

# COMMUNITY ARTS GRANTS GUIDELINES – 2020

## WELCOME

The City of Carlsbad Cultural Arts Office serves to encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity in the City of Carlsbad and the Northern San Diego County region. As a component of many services and activities, the Cultural Arts Office manages funding programs to provide financial support to organizations, schools and individuals for various projects through a competitive application and review process.

The Community Arts Grants program supports projects and activities that provide and support quality arts and cultural programming within Carlsbad. Our mission is to:

- Reinforce accessible artistic and cultural opportunities and experiences for our residents;
- Provide arts education and lifelong learning opportunities for all ages;
- Support local and regional arts and cultural organizations as an important component of the economy and quality of life in Carlsbad and Northern San Diego County;
- Develop and support organizational strength and capacity of Carlsbad arts organizations;
- Encourage new & emerging arts programs and organizations in Carlsbad; and
- Celebrate and promote Carlsbad as an exciting, vibrant and creative community destination for visitors and tourists throughout the world.

## 2020 OVERVIEW

**Deadline for regular 2020 cycle grant applications is Monday, October 14, 2019 at 4 p.m.  
Applications will only be accepted online at [www.carlsbadca.gov/arts](http://www.carlsbadca.gov/arts)**

- \$88,000 in total funding available for the 2020 cycle, including Special Opportunity grants
- The 2020 cycle will include programs within a 6-month shortened activity period, Jan. 1 – June 30, 2020. This is a temporary change from previous years; programs seeking funding after June 30, 2020 will participate in the next cycle, opening Spring 2020. Subsequent cycles will include twelve months for each funding cycle
- All funds will be disbursed in a first payment of 80% of award after review of applications, and final 20% of award will be disbursed upon receipt of completed final report (due 30 days after completion of project)

## ELIGIBILITY

- Programs and activities supported must take place during the six-month shortened activity period, Jan. 1 – June 30, 2020
- All funded activities must take place within the City of Carlsbad. The Cultural Arts Office reserves the right to negotiate the location of grant-funded activities
- All applicants, including fiscal agents, must be not-for-profit, tax-exempt organizations, as determined by either the Internal Revenue Service or the California State Franchise Tax Board
- If projects include partnerships, only one application may be submitted for that particular project involving all parties
  - If a school or affiliated party would like to partner with an arts organization for a project, we encourage the arts organization to act as the applying party

## GUIDELINES APPENDICES

- Appendix 1 – Frequently Asked Questions
- Appendix 2 – Ineligible Organizations and Activities
- Appendix 3 – Sample Budget
- Appendix 4 – Sample Community Arts Grants 2019 Agreement

## FUNDING CATEGORIES

Funding will be organized by the applicant's type of organization, then into available category or categories for that organization type:

- **Arts Organizations, including Fiscal Agents of Individual Artists**
  - Capacity Building - \$5,000 maximum award
  - Arts Projects - \$7,500 maximum award
- **Educational Institutions and Affiliated Groups**
  - Arts in Schools - \$2,500 maximum award
- **Special Opportunities - \$3,000 total maximum in awards**
  - **\$500 maximum award**
  - All organization types
  - Outside of regular grant cycle, with funding available for programs taking place between Jan. 1 – June 30, 2020. More information and guidelines on Special Opportunities grants will be available in Nov., 2019.
  - Organizations who apply for the main cycle are eligible for Special Opportunities, however any specific project part of a successful or unsuccessful application during the regular 2020 cycle is not eligible for Special Opportunities.

## ARTS ORGANIZATIONS

- Arts Organizations are registered 501(c)(3) nonprofit organizations
- Applicants may apply to one or both for the Capacity Building and the Arts Projects categories
- No organizations may submit multiple applications in any one category per funding cycle

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### ARTS ORGANIZATIONS – CAPACITY BUILDING

- Capacity Building grants have a maximum award of \$5,000
- Capacity Building grants are designed to help an arts organization with actions that improve effectiveness in terms of organizational and/or financial stability, strengthens community impact or supports the execution of nonprofit's mission more effectively
- Capacity Building grants will only be awarded to organizations residing in Carlsbad
- These grants cannot be utilized for public performances, exhibitions, workshops, residencies, lectures or other programs that would fall under the Arts Projects category
- Some examples of capacity building include (but are not limited to):
  - Professional development for staff and board members
  - Opportunities for peer learning, networking or leadership development
  - Creating or re-examining organizational plans
  - Initiating collaboration with other nonprofits
  - Developing new sources for earned income
  - Utilizing support for high-impact projects

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### ARTS ORGANIZATIONS – ARTS PROJECTS

- Arts Projects grants have a maximum award of \$7,500
- Arts project requests are for specific arts project activities such as (but not limited to) performances, exhibitions, residencies, assemblies, workshops or lectures that provide arts opportunities that take place in Carlsbad
- Arts projects grants are not for general operating support, and awards must be clearly shown to be used for specific project support
- Any partnership with an individual, educational institution or organization must include a letter of agreement from partnering entity

