



## Cultural Affairs Commission

# 2011-2012 MAJOR ARTS GRANT GUIDELINES

### I. INTRODUCTION & PURPOSE OF GRANT

The purpose of this grant is to enhance the arts (performing, visual and literary), culture and humanities of our city. This grant is intended to support artists and projects that create a greater appreciation for the cultural and ethnic diversity of our citizens; and to stimulate the development of new programs which would otherwise be unavailable; and to encourage projects that involve the active collaboration and cooperation of multiple arts organizations.

### II. DEADLINE

**April 22, 2011.** All applications must be uploaded by 5:00 p.m. on this day.

### III. ELIGIBILITY

All organizations submitting an application must meet the following criteria:

- A. Must be based in the City of Plano and/or present more than one performance, exhibition or workshops, or provide services and other arts/cultural activities for the citizens of Plano as well as for those audiences and participants attracted through the organization's broad marketing and promotion practices;
- B. Must be nonprofit, federally tax-exempt under section 501(c)(3) of the Internal Revenue Code, and the IRS letter of determination must be attached to your application;
- C. Must have at least a 24-month history of continuous, stable programming prior to the grant application due date;
- D. Must have an active Board of Directors with at least one member residing in Plano;
- E. Must have programming, administrative practices and board membership which do not discriminate on the basis of race, color, national origin, sex or disability;
- F. If previously funded, applicant must have successfully fulfilled all prior contract obligations;

- G. Complete and submit by the due date the Grant Application on the form provided. An electronic template is available; however, no changes can be made in this format. All information requested must be provided in the order and format of the original template. **Do not omit any section of the Grant Application;**
- H. Organizations applying for City of Plano Major Arts Grants are not eligible to apply for City of Plano Small Arts Grants in the same year.

#### IV. RESTRICTIONS

The City of Plano **will not** fund the following:

- A. Grants to individuals;
- B. Reduction of deficits from or expenditures related to activities of previous fiscal years;
- C. Activities in which academic credit is given;
- D. Mortgage interest and depreciation on real property or capital improvements;
- E. Scholarships and fellowships for employees/volunteers; however, scholarships for programming are acceptable;
- F. Social functions, parties, receptions, openings, fundraising benefits, refreshments or beverages;
- G. Fines, penalties or costs of litigation and;
- H. Underwriting or subscriptions, investments, stocks, bonds or any financial obligation.

Grants to an organization will not exceed **25%** of the organization's most recently completed fiscal year's expenditures less the above-restricted expenses.

**V. APPLICATION REVIEW CRITERIA**

Applications for financial support in all categories will be reviewed using three (3) criteria. The criteria will be weighted as follows:

<p><b>Artistic/Cultural/Creative Merit</b></p> <ol style="list-style-type: none"> <li>1. Applicant demonstrates a commitment to produce high quality artistic/cultural or creative merit as perceived by peers, critics and/or the public, as evidenced by press reviews, awards and increases in average attendance;</li> <li>2. Activities that promote and encourage creativity, quality and excellence in the arts;</li> <li>3. Innovation and creativity in programming, services, exhibits;</li> <li>4. Vision and leadership of artistic/cultural staff, which can be measured by continual artistic or service growth and a corresponding increase in audiences, participants and constituents;</li> <li>5. Activities that further the applicant organization's goals and objectives.</li> </ol>	<p><b>35%</b></p>
<p><b>Community Outreach</b></p> <ol style="list-style-type: none"> <li>1. Measurable, ongoing efforts to involve individuals of different ethnic heritages;</li> <li>2. Efforts to reach new and special audiences through programming, services and educational focuses which promote cultural, artistic, or ethnic diversity;</li> <li>3. Comprehensive marketing which promotes Plano as an important cultural center to its citizens, throughout the State of Texas and beyond;</li> <li>4. Organized plan or methodology for education of the entire community regarding the organization's particular program or art form, as evidenced by classes, Master classes, public performances, PISD performances, etc.;</li> <li>5. Evidence of growing public demand as demonstrated by increasing audience size and percent of programs or services conducted in the City of Plano and beyond.</li> </ol>	<p><b>30%</b></p>
<p><b>Administrative &amp; Fiscal Responsibility</b></p> <ol style="list-style-type: none"> <li>1. A continuing history of growth, stability, fiscal responsibility and vision (as evidenced by such things as increasing private sector sponsorships and/or memberships, cost reductions, finding of new revenue streams, on-time submission of quarterly reports to City of Plano for past grants, etc.);</li> <li>2. An active Board of Directors which meets regularly, oversees the finances, and sets the policies of organization and encourages diversity in the board and in the organization;</li> <li>3. Ability to deliver programs, projects or services effectively;</li> <li>4. Realistic budget proposal, as evidenced by a funding request proportionate to the service/usage levels;</li> <li>5. Evidence of financial support from both private and public sectors;</li> <li>6. Timely, accurate and complete reporting to the City of Plano on the use of grant funds.</li> </ol>	<p><b>35%</b></p>

