2018-2020
CULTURAL ARTS AWARDS
OVERVIEW

ABOUT THE SACRAMENTO METROPOLITAN ARTS COMMISSION
The Sacramento Metropolitan Arts Commission (Commission), established in 1977, is a public agency devoted to supporting, promoting and advancing the arts in the region. Funded by the City and County of Sacramento, the Commission provides funding to local artists and arts groups; promotes the arts through marketing, outreach and education initiatives; provides resources to support and increase regional arts education activities; manages City and County public art programs; and serves as a community partner and resource. The agency works with an advisory body of commissioners appointed by the City and County of Sacramento. Visit www.sacmetroarts.org for more information.

ABOUT THE CULTURAL ARTS AWARDS PROGRAM
The Sacramento County Board of Supervisors and Sacramento City Council make funds available to the Cultural Arts Awards (CAA) Program to support nonprofit arts organizations. Granted through a competitive review process, CAA grants assist nonprofit arts and cultural organizations with general operating expenses or non-arts organizations with arts project support. To be eligible for funding, grantees must meet high standards of artistic quality, show evidence of community involvement and outreach and exhibit sound managerial and fiscal accountability.

PROGRAM GOALS
• Support quality arts programming.
• Encourage development of innovative and creative programming that challenges audiences and participants.
• Encourage the involvement and compensation of artists.
• Support best practices in organizational management, including long-term planning, accountability, fund development, transparency, evaluation, appropriate qualifications of board and staff and other professionals, and overall fiscal health.
• Support organizations that identify community needs and demonstrate a commitment and ability to meet needs through planning and program delivery.
• Support the arts organizations, arts services and arts disciplines that reflect Sacramento County’s demographic, geographic and cultural composition.

GRANT CYCLE
• The Cultural Arts Awards cycle is opened every three years to new applicants.
• Grants are awarded on a calendar year.
• Organizations can be dropped from the grant program in the second and/or third years if the organization does not comply with the contract and grant guidelines.

APPLICATION DEADLINE IS THURSDAY, JUNE 29, 2017
Applications must be received online at www.smacgrants.org by 11:59 pm., Thursday, June 29, 2017. Staff assistance is only available until 5:00 pm. Hard Copy Attachments must be received at the Commission office by 4:00 pm on Thursday, June 29, 2017.

QUESTIONS?
Please contact Grants staff with any questions you have.
Phone: (916) 808-3986 or Email: mcirone@cityofsacramento.org
Arts Commission staff will be able to offer limited technical assistance after an application is submitted; check your application to ensure it is complete before submitting. Before contacting staff, please read the entire guidelines for more information on this grant program and the online application process.

**Grant Proposal Workshops:**
Workshops are free, but please reserve your place. Go to www.SacMetroArts.org/Opportunities/Classes-Workshops to reserve your spot.

Monday, May 15, 2017, 6:00-8:00pm, Location TBD
Wednesday, May 31, 2017, 3:00-5:00pm at 300 Richards Blvd., 2nd Floor, Room 221

**Data Arts Workshop:**
New User Orientation: May 24, 2017, 4:00 pm, Location TBD.

**AWARD AMOUNT**
Cultural Arts Awards grants typically range from $1,000 to $20,000. Award amounts are based on the applicant’s request amount, review panel score and the amount of money available to fund the grants. Grantee organizations receive their awarded amount for each year of a three-year period, contingent on the availability of funds and the successful completion of contractual terms.

**GRANT REQUEST**
Your request amount is based on your eligible organizational income. Your request amount will never be more than half of your total cash income (TACI). The chart provided below is to inform you how the maximum allowable request amount is determined.

<table>
<thead>
<tr>
<th>Organizational Income (range)</th>
<th>Maximum Request</th>
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<tbody>
<tr>
<td>Up to $ 50,000</td>
<td>$ 15,000</td>
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<tr>
<td>$ 50,001 - $ 150,000</td>
<td>$ 35,000</td>
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<tr>
<td>$ 150,001 - $ 500,000</td>
<td>$ 50,000</td>
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<tr>
<td>$ 500,001 - $ 750,000</td>
<td>$ 60,000</td>
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<tr>
<td>$ 750,001 - $2,000,000</td>
<td>$ 70,000</td>
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<tr>
<td>$2,000,001 +</td>
<td>$ 80,000</td>
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**GRANT REQUIREMENTS**

**Outreach:** All grantees are expected to have outreach programs. “Outreach” is defined as providing services to populations who might not ordinarily have access to them, preferably in the communities where those populations are located.

**Match:** All organizations are expected to match the grant either 1:1 or 1:2, depending on their annual revenues. CAA grants are not meant to cover 100 percent of an organization’s costs; all grant requests must be matched with cash. The cash match must be a match of expenditures. In-kind contributions do not constitute a cash match.

Small organizations (total organizational revenue below $100,000) must provide a 1:2 cash match (applicant must match one dollar for every two dollars of grant funding). For example, if your grant amount is $1,000, your match amount is $500.
Large and mid-sized organizations (total organizational revenue of $100,000 or more) must use a larger share of their resources by providing a 1:1 cash match (applicant must match grant funding dollar for dollar). For example, if your grant amount is $1,000, your match amount is $1,000.

Non-arts organizations and Consortiums must match the grant award on a 1:1 basis.

**TIMELINE**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Application open</td>
<td>April 25 – June 29, 2017</td>
</tr>
<tr>
<td>Panel</td>
<td>August or September, 2017</td>
</tr>
<tr>
<td>Award approval – Arts Commission</td>
<td>October, 2017</td>
</tr>
<tr>
<td>Award approval – City Council and County Board of Supervisors</td>
<td>December, 2017 or January, 2018</td>
</tr>
<tr>
<td>Award notifications and contracting process</td>
<td>January, 2018</td>
</tr>
<tr>
<td>Year one grant period</td>
<td>January 1, 2018 – December 31, 2018</td>
</tr>
<tr>
<td>Year two grant period</td>
<td>January 1, 2019 – December 31, 2019</td>
</tr>
<tr>
<td>Year three grant period</td>
<td>January 1, 2020 – December 31, 2020</td>
</tr>
</tbody>
</table>

**BEFORE YOU BEGIN**

- Please read the guidelines and appendices carefully and thoroughly.
- Attend one of the Commission’s grant proposal workshops. It will inform you of changes in this year’s guidelines and application and includes an overview about creating strong support materials.
- **Plan Ahead.** Before you begin writing the grant application, allow several weeks to gather the materials you will need to complete your application. All applicants must meet the deadline.
GRANT GUIDELINES

ELIGIBILITY INFORMATION
Each applicant can submit only one application per cycle for a CAA grant and must meet the outlined eligibility requirements at the time the proposal is submitted. Commission staff reserves the right to require additional information from an organization to determine eligibility. Applicants to the Cultural Equity Grant Program are eligible to apply for CAA.

1. General Eligibility Requirements
Eligible organizations must:

- have a mission and programs focused on arts and culture;
- have 501(c)(3) tax exempt status as defined by the IRS or be fiscally sponsored;
  - Exception: groups fiscally sponsored by Friends of the Arts Commission are not eligible to apply for Arts Commission grants.
- have an annual organizational budget of $10,000 or greater;
- have principal offices in Sacramento County and produce at least 90% of programming within Sacramento County;
  - Exception: organizations with offices in a county contiguous to Sacramento County may apply if a three-year history of offering at least 90% of programming in Sacramento County can be shown.
- have a functioning board of directors;
- have a minimum three-year history of actively providing public programs or services;
- have a minimum three-year history of budget information;
- be up to date on previous or ongoing Commission funded activities or grants;

2. Types of Eligible Organizations
A. Arts or cultural organizations. An arts or cultural organization has a mission that supports the development, production, or presentation of an arts discipline or cultural activity. Arts disciplines include dance, theater, visual, literary, media/film, music and traditional arts. A cultural organization’s primary purpose is to preserve, educate or present a specific culture or ethnicity.

B. Non-arts organizations may apply for funding for specific arts projects that are open to the public. Only the budget for the arts program may be used as the basis for the request amount. Arts programs/projects must have a minimum three-year history. Non-arts organizations must provide their organization mission statement and a mission statement for their arts programming.

C. Arts Service organizations. An arts service organization is an organization that has a mission of providing services for artists and/or arts organizations. Arts service organizations further the interests of artists, creators and arts organizations. The organization’s activities can include policy development, advocacy and provision of professional services.
D. **Fiscally sponsored organizations.** Organizations without current nonprofit status must secure a fiscal sponsor to administer the grant while they apply for nonprofit status. The applicant organization is expected to obtain nonprofit status within three years to remain eligible for a CAA grant. Fiscally sponsored applicants must include the “Fiscal Sponsor Form” provided by Commission staff.

   a. An organization that agrees to act as a fiscal sponsor may not apply to the CAA grant for its own programs, nor may it serve as a fiscal sponsor for more than one organization unless the Arts Commission’s prior permission has been obtained.

   b. An organization fiscally sponsored by Friends of the Arts Commission is not eligible to apply for a CAA grant or any other Arts Commission grants.

E. **Units of government or schools** may only apply for funding of arts projects that are open to the public. Student programs are not eligible to receive a CAA grant. Only the specific arts program budget may be used as the basis for the request amount. Units of government may apply directly or through their nonprofit support arm.

**WHAT CAA DOES NOT FUND**

- Start-up organizations, individuals, commissions, fellowships or residencies.
- Programs performed or exhibited outside of the County of Sacramento.
- Activities not open to the general public including restricted programs or projects, such as social clubs, individual or private schools or membership groups.
- Organizations whose primary mission is to raise funds for their own organization; and/or events and activities that are for an organization’s own fundraising purposes.
- Organizations whose primary mission promotes religious or political agendas; and/or programming/events/activities with religious or political purposes.
- Re-granting of funds to individuals or organizations (e.g., prizes, scholarships, awards, etc.).
- Support of endowments or trusts; matching funds; research projects.
- Purchase of equipment, land or buildings and construction (capital expenditures), renovation or maintenance of existing facilities.
- Non-consumable capital requests over $1,000, (e.g., office equipment, instruments, etc.).
- Support of multi-session in-school residencies in any primary, secondary or post-secondary educational setting. (One time only outreach programs such as demonstrations, workshops, presentations, performances and assemblies are eligible.)
- Activities funded by another Arts Commission Grant or by other departments of the City and/or County of Sacramento.
- Hospitality or food costs; travel or housing costs.
- Any expenses incurred outside of the grant year.

**HOW TO APPLY**

**WebGrants:** The Commission uses the online application system WebGrants (www.smacgrants.org). All applicants are required to submit their 2018-2020 CAA application using WebGrants. Paper applications are not accepted.

**DataArts Profile:** All applicants must complete the required cultural data profiles with DataArts. DataArts is a collaborative effort of public and private funders throughout California and consists of an online system for collecting and standardizing historical financial and organizational data. The Commission, along with other funders in California, requires applicants to complete a profile through the DataArts website (www.culturaldata.org). Applicants will fill out the cultural data profile once each
year and may use that data in their application to any participating funders in California or nationally. Organizations new to DataArts must complete three profiles to be eligible for this grant.

**Narrative:** Applicants must complete a narrative section that outlines the organization’s mission and gives an organizational and programmatic overview including community involvement, target audience, marketing and organizational structure.

**Electronic Attachments:**
- DataArts Funder Report titled: “Cultural Arts Awards”.
- Organizations with revenue over $1 million only: the most recent audited financial statement.
- Non-arts organizations only: financial statement signed by the board president or chair.
- Proof of nonprofit 501(c)(3) status from the IRS.
- Fiscal sponsor form (if applicable).
- **Optional:** Up to three recent (within two years of application deadline) reviews or press clippings with newspaper name and date, if applicable.
- **Optional:** Demographics data form.

**Electronic Attachments within the Application:**
- Most recent program schedule listing only artistic programming.
- Copy of your current strategic plan, business plan or FY 2016-17 (CY 2017) annual plan.
- List of current board of directors with affiliation, professional title, and board title/role.

**Hard Copy Attachments:**
- Media support materials. (Links may be submitted within the online application.)
- Up to three recent (within two years of application deadline) samples of promotional materials such as brochures, programs, flyers, etc.
- **Optional:** 8.5” x 11” photo page with captions.
- **Optional:** self-addressed, stamped envelope for return of media support materials.

**REVIEW CRITERIA**
The review panel uses specific criteria to evaluate and rank proposals. The panel scores by a point system where a maximum of 100 points is possible:
- up to 50 points for artistic and programmatic quality;
- up to 25 points for community involvement; and
- up to 25 points for organizational accountability & leadership.

The Review Panel uses the mission of the organization and its classification as a community organization, professional organization or arts service organization as the basis for evaluating success in each area. For the review of the CAA applications, the following definitions are used:

- A **professional organization** is one that maintains a paid staff and relies on mostly paid professionals for its artistic pool of actors, musicians, dancers, designers, etc.
- A **community organization** is one that relies on a volunteer working board with no paid staff and volunteer community members for their artistic pool of actors, musicians, dancers, designers, etc.
- An **arts service organization** is one that provides specialized services to the arts and cultural community. Arts service organizations are evaluated on the merits of their service to the field.
Artistic and Programmatic Quality (50 points)
Panelists are asked to measure the organization’s performance and programming against its stated artistic mission, including its vision, values, objectives and programmatic goals. Panelists will score the applicant in this category based on the following criteria:

- **Quality of artwork presented**: What is the technical skill and presentation level? Is the artwork presented of high artistic quality? How successful is the organization in achieving its artistic mission?

- **Qualifications of artistic personnel**: How qualified are the artistic personnel? Who manages the art programs? Does the person(s) charged with making artistic decisions have the artistic credentials and experience to make choices of high artistic quality? Arts service organizations: are the programs run by experts who have the qualifications needed to be effective?

- **Strength and creativity of programming**: What is the quality and depth of the programming (programming choices, stylistic approach)? Are the artists paid? Does the organization present new, fresh programming that explores the boundaries of the traditions of their art form? Is the programming pushing the envelope? For Arts Service organizations: does the programming effectively serve the organization’s constituents? Does the organization show that it effectively connects its members/stakeholders to resources and creates opportunities that demonstrably advance members?

Community Involvement (25 points)
Panelists are asked to evaluate how effective the organization is at reaching its target audience, the organization’s impact on the community and its marketing efforts. Panelists will score the applicant in this category based on the following criteria:

- **Target Audience**: Does the organization clearly define its target audience? Is the organization successful at engaging its target audience? Does the organization’s programming reflect the diversity of the area it serves?

- **Outreach Efforts**: Does the organization offer outreach events in addition to its regular (season) programming? How effective are the organization’s outreach efforts? What are the demonstrated outcomes of their outreach on the targeted communities? Do the organization’s outreach efforts include audiences or individuals with little or no access to arts and cultural opportunities?

- **Marketing Effectiveness**: How effective is the organization’s marketing strategy? If the organization has a small or no marketing budget, how creative is it at spreading the word about its services/programming through alternate means? Does the organization have an effective website? Does the organization have a presence on social media (Facebook, Twitter, YouTube, etc.)?
Organizational Accountability & Leadership (25 points)
Panelists are asked to evaluate the organization’s financial and organizational accountability and leadership as demonstrated by their business practices, financial statements, proposed programs and overall application presentation. Panelists will score the applicant in this category based on the following criteria:

- **Leadership, management expertise and finances:** Does the administrative staff (and/or volunteers who run the organization) have relevant expertise? Is there continuity of leadership? Are there weaknesses? Is there diversity of funding sources? Does the organization secure in-kind donations? Is the organization sustaining its financial health over time?

- **Strength of the organization’s board:** Is the board comprised of members with a wide range of expertise that supports the organization, such as accounting, law, marketing/PR, artists and/or other skill sets needed by successful arts organizations? Does the organization have a board giving policy? Do all of the board members give to the organization?

- **Planning:** Does the organization have a clear set of artistic, financial and leadership goals? Is the organization successful in achieving its desired goals? Is the organization currently working towards achieving its goals?

- **Fundraising/ Philanthropy:** How effective are the organization’s fundraising efforts? Does the organization have an annual fundraising goal? Does it meet this goal? Does the organization have a fundraising plan? Is it successfully executed?

- **Clarity of the application:** Is the application comprehensive? Has the organization submitted all required elements? Has the organization clearly answered all questions?

THE REVIEW PROCESS

1. Staff reviews submitted applications for eligibility requirements and completeness.
2. A peer panel reviews all eligible applications and assigns a score to each application at a public meeting.
3. After the panel meeting staff reviews the funding available for re-granting to the Cultural Arts Awards program and makes grant award recommendations with the Grants and Education Committee of the Arts Commission.
4. The grant award recommendations are then presented to the Arts Commission for approval.
5. The Arts Commission then recommends the grant awards to the Sacramento County Board of Supervisors and the Sacramento City Council for final approval.
6. Applicants are notified of the results by mail.

Applicants are encouraged to attend the peer review session. We suggest that you come long enough to hear at least the review of the applicants scheduled before and after you to get an idea of how the panelists are reviewing applications. If you are unable to attend the panel session you may call grants staff after the announcement of awards to set up an appointment to listen to the recording of the panelists’ review of your application.
APPLICATION INSTRUCTIONS

GENERAL APPLICATION TIPS

- Applicants must submit their application online on WebGrants (www.smacgrants.org).
- Although your application will be saved on WebGrants, it is recommended that you keep a hard copy of your completed application and all attachments for your files.
- Make your Proposal Summary and Mission Statement succinct and focused. Capture the essence in two or three sentences.
- Do not leave any questions unanswered. Unanswered questions in the application may lead to low scores. If a question does not apply to your organization, write “Not applicable” in the answer field of that question.
- Pay attention to the quality of all the attachments especially the promotional materials such as brochures, programs, flyers, etc. Be sure that they support and reflect the programs described in the application narrative and are relevant to your organization’s mission.
- Double check to ensure that all required attachments such as forms and supplemental materials are included.
- Make sure the application is filled out in its entirety. The Commission reserves the right to reject any application if incomplete.
- Panelists are distracted by numerous spelling and grammatical errors. Please edit your application thoroughly.
- Panelists appreciate clearly and briefly stated answers.
- Before submitting your application, have someone who is unfamiliar with your organization read it for clarity.

Program staff reserves the right to request additional information or to recommend category/discipline or other administrative changes in order to facilitate the review process.

NARRATIVE SECTION TIPS

The tips provided in this section are meant to assist applicants in filling out the narrative portion of the application. The tips do not guarantee a higher score by the panel.

Proposal Summary

Briefly summarize your proposal: what are the programs or projects for which this grant is being requested? (Max. 352 characters.)

The summary should not exceed 352 characters and should concisely state for which projects or programs you would like to use the grant if your organization is awarded. For example, if the grant funds will be used to pay administrative staff, specify for which staff position(s) they will be used.

Organization Overview

Provide your organization’s mission statement, vision and goals. Non-arts organizations: include a mission statement for your arts program(s). (Max. 2,000 characters.)

The panel will be referring to your mission statement, vision and goals throughout the review of your application as a reference point for scoring your application. You want to show the panel how strongly your programs and other activities tie into your mission. It is recommended that all narrative answers support and reflect on the mission statement, vision and goals. Non-arts organizations should include the organization’s mission statement as well as the arts program’s mission statement.
Attach your most recent program schedule. Include only artistic programming.
The program schedule that you attach should be for the current year – fiscal year 2016-2017 or
calendar year 2017. It should include only the programming presented in your regular “season”. You
may include outreach events, but they should be labeled as such. Do not include board meetings or
other events and activities that are not artistic or programmatic in nature.

Describe all the arts programming offered by your organization. (Max. 3,200 characters.)
Non-arts organizations: please describe your organization’s current art program(s) and activities, and
a brief history of arts programming in the organization.
Since you have already attached a program schedule, this narrative section should serve to support the
attachment. The answer to this question should give the panel a “big picture” insight into what a
typical year looks like for your organization in terms of programming. For example, your organization
offers one festival per year, or a season of contemporary plays from September through May, or one to
two choir concerts per year, or your organization offers classes for children and adults year-round and
has two major public performances per year. As you write about your organization’s arts programming,
include programs and events that are the ‘staple’ of your organization (your season programming). Do
not write about the outreach events and activities; you will have a chance to write about them in the
Audience and Community Involvement component. Please write only about activities that occur in
Sacramento County.

Describe the artists your organization involves in productions and their general roles. Are your artists
paid? (Max. 3,100 characters.)
Arts Service organizations: please describe your process for selecting programming and/or services.
Who runs the programs offered? How does your organization assess what programs are needed?
Festivals and Presenting Organizations: Who makes the artistic decisions for the organization? What is
your process for selecting artists/programming/exhibits? If applicable, what is your organization’s
policy on paying artists?
Give an overview of the people who make and execute artistic decisions in your organization, such as
the artistic director as well as the practicing artists, as applicable. Write about whether your
organization uses the same artists for every production or if there is an audition process. Talk about
whether your artists are paid or volunteer. Does your organization charge tuition for participation? If
your organization charges tuition or a fee to participate, be sure to describe how your organization
makes participation accessible to those for whom the fee may be prohibitive. Remember to be specific
and thorough. Some of the review panelists may be from out of town and may not be familiar with
your organization and/or the artists you use.

Provide up to five, one-paragraph biographies for key artistic personnel and lead artists.
(Max. 8,000 characters.)
The biographies of your artistic personnel should be for the key artists and the artistic director or other
personnel who make the artistic decisions for your organization. There is a character restriction, do not
copy and paste full biographies and resumes.