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### PROJECTS THROUGH FISCAL AGENT

- Individuals or organizations who do not have not-for-profit and wish to apply for funding status may apply through a fiscal agent
- Fiscal agents will be responsible for receiving awarded funds and dispersing to the applicant with a service fee no more than 10% of the amount awarded to the applicant, if any
- Organizations who act as fiscal agents are still eligible to apply for a Community Arts Grants on their own behalf

- Any individual artist receiving funding through a fiscal agent must be 18 years of age on or before Oct. 1, 2019

## EDUCATIONAL INSTITUTIONS AND AFFILIATED GROUPS

Requests are only available to nonprofit schools and authorized parent groups within Carlsbad city limits

## EDUCATIONAL INSTITUTIONS AND AFFILIATED GROUPS – ARTS IN SCHOOLS

- Arts In Schools grants have a maximum award of \$2,500
- There is no limit to requests by school or district, though consideration will be given to projects of the same discipline from the same school site
- To be eligible for funding:
  - In-school projects funded through the Community Arts Grants may not involve a permanent hourly or salaried employee in the school district in which they will be leading activities, performances or projects
  - Out-of-school programs may utilize teaching artists that are employed within that the applying or any district
- Any partnership with an individual or organization must include a letter of agreement from partnering entity
- Schools are encouraged, whenever possible, to provide art experiences that families or the greater public may participate in

## SPECIAL OPPORTUNITIES

- Special Opportunities grants are mini-grants for arts projects that become available after the deadline for the regular Community Arts Grants 2020 cycle has passed within the funding period of Jan. 1 – June 30, 2020. Any project part of a successful or unsuccessful application during the regular 2020 cycle is not eligible for Special Opportunities
- More information about Special Opportunity Grants will be available after the conclusion of the main grant cycle. Please contact staff with any specific questions regarding Special Opportunities grants

## APPLICANT INFORMATION

### PROGRAM SCHEDULE

<b>Aug. 19, 2019</b>	<b>Application posted and available at <a href="http://www.carlsbadca.gov/artsgrants">www.carlsbadca.gov/artsgrants</a></b>
<b>Sept. 4</b>	Information Session in Community Room at Cole Library, 1250 Carlsbad Village Drive, Carlsbad CA 92008
<b>Sept. 9</b>	Dates available to schedule one-on-one sessions with grant program staff through Oct. 9
<b>Sept. 13</b>	Application review submission deadline. All review feedback will be completed by Sept. 27
<b>Sept. 16</b>	Information Session in Gowland Meeting Room at Dove Library, 1775 Dove Lane, Carlsbad CA 92011
<b>Oct. 14</b>	<b>Deadline: applications for the CAG 2020 cycle must be submitted electronically by 4 p.m.</b>
<b>Week of Nov. 11</b>	Submitted materials are reviewed and scored by a peer panel consisting of local and regional artists and arts professionals. The panel will create a funding plan for review and final approval by the Carlsbad Arts Commission  <b>All applications have the opportunity to participate in the panels by being present for short question &amp; answer session during panel week. More information on this opportunity will be sent to organizations with eligible, completed and submitted applications</b>
<b>Dec. 5</b>	Funding plan presented to Arts Commission for review and approval
<b>Week of Dec. 9</b>	Notification and awardee agreements packets will be sent to all applicants. Any applicant that receives <50% of requested amount will be required to complete a Revised Project Form
<b>January 2020</b>	First payments of awards are disbursed upon execution of agreements, projects commence

Jan. – June 2020

All grantees must complete a Final Report **within 30 days of program** end date to receive the final payment of award. Excessively late submission of a final report may result in action taken per agreement

## INFORMATION SESSIONS, WORKSHOPS AND APPLICATION REVIEW

To continue to support our artists and organizations, the Cultural Arts Office staff is pleased to provide additional resources for our applicants in the 2020 cycle. These offerings are highly recommended for both new and returning applicants.

- Information Sessions – general overview of the grant process, application and procedures
- One-on-One Sessions – New for 2020, we are offering the opportunity to schedule 30-minute sessions with grant program staff to help answer questions about the process, the application or other topics. **Any applicant participating in the one-on-one sessions are required to have attended at least one information session for the current grant cycle.** Registration for one-on-one sessions will be available at [www.carlsbadca.gov/artsgrants](http://www.carlsbadca.gov/artsgrants)
- Application Review – applications submitted by Sept. 13 can receive review by Cultural Arts Office staff for general feedback prior to the panel sessions. All feedback will be returned before sept. 27 to allow time for edits, if needed, by deadline
  - Staff will review applications for effective and impactful delivery of information, as well as to ensure completeness and clarity of information provided. Staff will not be providing feedback on content, programming or other project details.

## PANEL REVIEW AND SCORING OF APPLICATIONS

### GRANTEE Q&A DURING PANEL SESSIONS

- