2022 CULTURAL ARTS AWARDS

Fiscal Year 2022 Application Guidelines
Cultural Arts Awards
Funding for Arts and Culture Nonprofits

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SECTION 1: Introduction

The Sacramento City Council and the Sacramento County Board of Supervisors make funds available to the Cultural Arts Awards (CAA) program to support nonprofit arts and cultural organizations. The City's Office of Arts & Culture (OAC) administers this program. To be eligible for funding, grantees must meet standards of diversity and equity, cultural and community impact, and show sound management and financial accountability.

The Sacramento Arts, Culture, and Creative Economy Commission serves in an advisory capacity to the City on promoting, encouraging, and increasing support for Sacramento's diverse artistic

and cultural activities, integrating arts and culture into community life. The Commission recommends to the City the award of funding for CAA.

SECTION 2: About the Cultural Arts Awards (CAA)

Program Goals
- Support arts and cultural programs that demonstrate strong artistic impact
- Support organizations' commitment to diversity and equity
- Encourage innovative and creative programs that challenge audiences and participants
- Promote artistic expression deeply rooted in and reflective of historically marginalized communities
- Celebrate the cultural vibrancy in our County and all its neighborhoods
- Encourage the involvement and compensation of artists
- Support organizations that respond to community need through planning and program delivery
- Support best practices in management, including responsive planning, accountability, fund development, transparency, qualified boards and staff, and overall fiscal health

Grant Cycle
- The Cultural Arts Award is awarded as a three-year grant
- Funding for Years 2 and 3 is dependent on the receipt and approval of mid-year and annual final reports by grantee, and available resources
- Year 1 Grants will be distributed in April 2022

Contact Us: *We are here to help*

Please contact Grants Staff with any questions you have.
Email: artgrants@cityofsacramento.org
Grantwriting mentors are available for assistance, by appointment, from January 4 – 21. To reserve your space, contact: secure.acuityscheduling.com/admin/calendars

SECTION 3: Timelines and Grantwriting Support

Grant application opens to the public: Week of December 13, 2021
Grantwriting workshops scheduled: January 4 – 10, 2022
Grantwriting mentor support opens: January 4, 2022
Grant application closes: January 21, 2022
Staff reviews for eligibility: January 24 – January 28, 2022
Panel Review: January 30 – February 21, 2022
Award Recommendations: February 25, 2022
Award Approval ACCEs: March 8, 2022
Award Notification and Contracting Period: March 9 – April 1
Progress/Data Arts Report Due: October 30

Year One Grant Period: April 1, 2022-March 31, 2023
Year One Final Report Due: February 28, 2023

We recommend that all first-time applicants attend one or more of our grantwriting workshops. We will provide information about the scoring rubric used by panelists, answer questions about the guidelines, and talk about what good work samples look like. Workshops will be held via Zoom; if requested, 1-2 neighborhood-based workshops may take place in person.

In addition, we will provide grantwriting mentors who will be available for brief meetings to help you navigate the application and explain anything that seems confusing.

SECTION 4: Who is Eligible to Apply?

Your organization is eligible to apply for a CAA contract award if:

- NONPROFIT STATUS: Your organization holds tax-exempt nonprofit status under section 501I(3) or 501 I(6) of the Internal Revenue Code and your nonprofit business is in good standing and on the CA Attorney General's registry of nonprofits is listed as *current;* (Grants will not be issued to recipients who are not in good standing with regulatory authorities); AND
- ORGANIZATIONAL PURPOSE: Your organization's mission and programs are focused on arts and culture (see definition below); AND
- HISTORY OF OPERATIONS: Your organization has a three-year history of operating and public programming; AND
- SERVICE AREA: Most of the activities of the applicant organization must take place within the limits of Sacramento County; AND
- BUDGET SIZE: Your organization has an annual organizational budget of $25,000 or greater; AND
- COMPLIANCE: Your organization is up to date on all previous or ongoing City of Sacramento funded activities or grants, including Data Arts reports for previous CAA grant cycles

Types of Eligible Organizations

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, theatre, visual, literary, media/film, music and traditional arts. A cultural organization's main purpose is to preserve, educate or present a specific culture or ethnic tradition.

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. Activities can include direct services, policy development, and advocacy.

Units of government, colleges, and universities may apply for funding associated with annual operating expenses of ongoing arts programming 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.

The CAA grant is meant to be a general operating support grant. It supports a nonprofit's mission rather than specific projects or programs, allowing you to pay for salaries, facility rent, supplies, marketing, and other day-to-day costs of running your organization.

Fiscally sponsored organizations are not eligible for this grant.

CAA funds **may not be used for:**
- Programs performed or exhibited outside of the County of Sacramento
- Activities closed 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 land, buildings and construction (capital expenditures), renovation or maintenance of existing facilities
- Non-consumable capital requests over $1,000 (e.g. office equipment, instruments, etc.)
- Activities funded by another OAC 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

SECTION 5: How much funding is available?

- The amount of funds an applicant can be awarded is dependent on several factors including the organization's submitted annual operating income, the rank given to the organization's proposal, the total amount of funds available for distribution and the number of organizations receiving awards.

- The minimum award amount an applicant will receive is $5,000. Organizations who score in the top 10% of applicants will be eligible for additional support.

- Awards will not exceed 50% of an organization's 2019 or 2020 (whichever is greater) operating revenue.

- In 2022, there will be no match requirement for funding.

SECTION 6: American Rescue Plan Act (ARPA) Supplemental Funding

In response to the negative economic impacts caused by the COVID-19 pandemic, Sacramento City Council has set aside federal funds the city received through the American Rescue Plan Act (ARPA) in order to support Creative Economy recovery. To streamline the process of application for – and administration of – those dollars, city-based applicants recommended for support through the Cultural Arts Awards program will automatically be considered for supplemental funding from the City's ARPA allocation for nonprofit arts and cultural organizations. Please note, however, that additional information may be requested to verify eligibility for such funding under the federal guidelines. Furthermore, consideration of an application does not mean that an applicant will receive supplemental ARPA funding or that the applicant meets the eligibility requirements to receive ARPA funding.

SECTION 7: How to Apply for a CAA Award

- **GO Smart** – Applicants are accepted via the online platform GO Smart. Only applications submitted via the GoSmart platform will be accepted.
- **DataArts** Report – If you have applied for and received CAA funding for 2020, you need to submit your 2020 DataArts report in order to qualify for 2022 funds. If you are new to CAA funding, if funded you will be asked to submit a DataArts report as part of your first grant report. More info on DataArts can be found at https://culturaldata.org/about/.
- **Staff Review** – Staff will review applications to determine completion and whether applicant has met basic eligibility requirements. Applicants deemed "Not Qualified" will be given five (5) working days (does not include Saturday, Sunday, or City holidays) to address any incorrect or missing components. The Application will then be reevaluated. Applicants deemed "Not Qualified" after the reevaluation will not advance but will be offered technical assistance to prepare them for future funding cycles.
- **Panel Review** – Review panels composed of diverse and experienced regional and national arts and nonprofit professionals evaluate the proposals. The panel uses a scoring system to evaluate each section of the proposal – Diversity & Equity, Artistic Impact, Community Impact, and Operational Accountability – and assigns a rank to each proposal. The meetings where proposals are reviewed and ranked are open to the public and will be announced in advance. During the panel meeting, applicants will be given an opportunity to clarify any misreading of their application. Details, including dates, times, and Zoom links to panel meetings will be provided to the applicants in advance.

