Thursday, November 6, 2008**. Early submissions are encouraged. *Applications received after the deadline will not be considered.* Applications **WILL NOT** be accepted late, incomplete, faxed, emailed, or on disc.

Mail or hand deliver materials to:

Arts & Cultural Council for Greater Rochester
Attention: Michael Futter
Director of Development and Grant Programs
277 N. Goodman Street
Rochester, NY 14607

● **May I submit more than one funding request?**

YES. A single organization is able to submit up to three (3) project requests within one application package, as long as the total request is no more than \$5,000. Submit a separate, completed application form for each project. Submit all projects in one complete package to the Arts & Cultural Council for Greater Rochester.

● **Is there a maximum funding support?**

YES. Maximum funding support to any one organization cannot exceed \$5,000. Grants are not intended to cover the complete cost of the proposed project. In recent years, grant amounts ranged from \$750 to \$5,000. The average grant in 2006 was approximately \$2,800.

Your project budget must demonstrate other funding sources are being matched to the project.

● **Is there a maximum funding support for artists?**

YES. Maximum combined funding support to any one artist cannot exceed \$5,000. It is not uncommon to have an artist listed as participating in several completely different project requests from separate organizations. Each project stands alone, is reviewed individually, and funding decisions are independent.

● **Is there a minimum funding support?**

YES. ACCGR DEC grants are not made below \$500.

● **If my organization received a DEC Grant in the past, may I still apply?**

YES. If you have received funding in the past, you are eligible to apply again. **However, prior ACCGR DEC funding does not guarantee continued support in any succeeding year.** Each application is reviewed in the context of the current program guidelines, funding priorities, and evaluative criteria.

The Arts & Cultural Council encourages established organizations to use these funds to assist in developing new or expanding existing arts programming. Arts programming should enhance standard offerings while

at the same time provide artistic programming to underserved constituencies.

Organizations requesting funding for a third year or more, for the same or similar project, cannot request more than 60% of the total cost of the proposed project. The project must demonstrate that a minimum of 40% of the proposed project income is raised from some other funding sources. New project requests and those that have been funded for two consecutive years or less may request up to 80% of the project budget; 20% of the project budget must come from other sources.

In funding repeat applicants, priority will be given to those organizations that submit project requests demonstrating growth, artistic expansion, and community support if requested projects are similar to those of previous years.

● Who is eligible to apply?

- Projects that have as their core an arts based or cultural activity that take place between January 1 and December 31, 2009
- A nonprofit organization or local government unit based in Monroe County

Additionally, your organization MUST fulfill all of the following conditions:

- Have a Board of Directors or governing body that meets to determine and review policy
- Conducts all activities using non-discriminating practices of any kind (race, color, national origin, sex, or disability) relating to programming, administration, and board participation
- Proposed project demonstrates need for funding

How does my organization demonstrate nonprofit status?

Your organization must have **ONE** of the following documents that applies to your organization:

- IRS Tax Exempt Letter 501 (c)(3)
- Letter from the NYS Board of Regents Charter, Section 216 of the Education Law
- Bureau of Charities filing receipt
- Letter of Acceptance of Incorporation under Section 402, Not-for-Profit Law

The address on the document **MUST BE FROM WITHIN MONROE COUNTY--NO EXCEPTIONS.**

NOTE: A New York State Tax Exemption Certificate from the Department of Taxation and Finance is **NOT** considered proof of nonprofit status and should not be submitted. The **ST-119** Form is also not acceptable as proof of nonprofit status. **Also, religious institutions must provide eligible documentation listing a Monroe County address. We cannot accept a 501(c)(3) letter of determination listing an address outside of Monroe County.**

● What is a conduit organization?

A conduit organization is a nonprofit organization that meets all eligibility requirements and is willing to sponsor an application to the Arts & Cultural Council DEC program. All arts programs must take place within Monroe County.

This may be done on behalf of:

- An emerging organization
- An organization whose "parent" is outside of Monroe County
- A collaborative effort between organizations
- An artist initiated project

● What types of organizations are ineligible to apply?

The following are **NOT** eligible to apply:

- **An organization that does not attend a DEC Application Seminar or meet one-on-one with Arts & Cultural Council DEC Staff**
- An individual artist who does not have a qualified sponsor
- Organizations that applied directly to NYSCA for funding in the 2008-2009 grant cycle, regardless of funding status
- Public school districts, their components (PTA's, etc.), or activities which primarily or exclusively serve a student audience
- New York State agencies and departments, including SUNY colleges and universities
- Previously funded organizations/artists who have failed to provide interim and/or final reports or have failed to comply with previous contracts
- Non-incorporated chapters of organizations whose "parent" organization is not located in Monroe County
- Arts & Cultural Council for Greater Rochester organization and its employees or board members, and groups for whom the Arts & Cultural Serves as fiscal sponsor.

● Are individual artists eligible to apply?

YES, individual artists may apply through the sponsorship of any eligible nonprofit organization.

An individual artist:

- Must be a resident of Monroe County at the time of application
- Must be 21 years of age or older at the time of application
- Must apply through an eligible nonprofit organization meeting the criteria listed above
- May only be sponsored by one eligible organization (*Artists may participate in the projects of multiple organizations but can only request funding for an artist-initiated project through the sponsorship of a single organization*)
- Must submit a letter from the sponsoring organization on organization letter head stating its willingness to fulfill the obligations and duties of serving as fiscal and administrative agent for a grant award. The letter should specify both the role of the organization and the role of the artist in the project
- Must submit a letter of recommendation from someone outside of the proposed project

The Arts & Cultural Council for Greater Rochester can introduce artists and organizations to facilitate collaborations.

● What types of activities are not eligible for support?

- Programs taking place outside of Monroe County
- Operating expenses or contingency funds
- Art programs that are recreational, rehabilitative, or therapeutic (e.g. magic shows, bubble blowing, balloon art, juggling, clowns, art therapy)
- Projects taking place primarily or exclusively in school. ACCGR DEC funds cannot be used for arts/artists-in-school programs. Core components of programming may not take place in schools, during school hours, or directly following the school day as part of an after-school program. Programs may take place on school property, as long as they are open to the public and not designed in conjunction with school-based activities.
- Projects that are targeted for home school participants
- Projects that are directed exclusively at at-risk populations and are not open to the public

- Project requests for deficit funding and capital expenditures, including property or equipment purchases
- Expenditures for the establishment of new organizations
- University faculty and staff are not eligible to receive DEC artistic funding within projects that are affiliated with their institutions
- Fellowships and scholarships
- Projects where fees are paid to students of universities, high schools, middle or elementary schools, or use children as professional artists
- Programs not in handicap accessible locations
- Cash prizes or awards to students
- Administrative costs unrelated to the proposed project
- Budget requests that are greater than an applicant's project expenses minus the total project income
- Entertainment costs such as theater parties, gallery/museum openings, receptions, and fund raisers
- Activities and programs which cannot be completed between January 1 and December 31, 2009
- Cultural activities restricted to an organization's membership
- Requests that are less than \$500, or exceed \$5,000
- Operating expenses of privately owned facilities (i.e. homes and studios)
- Programs in which the primary benefit is the financial gain by an individual
- Acquisitions of works of art

FURTHER, applications will NOT be accepted if the:

- Applicant has not attended an application seminar or met with ACCGR staff to discuss their project
- Applicant submits an application using the form from prior cycles - applicants **MUST** submit their requests on the 2009 application form included with these guidelines
- Applicant does not adhere to ACCGR DEC guidelines and policies
- Applicants did not follow reporting guidelines for previous DEC Grants
- Applicant does not include the requested supplemental materials with the application

- If the application arrives after the **Thursday, November 6, 2008 at 5:00 PM** deadline – **NO EXCEPTIONS!**

● **How are grants determined?**

All applications are reviewed for eligibility, completeness, and accuracy by Arts & Cultural Council DEC staff. As part of the evaluation process, Arts & Cultural Council DEC Staff may contact you by telephone or e-mail to clarify certain information.

A peer panel of artists, arts administrators, and community leaders appointed by the Arts & Cultural Council Board of Directors evaluates each application and recommends a level of funding based on the evaluation criteria and the funding priorities.

Upon request, panelists will be furnished with final and interim reports as well as audit information and correspondence when considering organizations/ individuals who have been funded in prior years.

Suggestions and comments regarding applicants by previous panel deliberations are also available to the panel.

The panel's recommendations are reviewed by Arts & Cultural Council Board of Directors, which has the final authority for all decisions.

● **What are the evaluative criteria that the Panel will use?**

The panel will make funding recommendations based primarily on the following criteria:

- Artistic merit and quality of ongoing arts based programs with year round activities, multiple workshops, and participant programs are high funding priorities
- Caliber and credentials of artists and other project personnel supported by resumes and work samples
- Public arts programs which build an arts foundation by addressing community needs and interests
- Non-duplication of existing programs or services
- Clearly defined plan for implementation, management, and promotion of the project
- Organizational history and stability
- Evidence of responsibility and compliance with past grant guidelines and procedures
- Clarity and conciseness of written application and supporting materials

- Past grantees requesting funds for a project previously funded for two years, may request up to 60% of the total project budgets. New applicants and those applying for a second year of funding for a project may request up to 80% of the total project budget.

● **What are the 2009 Funding Priorities?**

Priority for funding will be given to the following types of projects:

- Projects for first time applicants or new initiatives from past applicants
- Projects that request funds for the payment of artist fees and technical production services
- Projects which employ quality artists
- Projects that contain a strong outreach and promotion plan to a diverse audience
- Projects that contain a strong outreach and promotion plan to minority/under-served populations
- Projects that reflect cultural traditions or contemporary creative expression of a particular ethnic group
- Collaborative projects that support ongoing arts and cultural development
- Organizations that utilize under-served and/or minority individuals as participants or artists in their projects
- Individual artist-driven projects sponsored by an eligible organization
- Projects that provide free participation or admission to individuals who are economically in-need
- Organizations that are bringing their project to audiences that are otherwise unable to access artistic or cultural programming
- Organizations developing new projects specifically geared towards reaching new and under-served audiences

Additionally, the following are LOW funding priorities for 2009:

- One-time events, limited performances, and annual festivals
- Travel (must be within Monroe County)

● **Is technical assistance available?**

YES, technical assistance is provided at the Application Seminars and the Arts Grant Writing Clinics. In addition ACCGR DEC staff can work with you individually to develop and fine-tune your request.

ACCGR DEC staff can review and comment on draft applications if the draft is received before Thursday, October 30, 2008. This is optional and it should not

be viewed as a commitment for either the applicant or ACCGR staff.

● How will I know if my project is funded?

The Arts & Cultural Council notifies all applicants by mail regarding the status of their applications after Board approval. This usually occurs by the end of December.

Grant checks are issued at an Awards Ceremony to be held in early 2009. Checks are issued only after a review of panel feedback with the ACCGR staff and receipt of the signed contract and all other requested information. *Previously funded organizations for which there have been administrative lapses and/or lack of compliance with their project contract on prior projects will receive their award in scheduled installments.*

● If I receive an Arts & Cultural Council DEC Grant, what will my responsibilities include?

If you receive a grant you will be required to:

- Sign and adhere to the terms of a project contract
- Credit ACCGR, NYSCA and the New York State Legislature for funding on all materials according to language used in the project contract as well as including both logos on all printed material relative to your funded project. Grant awardees must use authorized language in acknowledging funding.
- Send copies of promotional and advertising material regarding the project or event to the Arts & Cultural Council **at least one month prior to the event**
- Provide ACCGR with four complimentary tickets 4 to 6 weeks in advance of a funded event
- Attend the DEC Awards Ceremony, Date: TBD, 2009
- File a revised budget, if request is not fully funded
- File a final report within 30 days of project completion and no later than January 31, 2010
- Provide ACCGR with an advance schedule of funded events
- **The Arts & Cultural Council must approve any changes to your project including dates, times, and places where events are to be held. Changes must be proposed as a written request.**

● Is there an Appeals Process?

The Arts & Cultural Council's Board of Directors approves grants made under the ACCGR DEC Community Arts Grant Program. Dissatisfaction with the funding decision is not justification for an appeal.

An organization may appeal when any of the following grounds apply:

- Misrepresentation of information by staff / panelist
- Non-representation of information by staff/ panelists
- Improper procedures, including conflict of interest

Organizations not recommended for funding and wishing to appeal must initiate a formal appeal to the Executive Director within five (5) business days of receiving a letter of decline. A separate Appeals Panel will meet to examine the appeal and make any recommendations.

The Arts & Cultural Council for Greater Rochester reserves the right not to expend all available grant funds.

● How do I get another copy of the ACCGR DEC Application Form?

Additional copies may be downloaded in PDF format online at the ACCGR website www.artsrochester.org. The Application PDF format will enable you to type directly onto the application and then print it out.

The budget form is available for download in Microsoft Excel Spreadsheet format. Please review the "Instructions for Completing the DEC Budget Form" document for more information.

You may call the ACCGR staff at (585)473-4000, ext. 202 and request one to be mailed or e-mailed to you. **Please remember that completed applications will not be accepted from organizations that have not attended a DEC Application Seminar, and that all applications must be typed or computer generated. Handwritten applications will not be accepted.**

● How do I fill out the Application Form?

Typed or computer printed applications are required. Hand written applications will not be accepted.

To obtain a computer version of this application form for your personal computer, simply download the PDF format online at the ACCGR website www.artsrochester.org. You may also request that ACCGR DEC Staff e-mail you a version by calling (585)473-4000.

Use the form provided with these guidelines. Fill in all the blanks. Do not use a font type smaller than 12 pt.

BACKGROUND - Complete the basic information requested about the nonprofit organization. **Do not leave any blanks.** If you do not know your NYS District

information, it can be found on the following web site: <http://nymap.elections.state.ny.us/nysboe/>.

PROJECT INFORMATION - Provide the basic information requested about the Project Manager and 2nd Contact Person. If the project is artist initiated, please supply the necessary contact information as well. Remember to include all resumes.

Arts Discipline: Please choose one of the following categories that best describes your project. Write the category in the space provided on the form.

Craft (Sculpture, Pottery, Fiber Arts),
Dance
Design Art
Folk Arts
Humanities
Literature
Media (film, radio, video)
Music
Opera/Music Theater
Multi-Disciplinary Arts
Photography
Theatre
Visual Arts

CERTIFICATION - Have the person **legally authorized** by the nonprofit organization sign the application. This may differ between organizations (Executive Director, Board President, etc.).

PROJECT NARRATIVE - Complete this section carefully. It is a crucial element of the application form. **Do not make assumptions about what you are asking the panel to understand - tell them.** Provide the information requested. It is important that the Panel understand who will make your project happen as well as all the steps. Presenting this information clearly and concisely demonstrates the ability of your organization to successfully complete the program. Use concrete examples of how you will measure the success of your project. Explain how you will publicize and promote your program. Describe your plans to generate matching income. Don't generalize.

SUPPLEMENTAL MATERIALS - Refer the list of requested materials. Provide a complete set of materials for every copy of your proposal.

PROJECT BUDGET - **DOWNLOAD THE "DEC BUDGET FORM - 2009" and "INSTRUCTIONS FOR COMPLETING THE DEC BUDGET FORM" from our website (www.artsrochester.org).** Hard copies available upon request.

Project Income (Column A) is for all the ways that your organization will generate TRUE and REAL CASH (not in-kind) for the proposed project. Provide examples of how you are generating this income (i.e. 200 tickets x \$5, or silent auction proceeds, etc.).

Contributed Income - If you are receiving \$500 or more in funds from grants or donations from any single

organization/source, you must provide a letter of financial commitment (attachment E). **Do NOT show your ACCGR DEC request anywhere under project income.**

Project Expenses - are broken down into 2 columns: total expense (Column B) and what you are asking ACCGR DEC to pay for (Column C). **Do NOT ask ACCGR DEC to pay for low or non-priority expenses.**

Note: *The total of column A must equal Column B. The budget form will inform you if your budget does/does not balance.*

To determine the overall percentage of the project to be paid for by ACCGR DEC, take the amount that you are requesting (Total Column C) and divide it by the Total Project Expenses (Column B). For example: ABC Organization seeks a grant of \$1000. Total Project costs are \$3,000. $\$1,000/\$3,000 = 33\%$. **The budget form will automatically calculate this for you.**

IN-KIND - List all the non-cash items and services in this section. Give an explanation of each contribution and value as it relates to your proposed project. Provide a total figure. *Do not include in-kind in the income portion of your budget.*

SUPPORTING MATERIALS/ARTISTIC SAMPLE - Provide a detailed list of all the supporting materials that you are including with this application. Artists' support materials must be included as well as resumes of all artists and project managers. All materials must be current, from within the last 3 years.

● **Do I have to submit any other materials with my completed Application Form?**

YES, you are required to submit one (1) typed, signed and completed application form **marked as original**. Your original will also include a copy of all required attachments (**see checklist**).

Additionally, you will submit ten (10), typed and collated copies of your application form and **all** attachments. The following Checklist was created for you to use as a guide to insure that all the materials are properly submitted with the Grant Application.

Quality artist support materials are important. If you are submitting CD's, videos, slides, photographs, etc., please label the attachments with your organization's name and the project title. Make sure all video's and CD's are queued to the play spot and are not longer than 3 minutes.

● **ACCGR DEC CHECKLIST:**

Remember to put your organization's name on each page of your application. Label all attachments with your

organization's name, address, and phone number. Incomplete or late applications will not be accepted.

Complete Application Package Consists of:

- 1 original signed Application Form**
(pages 1 & 2 and ALL ATTACHMENTS)
- 9 photocopies of Application Form**
(pages 1 & 2 and ALL ATTACHMENTS)
- 10 copies of Budget Form**

Attachments:

- A Proof of Organization's Non Profit Status**
(see eligibility section of guidelines)
- B Current Board of Director's List**
(Must include names, addresses, and phone numbers)
- C Previous Year Financial Statements**
(Most recent completed fiscal year, audit statement from accountant; signed treasurer's report (**will not be accepted without signature**). Highly Recommended: Statement of Cash Flows; Income Statement; and Balance Statement. IRS form 990 will not be accepted.
- D Current Budget**
(Current financial year not yet completed)
- E Resumes**
(Project Managers, Artists, Technical Positions)
- F Support Documentation**
(Provide copies of letters of commitment or contracts from artists, other organizations, or agencies that are necessary for a successful project)
- G Fliers or Marketing Samples**
(Choose **2** examples of posters, brochures, press clippings, programs etc.)

Artist Initiated Projects Include:

- H Letter of Support**
(from sponsoring nonprofit, see guidelines)
- I Letter of Recommendation**
(from individual or company outside of project)

Optional (Strongly Recommended): ONE of the following artistic samples: CD, video, photographs, writing samples (up to 3 pages) etc., labeled with your organization's name and the project title. Make sure all video's are queued to the play spot and are not longer than 3 minutes. Ensure that selected CD tracks are labeled. **We are now able to accept DVD video. Other video formats on CD-Rom are not acceptable. Also note: slides are no longer an accepted form of artistic sample.**

ALL GRANT APPLICATIONS MUST BE RECEIVED BY the Arts & Cultural Council BY 5 PM on November 6, 2008

Please call the ACCGR DEC Staff at (585)473-4000, ext. 202 with any questions regarding the DEC Grant Program.

In an effort to represent the needs of constituents in Monroe County, the Arts & Cultural Council is continually seeking individuals to serve as panelists for the ACCGR DEC program. Please submit the names and contact information for all residents interested in serving as a panelist to the Arts & Cultural Council, (585) 473-4000, ext. 202 or mfutter@artsrochester.org.