**A minimum composite score of 75% is required for any funding consideration. A score of less than 75% will not be considered.**

## VI. REVIEW PROCESS

- A. On Saturday, June 18, 2011 an approximately 20 minute mandatory review process will take place. The review will consist of a ten (10) minute presentation and a ten (10) minute questions and answer session. Representatives of applicant organization should be prepared to answer questions relevant to its application.
- B. The Cultural Affairs Commission will present its recommendations for grants funding to the Plano City Council for final review on Saturday, August 13, 2011.
- C. The Plano City Council will adopt the FY 2011-2012 Budget in September 2011. This includes the appropriation for all grant funding. All grants recipients' will be notified of their funding after the budget adoption.

## VII. FUNDING AVAILABILITY

- A. Grant funds awarded FY 2011-2012 are for expenses incurred during the fiscal year **October 1, 2011** through **September 30, 2012**.
- B. Funds will be made available after the organization has accepted, signed and returned the contract to the City of Plano, and all other required documents have been received by the City of Plano. No funds will be available before November 1, 2011.

## VIII. OTHER REQUIREMENTS

The grantee organization **must**:

- A. Incorporate the following acknowledgment in all of its publications (including programs, flyers, brochures, handbills, press releases, advertisements, annual reports and all other mailing pieces:

**“(the organization) is funded in part by the City of Plano.”**

Grantee will provide copies of these publications and documents to the City of Plano Cultural Affairs Commission.

- B. Provide free admission (up to two tickets) to each of the organization's programs/events for each Commissioner. All free tickets will be processed through the Public Information Office. Commissioner liaison assignments may change during the grant year.
- C. Provide the commission with advance notice of performance/event schedules.

- D. Provide the City of Plano Cultural Affairs Commission with detailed quarterly reports on the forms provided. Reports should sufficiently describing the expenditure of funds provided by the City, as well as a written description of program goals achieved and/or progress of same for the period covered by each report. **Each quarterly report is due no later than 30 days after the end of the quarter.** Reports will be due at the end of January, the end of April, the end of July, and the end of October.
- E. Grantee organization's representative must attend a minimum of one regular monthly Cultural Affairs Commission meeting per quarter.

## IX. ANNOUNCEMENT

Announcement of the funding decisions will be made no later than September 30, 2011. The estimated timing for the disbursement of funds will be announced at that time.

## X. HOW TO APPLY

**Applications must be submitted no later than April 22, 2011 at 5:00pm.**

**The Cultural Affairs Commission will only accept applications in electronic form. Applications and all support materials must be combined into one (1) Adobe Acrobat (PDF) file.**

File size is limited to 5MB.

1. Open your internet browser and go to <http://ww.plano.gov>
2. Click on the Plano Agendas button on the top-left portion of the page.
3. Click on the Cultural Affairs Grant Guidelines and Application Forms menu option on the left-side INFORMATION menu.

(To go directly to the application page: Open your internet browser and go to [http://plano.gov/City\\_Hall/agendas/Pages/Cultural%20Affairs%20Commission.aspx](http://plano.gov/City_Hall/agendas/Pages/Cultural%20Affairs%20Commission.aspx))

4. Click on the **Submit Your Grant Application** link.
5. A new window will open. Follow the on-screen instructions to upload your application document.

***NOTE: This is a firm due date and time. Incomplete or late submissions will not be considered for funding.***

**Questions may be directed to  
City of Plano Public Information Department  
972-941-7307  
[danac@plano.gov](mailto:danac@plano.gov); [phyllisr@plano.gov](mailto:phyllisr@plano.gov);**