SECTION 8: Review Criteria

OAC has developed a rubric for review of CAA grant applications that centers upon four areas: Diversity & Equity; Artistic Impact; Community Impact; and Organizational Accountability. Applicants should review the rubric before beginning the application. Panelists will be asked to score applications based on whether they demonstrate little or no activity, some activity, or significant activity on the indicators for success. This system helps to ensure that all applicants are reviewed based on the same criteria and all organizations address the areas of importance. **Applicants are not expected to satisfy every part of every rubric**; answers should reflect the organization's unique strengths and commitment to advancement. See the attached panelist scoring rubric for a listing of key indicators for each criterion and associated rating scale.

Diversity & Equity (20%)
- Shows a commitment to a diverse staff and board
- Pursues programs & projects that prioritize racial equity and cultural diversity

Artist Impact (30%)
- Produces artistically significant activities
- Cultivates, supports, attracts, and engages a qualified creative workforce

Community Impact (30%)
- Contributes positively to economic and community well-being
- Shows substantive community investment in programming

Organizational Accountability (20%)
- Demonstrates good governance and planning
- Shows sound principles in financial management, marketing, and communications

SECTION 9: The Review Process

1. Staff reviews submitted applications for eligibility requirements and completeness.
2. Next, a panel of peer reviewers read 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.
4. The grant award recommendations are then presented to the Arts Commission for approval.
5. The OAC 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 email.

All 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 receive the panelists' comments on your application.

Public Record

Because the Office of Arts & Culture is a government agency, applications are public records. All information received from a grantee, whether 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 Office of Arts & Culture reserves the right to use application materials as demonstration examples in future workshops. Submission of an application gives the Office of Arts & Culture 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 for a 12 month period. Applicants are informed of deadlines throughout the process. The contracting period can take between one and three months.

Typically, grantees can receive a maximum of 90% of the grant funds upon contract execution, and the remaining grant funds when the project has been completed and reporting requirements have been met. 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.

Section 10: Application Instructions

GO Smart: The Office of Arts and Culture uses the online application system GO Smart (sacarts.gosmart.org). All applicants are required to submit their 2022-2024 CAA application using GO Smart, which may be easily accessed using a PC or a Mac and a variety of web browsers..

If you are new to the GO Smart site, please register here. If you are a returning applicant, log in here with the username and password you used to register in the past. For general information on logging in, registration, and how to apply at sacarts.gosmart.org, please see this guide.

Please choose the type of profile you are creating:

REGISTER AS AN INDIVIDUAL OR ORGANIZATION: An organization will have one main contact and may share the login information with your entire organization. All CAA applicants should be registered as an organization.

PRIMARY CONTACT: This is the person who is the Main Contact with OAC.

APPLICATION INFORMATION: This is the information pertaining to your organization.

- Click on "Current Programs & Applications" from the Main Menu to view the "Cultural Arts Awards 2022-24" to view a description of the program.
- Click on the blue "START" link to begin working on the application.
- Editing in GO Smart - It is not necessary to complete the application all at one time. If information is typed into the form and saved, you may return to it later for further work.
- In order to submit the application, all required components need to be completed. Once the application is submitted, no further edits can be made. Remember, the deadline to apply is at 11:59 pm on the day of the deadline. Grants staff will not be available after 3pm.

Narrative Instructions: Applicants must complete a narrative section that outlines the organization's mission and gives an organizational and programmatic overview including community engagement, target audience, organizational structure, and DEI initiatives. Narrative questions are designed to closely follow the scoring rubric.

General Application Tips:
- All applications and attachments must be submitted through GO Smart.
- Be sure to review the rubric to see how panelists will be reviewing your work. Make sure your answers relate to the criteria of the rubric.
- Do not leave any question unanswered. Be as specific as possible and give examples that demonstrate to the panel how you address the criteria in your work.
- Although there are character restrictions in the text boxes, we encourage applicants to use as few or as many words as possible to communicate effectively and provide examples, as requested. Panelists will be reading applications with an eye to understanding your organization's work and its reach.
- If you are unsure of any questions or application requirements, please make use of our mentors who will be available to you, by appointment.
- Before submitting your application, have someone who is unfamiliar with your organization read it for clarity.
- Pay attention to the quality of all the attachments; be sure to send your best and most recent samples. We will host a work sample workshop in case you are unsure of what to include.
- It is recommended that you keep a hard copy of your completed application and all attachments for your files.

Section 11: Support Materials

1.Organization financial statement: You must submit the financial statement from your organization's most recently completed fiscal year. *This is not your budget*, but a statement of income and expenses for your organization, signed by a representative of your board of directors. You may also submit a financial statement from 2019, if it represents income and expenses from a more typical year.

> **If your organization's annual revenue is more than $1 million**, you must submit audited financial statements from your organization's most recently completed fiscal year.

> **Art Service organizations or non-arts organizations who also provide extensive arts services/programming outside of Sacramento County** should attach an additional financial statement showing only the budget for the arts programming/services included 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.

2.Proof of nonprofit status: All organizations must submit a 501(c) determination letter as proof of non-profit status. Fiscal sponsorships will not be allowed for CAA grants.

3.Location form: All organizations must provide evidence of a three-year history of programming for the general public, and the location of each program. Include programs from 2019, 2020, 2021. Program History should include: Name/Type of Program, Date(s), and Location of Program (Venue, Street Address, City, Zip). If programs were suspended beginning March 2021, as a result of the COVID-19 pandemic, please note this in your report.

4.Media Support Work Samples:
Media support materials are required and cannot be more than three years old. They serve as an important sign of your artistic and programmatic impact. You may submit a combination of **video or digital media**, not to exceed 5 minutes in length. No more than two media formats may be submitted. If digital slides are one of your submissions, no more than ten images are allowed. Make your selections carefully. The panel will only look at a very short portion of media support materials during the panel meeting (please know that they have all reviewed your materials beforehand during individual reviews). Submit material that shows your work at its best and areas that you would like to highlight. Remember – most panelists will be from outside Sacramento County and may not be familiar with your work.

Media Support Tips:
- All media support should be of a good quality and high resolution.

- Test video links before submitting to be sure that they work. Panels will review materials for up to 6 weeks after submission so be sure the links are available for at least 2 months after submitting.
- Videos will be played from the beginning unless you have stated a specific start point in your work sample log.
- A video submission is required for all performing groups, including music organizations.
- Arts service organizations should document their service to the field, including readings, workshops, seminars, meetings and other public events. Fundraising events are not considered sufficient documentation.
- Videos where artists talk about the artwork are not a substitute for seeing a performance, class or activity taking place.
- Non-arts organizations should show their arts programming only.

We will host a media sample workshop on Tuesday, January 11. Applicants are strongly encouraged to attend.

Panelist Scoring Rubric

Review Area	Does not meet or minimally meets expectations for this criterion	Satisfactorily meets expectations for this criterion	Meets and in many cases exceeds expectations for this criterion
Diversity & Equity (DEI) (20%)			
Shows a commitment to a diverse staff and board through:	**1-3 points**	**4-7 points**	**8-10 points**
% of staff that identifies as BIPOC	Less than 25% of board and staff are from a marginalized community.	26%-40% of board and staff are from a marginalized community.	Over 40% of board and staff are from a marginalized community.
% of board that identifies as BIPOC			
% of staff that identifies as LGBTQ+			
% of board that identifies as LGBTQ+			
% of staff that identifies as living with a disability			
% of board that identifies as living with a disability			
% of staff and board that identifies as some other marginalized community			
Pursues programs & projects that prioritize racial equity and cultural diversity by:	**1-3 points**	**4-7 points**	**8-10 points**
Producing programs/activities that center the identity and experiences of BIPOC, LGBTQ+, disabled, or other marginalized community	Applicant demonstrates activity on fewer than 2 indicators.	Applicant demonstrates activity on 2-3 indicators.	Applicant demonstrates activity on 4 or more indicators.
Engaging in DEI-Informed leadership development, recruitment, and contracting practices			
Engaging in DEI- learning with staff and board			
Developing a plan to expand equity and inclusion throughout the organization's operations			
Investing in the development, promotion, acquisition, or presentation of work by artists of BIPOC, LGBTQ+, Disabled or other marginalized community			

Review Area	Does not meet or minimally meets expectations for this criterion	Satisfactorily meets expectations for this criterion	Meets and in many cases exceeds expectations for this criterion
Artistic Impact (30%)			
Produces artistically significant activities through:	**1-5 points**	**6-10 points**	**11-15 points**
Technical skill and production value of work	Applicant demonstrates activity on fewer than 2 indicators.	Applicant demonstrates activity on 2-3 indicators.	Applicant demonstrates activity on 4 or more indicators.
Supporting and sharing work by local artists or new artistic voices			
Commissioning, creation, or presentation of new work			
Exploring and/or expanding the boundaries of a traditional art form			
Highlighting the Sacramento region's reputation as a cultural destination			
Preserving or sharing cultural heritage			
Cultivates, supports, attracts, and engages a qualified creative workforce by:	**1-5 points**	**6-10 points**	**11-15 points**
Employing experienced artistic personnel with the knowledge and connections to advance its artistic mission	Applicant demonstrates activity on fewer than 2 indicators.	Applicant demonstrates activity on 2-3 indicators.	Applicant demonstrates activity on 4 or more indicators.
Supporting new and important cultural voices in the Sacramento Region			
Attracting national and international talent to the Sacramento Region			
Investing in the artistic growth and development of its creative workforce			
Providing industry standard wages, professional development and other benefits			

Review Area	Does not meet or minimally meets expectations for this criterion	Satisfactorily meets expectations for this criterion	Meets and in many cases exceeds expectations for this criterion
Community Impact (30%)			
Contributes positively to economic and community well-being by:	**1-5 points**	**6-10 points**	**11-15 points**
Providing a positive economic impact on the community where its programs are offered	Applicant demonstrates activity on fewer than 2 indicators.	Applicant demonstrates activity on 2 indicators.	Applicant demonstrates activity on 3 or more indicators.
Residing in or offering programs in historically disinvested neighborhoods or communities			
Engaging in community partnerships with arts or other businesses and/or non-arts organizations			
Serving community youth from historically disenfranchised communities			
Shows substantive community investment in programming through:	**1-5 points**	**6-10 points**	**11-15 points**
Strong or growing attendance and public participation at events and programs	Applicant demonstrates activity on fewer than 2 indicators.	Applicant demonstrates activity on 2 indicators.	Applicant demonstrates activity on 3 or more indicators.
Strong or growing volunteer engagement			
Community input, interest, and active participation that shapes programs or events			
Board and staff represents the communities served by programs and events			

Review Area	Does not meet or minimally meets expectations for this criterion	Satisfactorily meets expectations for this criterion	Meets and in many cases exceeds expectations for this criterion
Organizational Accountability (20%)			
Demonstrates good governance and planning by:	**1-3 points**	**4-7 points**	**8-10 points**
Hosting regular and consistent board meetings	Applicant demonstrates activity on fewer than 2 indicators.	Applicant demonstrates activity on 2-3 indicators.	Applicant demonstrates activity on 3 or more indicators.
Adopting and following a set of board operating policies and procedures			
Active board engagement in fundraising and communications activities			
Scenario planning, COVID-19 response planning, or strategic planning			
Creating pathways and programs to remain relevant in a changing environment and cultural landscape			
Shows sound principles in financial management, marketing and communications through:	**1-3 points**	**4-7 points**	**8-10 points**
Diverse sources of income and/or 3 months of working capital	Applicant demonstrates activity on fewer than 2 indicators.	Applicant demonstrates activity on 2-3 indicators.	Applicant demonstrates activity on 3 or more indicators.
Well-managed resources			
Evidence of regular financial planning			
A marketing and communications strategy relevant to the organization's size and customer base			