How does your organization generate contributed revenue (fundraising activities, corporate sponsors,
individual giving, etc.)? (Maximum 2,600 characters.)
Explain how your organization raises money. Include annual fundraisers, end of year asks and any
other ways that your organization pursues contributed income.
Describe your target audience and quantify how successful you are at reaching them. (Max. 2,100 characters.)

It is suggested that you refer to your organization’s mission statement when answering this question. The target audience refers to the audience that your organization is meant to reach. Keep in mind that panelists may refer to the demographics of Sacramento County when analyzing the answers to this question. For example, if you state that your organization’s target audience is the “general public”, your organization’s advertising, outreach and marketing should reflect outreach to all ages, ethnicities, genders, etc.

Describe your organization’s community outreach efforts in the last year to reach new and/or underserved audiences. (Max. 3,500 characters.)

The answer to this question should focus on anything your organization does that is not a typical marketing effort. Write about events that your organization participates in or produces to promote its regular programming to a new audience. For example, participating in a cultural festival, a choir group singing at community events, a music group offering a free concert in a new venue (if your regular season is not free), or offering internships to high school students. As you write about your community outreach efforts, include the results of your outreach as well as any special outreach efforts to diversify your audience in terms of ethnicity, age and reaching underserved communities. How does your organization make its programming accessible to people who don’t have access to the arts offerings your organization produces for any variety of reasons (geography, financial, cultural interests, etc.)?

Describe your organization’s impact on the community. In addition, you may share an anecdote about how your programming or outreach efforts directly impacted a person or group of people in the community. (Max. 5,000 characters.)

Describe any local, regional or national recognition for excellence and other evidence of your organization’s impact on the local community as well as the broader regional and national arts communities. If you provide an anecdote about a specific person or group who benefitted from your services, you do not need to include names (or you can change names). Be sure to include the specific benefit garnered from the experience (i.e., a skill that was acquired; a specific new experience audience/participants were afforded; impacts on cognitive, social, or other development; etc.). Another example of what can be included in the answer to this question would be testimonials from board members or donors or audience members/participants. It could be very powerful for the panelists to understand why someone donates to your organization.

How does your organization promote its regular programming? (Max. 2,200 characters.)

Include your organization’s typical marketing efforts. Typical marketing efforts are anything that is repeated for every regular programming event and can include social media efforts, direct mail, email marketing, etc. Be sure to include which marketing strategies have worked best for your organization in the last year and any new avenues that your organization is exploring (if any).
How do you evaluate the effectiveness of your marketing efforts? Include your plans and/or strategies for audience development. What did you learn from the results of your efforts and how will your findings impact plans for the future? (Max. 1,600 characters.)

This is your chance to write about the measures your organization has in place to gauge both the qualitative and quantitative outcomes of your marketing and outreach efforts. If your organization has a marketing plan, outline its main points. If your marketing efforts have not been effective, include your organization’s plans to create more effective practices.

Planning
Where is your organization in terms of achieving the goals outlined in your plan? What specific steps have been taken recently to realize the outlined goals? (Max. 3,200 characters)

This is an opportunity to write about where your organization stands in terms of the goals outlined in your business, annual or strategic plan and the steps your organization has taken to meet them.

Organizational Structure
Describe your organization’s management structure, specifically the functions of staff, board, and volunteers. (Max. 2,200 characters.)

Detail how your organization is run. Briefly identify the key administrators, artists, volunteers, project directors and/or contractors who run the organization administratively.

Provide up to five, one-paragraph biographies and descriptions of roles for key staff and volunteers who run the organization. Begin with the organization’s leaders. (Max. 8,000 characters.)

This section for biographies should be utilized to highlight the qualifications of your key administrators and volunteers who run the day-to-day operations of the organization. There is a character restriction; do not copy and paste full biographies and resumes.

Attach a list of current board members with affiliation, professional title and board title/role, or provide a list below. Do not include contact information. (Max. 5,000 characters.)

When you attach the board of directors list, do not include board members’ personal contact information. A simple list with the member’s affiliation, professional title and board title is preferred. We do realize that it is easy to just attach your board roster, however, we urge you to edit the document before attaching it so that it includes only the requested information.

What is your board’s giving policy? (Max. 1,000 characters.)

Your board’s giving policy will vary. Giving can be measured in terms of money, in-kind donations, or time.

What percentage of your board makes annual financial contributions?

When providing the percentage of board members who give to your organization, provide a number that represents the percent of board members who give to the organization. For example, if all board members give monetarily to the organization, you would write in 100, for 100%; if half of the board members give, you would write in 50 for 50%. Just write the number, do not put the percent character.

BUDGET SECTIONS
The budget sections tell a lot about your organization. They help the review panel see where you have been and where you are headed. It also gives the panel an understanding of the success of your programs, the scope of your outreach and marketing and your long-term planning strategies. Be sure they are consistent with the application narrative. All organizational budget information must be submitted on the DataArts website, www.culturaldata.org. Please double-check accuracy. If you have
questions when filling out the DataArts forms, please contact their help line. Non-arts organizations should submit arts budget information only.

The DataArts funder report will include in-kind revenue and expenses. In-kind donations often show the versatility of an organization. It is to your advantage to outline the in-kind donations in the application budget notes. In-kind donations include non-monetary revenue, for example, the value of donated equipment, the value of free brochure printing services, or the value of the rent on a donated space used by your organization. In-kind donations do not include contributed staff or volunteer hours.

**Total Adjusted Cash Income (TACI) Worksheet**
The request amount for your organization is determined based on the total revenue for one of the last three completed and closed years, whichever is greater, minus any disallowed income. This is called the Total Adjusted Cash Income (TACI).

Loans and funds raised for endowments or capital campaigns and any local government funds including those from either the City or County of Sacramento may not be included as the basis for the grant request amount. Organizations classified as non-arts can only use their arts project budgets based in Sacramento County to determine their TACI. The budget years used to calculate the TACI must be completed and closed. Do not include any in-kind donations.

Pick the greatest of the last three completed budget years and use the information from that year to fill out all requested fields. Refer to the DataArts funder report statement of income and expense when completing this worksheet. WebGrants will compute your TACI for your organization. Once you click on “Save”, the preview screen will reveal your TACI.

Arts Commission staff is charged with recommending funding scenarios. Award amounts are based on the review panelists’ scores, the request amount and the funding available. The award amount may go up or down depending on funding availability for the year and the number of successful applicants.

**Budget Notes**
This space is provided for any explanations not easily understood from the DataArts funder report. It is to your advantage to use notes to address figures that may need more information for the review panel to understand your organization’s finances.

**OTHER SECTIONS**

**Demographic Information**
Although the demographics section is optional, it is a very important part of your application. Review panelists will not be able to see the demographics you provide nor consider the information when scoring your application. Your answers help the Commission to advocate for the arts and for continued or expanded arts funding.

This component asks that you provide information on the gender and ethnic makeup of your board, staff and artists; the ticket distribution to youth; and where your audience comes from. If your artists vary from year to year, please provide a general estimate. The total number of artists should be for a given year. For example, if your organization employs 50 different artists over a given year, then that is your total number. If your organization does not have paid staff, please provide information for the key volunteers who run the organization. If the key volunteers are all board members, do not fill out the staff demographics section. Enter a “0” in the total number of staff field.
In the section that asks where your audience comes from, if your organization does not track zip codes, it is acceptable to provide an answer to the question in a way your organization does track its audiences. Try to provide numbers or percentages for the information you list.

**Log Sheet**
The log sheet is very important and helps staff present your media support materials such as the DVD or CD accurately to the panel. You may submit up to two different types of media support materials. Include only media support materials. Do not list media articles, brochures, or other items included in the attachments section of the application.

**ATTACHMENT SECTIONS**

**Electronic Attachments**
Most attachments must be submitted electronically on WebGrants. To attach an item in WebGrants, click on the name of the attachment, then click on Browse and choose the name of the document you would like to upload. Provide a short description and click on Save. Please note that you can only upload one document for each attachment item. This means you may need to consolidate some documents.

**Attach a PDF of the funder report, “Cultural Arts Awards”** from the DataArts website. Although the DataArts site may tell you that the funder report has been submitted to the Arts Commission, you must still attach a PDF to the WebGrants application. The following years must be included in the funder report: FY2013-14 (CY2014), FY2014-15 (CY2015) and FY2015-16 (CY2016). The following organizations must also submit the following additional required information. Additional forms are provided in WebGrants.

**Arts Service organizations or non-arts organizations** who also provide extensive arts services/programming outside of Sacramento County and were advised by DataArts to include budget information for all arts programs offered in California, should attach an additional financial statement provided by Commission staff showing only the budget for the arts programming/services occurring within Sacramento County.

**Non-arts organizations** should only show the portion of their budget used for the arts program(s) within Sacramento County. A financial statement signed by the board president or chair or an audit showing the total organizational budget must be included in the attachments.

**Reviews or press clippings.** These are optional, however, if you do attach them, make sure you include only favorable reviews or press clippings. If your organization has not appeared in a newspaper or publication (online or in print) within the last two years, do not upload anything to this item.

**The audited financial statement** and the signed financial statement (for non-arts organizations) from your organization’s last completed fiscal year may be submitted in hard copy instead of attaching it online. Only one copy required if submitting in hard copy. If your organization’s annual revenue is under $1 million, you do not need to submit audited financial statements. However, you may choose to attach them, if your organization is audited.

Returning applicants must also submit the **proof of nonprofit status.** The first page of the letter is sufficient. If your organization cannot provide proof of nonprofit 501 (c)(3) status, you must have a
fiscal sponsor. The Fiscal Sponsor Form is available on WebGrants or Commission staff can email it to you. Organizations fiscally sponsored by Friends of the Arts Commission are not eligible to apply to the Cultural Arts Awards program.

**Hard Copy Attachments**

- You must submit 8 copies of all hard copy attachments, unless it is noted that only one copy is needed. If only one copy is required, do not submit more copies.
- Sort hard copy attachments into packets. Clip each set with binder clips; do not staple your attachment sets. Do not insert them in folders, and do not add extra decorative heading pages, etc. Your attachments will not be accepted if they are not clipped correctly.
- Attachments may not be handwritten.
- Use standard 10 point or larger type and stay within the established margins.
- All pages must be single-sided, 8 ½” x 11.” (Posters are an exception.)
- All attachments must have the name of the organization written on them on the top right hand corner.

Keep in mind:

- The Media Support Materials may not be uploaded to WebGrants. They must be submitted in hard copy, unless a YouTube or Vimeo link is being provided in the log sheet section. Only one copy of Media Support Materials is required.
- The promotional materials such as brochures and programs must be submitted in hard copy. These materials are important for giving the panel insight into your organization’s marketing/image.
- The photo page is optional and must be submitted in hard copy. You may submit one 8 ½ X 11” page with color copies of photos that demonstrate the quality of your programs. Include captions, if possible. Do not list any of the optional photos on the Log Sheet.
- If you wish to have your media support materials returned to you, you must provide Commission staff with the appropriate envelope and postage to send them back to you. Only one envelope is required. The Commission will not return any items of the application except the media support materials. Please note that media support materials without proper mailing containers or postage will not be returned to you.

Hard copy attachments can be dropped off or mailed to the Arts Commission office:
Sacramento Metropolitan Arts Commission
Attention: Melissa Cirone
1030 15th Street, Suite 240
Sacramento, CA 95814

**MEDIA SUPPORT MATERIAL PREPARATION**

Media support materials are required and cannot be more than three years old. They serve as the primary indication of your artistic and programmatic quality. You may submit a combination of audio, video or digital media as long as the total is 5 minutes or less. No more than two media formats may be submitted. Your submission will be shown in the order listed in the log sheet. If digital slides are one of your submissions, no more than ten images are allowed. Make your selections carefully. The panel will evaluate only two to five minutes of media support materials for each applicant. Start with your best work. Submit material that shows the organization’s artistic quality you would especially like to highlight.
Please be sure your media support materials (video, audio, etc.) substantiate the assertions made in the application narrative. Panelists will most likely not be familiar with your organization and will rely heavily on the media submission to determine a score for the Artistic and Programmatic Quality review criteria.

If you are a returning applicant, a new set of media support materials should be submitted. Include a representative and contrasting range of recent artistic selections from the last three years. Entire compositions need not be included; sections or movements are acceptable. Include programs or activities mentioned in the application narrative, if possible.

Do not submit original works. The Commission is not responsible for loss or damage of submitted materials. If you enclose a self-addressed envelope with adequate postage, we will make every effort to return your samples. The Commission reserves the right to use your submission as an example in future workshops.

**Tips**

- All media support materials should be of good quality and high resolution. They will be shown on a projector at the panel meeting.
- A video submission is recommended for all performance groups, especially theatre and dance; digital slides alone are not sufficient to determine artistic merit. Video should focus on the artwork in its original form. You do not need to add narration or interviews with artistic staff; this should be a simple presentation of the work.
- Music groups are encouraged to submit an audio CD to show artistic quality and a short video or digital slides to show visual context.
- Presenting organizations are encouraged to submit a video to show visual context. If applicable, an audio submission can also be submitted to show artistic quality.
- Arts service organizations should document their services to the field.
- Non-arts organizations should show their arts programming only.
- Be sure to label everything submitted; include title of work(s) and name of organization.
- Pay attention to the quality and presentation of materials. For example:
  - Digital slides should be well composed, well-lit and of high enough resolution to show well on a projector.
  - Sound recordings should be made on good equipment.
  - When possible, reduce the length of applause on an audio CD or video.
  - Videos should include a variety of shots including close-ups and wide shots, demonstrating the artistic scope and strength of the work.
  - For youth performing groups, submit samples of coaching and live performances.
  - If your program divides students by progressive levels of age group or experience, represent each group by one selection, if possible.

**MEDIA SPECIFICATIONS**

All media support materials must be submitted in hard copy and be system compatible with Commission equipment: PC platform with Windows XP. Each submission must be detailed in the log sheet including the date, title of performance, director, artists, location of event, etc. Acceptable formats are outlined below.
Digital Slides
Submissions are limited to a maximum of ten digital images burned on a CD in jpeg format. All slides must adhere to the following size limitations: 3” x 5”, and 300 dpi. You may submit slides within a PowerPoint presentation to include captions. In the Log Sheet section of the application, attach a Word or PDF document that details each slide and includes the relevant information for each slide. Slides will be shown in the order listed.

Videos
No video submissions may be longer than five minutes and must contain only the material to be reviewed. Submissions on DVD must be programmed so the content can be controlled by the equipment operator (e.g. scenes, chapters, etc.). QuickTime movies should be high resolution and be able to play on PC platform. VHS tapes will not be accepted. The video should only have one entry on the log sheet, even if it includes several performances. Use the notes section to write about all included performances.

Web Links
Web links are admissible for a video submission only and should not be longer than five minutes. Each direct link to a video (for example, YouTube or Vimeo) must have its own entry on the Log Sheet. Video submissions cumulatively may not exceed five minutes. It is suggested that you submit no more than one link. Make sure that the link remains active until the panel review meeting. The Commission is not responsible for links that do not work at the time of the panel meeting. A link to your organization’s website is not considered a media support material submission.

Audio CDs
Audio submissions may not be longer than five minutes. It is suggested that only one CD be submitted along with a video. If more than one track is to be played, include the information in the notes section of the Log Sheet. Make sure you specify for how long each track should be played. The time it takes staff to transition to different tracks will be included in the five-minute time limit.

Publications
Publications will be circulated at the CAA Review Panel meeting. Limit your submission to two different publications. Each publication must be entered on the log sheet. It is recommended that an organization submit one publication and one video to show the breadth of the organization’s activities.

WEBGRANTS INSTRUCTIONS
WebGrants may be easily accessed using a PC or a Macintosh and a variety of web browsers at www.smacgrants.org.

1. If your organization has a password, but you do not know it, click on the link “Forgot Password” at www.smacgrants.org. Your password will be emailed to you. If the email is incorrect or if you don’t know the user ID, please email grants staff atMCirone@cityofsacramento.org. You will be supplied with the login name and password. (Please make sure to update your information in the WebGrants system by clicking on "My Profile" in the Main Menu.)
   • If you are not yet registered, click on the “Register Here” link and fill out the information for your organization. Within one week you’ll receive an email confirmation stating that your account has been approved. It will contain your User ID and a default Password;
2. Click on “Funding Opportunities” from the Main Menu and select the “2018-20 Cultural Arts Awards” application to view a description of the program, download important documents (such as a PDF of these guidelines) and visit related websites.

3. Click on the blue “Create New Application” link to begin working on your application.
   • If you applied in the previous cycle, you will have the option of clicking on “Copy existing application”. This will copy the application submitted in 2014 to the application for the current cycle.

What do I need to know about editing in WebGrants?
You may type information into the form, save it, and return to it later for further work. If you return to your application and your work is no longer there, you may have forgotten to hit “Save” at the top of each page you edited. If you go back in, enter information, hit save, and the information does not appear, call grants staff right away.

In order for the WebGrants system to be accessible to as many users as possible, the system cannot spell check, bold, underline, or italicize text. You may cut and paste paragraphs from a word processor document (such as MSWord). If you do, be sure and check that punctuation and symbols have transferred properly to the WebGrants form.

Keep in mind that formatting such as bold, underline, bullet points, etc. uses up some of the allotted character count. It will reduce the space you have to answer the narrative question. Make sure that you hit “Save” at the top of each page whenever you make changes. If you do not hit the “Save” button your information could be lost.

In order to submit your application, you’ll need to make sure that you’ve clicked on “Mark As Complete” for all of the components. Only then can you click on “Submit.” Once your application is submitted, you will not be able to make changes to it. Remember, the deadline to submit your application is at 11:59 pm on the day of the deadline. However, grants staff will not be available to help you should you encounter a problem in the evening, after 5 pm.

If you have problems logging in to WebGrants, or if you are logged in and can’t move from page to page, it may be an issue with the server. Call grants staff right away to let them know.

Updating Your Registration Information On Webgrants
If you are a returning CAA applicant or your organization is already registered on WebGrants, you must update the contact and organization information. Follow the steps below to access the registration information:

1. Log In to WebGrants.
2. From the main menu, click on “My Profile.”
3. Scroll past your individual information to where the Associated Organizations are listed.
4. Click on the Organization Name.
5. Click on “Edit” in the top right corner to edit your organization profile.
6. Remember to click on “Save” or the information entered will be lost.
In order to look up the Sacramento City and County districts, please follow the directions below. Please note that you will need to visit two different websites in order to access the information needed for WebGrants.

To look up City Council districts:  
www.cityofsacramento.org/council/  
Enter the street number and street name.

To look up County districts:  
www.supervisorlookup.saccounty.net  
Enter the street number and street name. Do not include Ave, St, Blvd, etc.

**DATAARTS – CULTURAL DATA PROFILE**
The Commission, along with other public and private funders in California, requires applicants to complete a Cultural Data Profile (CDP) annually through the DataArts website (www.culturaldata.org). You will use the information you enter into the CDP in your application, as well as for other participating funders throughout the state.

DataArts is an online system for collecting and standardizing historical financial and organizational data and will provide the cultural community with consistent, reliable, comprehensive data on arts and culture in California. It is hoped that access to reliable data about the cultural sector will enhance both individual organizational capacity as well as the overall effectiveness of the nonprofit cultural community in our state. Further, applicants applying to more than one of the participating grantmakers will only need to complete this form once each year.

**Cultural Data Profile (CDP)**
Applicant organizations are required to complete CDP’s for FY2013-14 (CY2014), FY2014-15 (CY2015) and FY2015-16 (CY2016) by the application deadline. Once you have entered your data, you must clear the automated error check to submit your data to the Commission. You will know that you have done this when the Complete button turns from gray to orange.

Each applicant must submit a Funder Report by June 29, 2017. It is encouraged that you review your Funder Report for accuracy before uploading it to your application. DataArts website:  
www.culturaldata.org

You can find more information on DataArts’ website:
- **Getting Started**
  - Financial materials to reference when completing the CDP
  - Programmatic materials to reference when completing the CDP
  - Staff information materials to reference when completing the CDP
- **How do I run or produce a Funder Report?**
- **Sign up for an orientation webinar** (held the first Tuesday of each month)
- **View a recorded orientation webinar**
- **Additional Educational Resources**

Please direct questions concerning DataArts and your CDP to: DataArts Support Center:  
Toll Free: 1-877-707-DATA (1-877-707-3282); Email: help@culturaldata.org
The Support Center is available Monday – Friday from 9:00am – 8:00pm EST.
PUBLIC RECORD
Because the Arts Commission is a government agency, applications and application materials are public records. All information received from a grantee, whether received in connection with a grant application or in connection with any grant funded activities performed, will be disclosed upon receipt of a request for disclosure, pursuant to the California Public Records Act. The Arts Commission reserves the right to use application materials as demonstration examples in future workshops. Submission of an application gives the Arts Commission permission to use it for training purposes with confidential information removed.

IF FUNDED
Staff notifies all applicants of their application status within approximately 2 weeks following the City Council and County Board of Supervisors approval of grantees. Grant awards will be made in the form of an agreement executed between the applicant and the City of Sacramento. The grant period will be outlined in a contract between the applicant organization and the City of Sacramento, and is usually 12 months. Applicants are informed of deadlines throughout the process. The contracting process can take between one and four months.

Typically, grantees can receive a maximum of 90% of the grant funds upon contract execution, and provided that the organization can show expenditures for the grant amount plus the match, and the remaining grant funds when the project has been completed. CAA is a reimbursement grant, so grantees must show how the grant money was spent and how the match was spent before funds are disbursed. No payments will be made until the contract has been fully executed. Payments typically take between two and four weeks to process after receipt of an acceptable invoice.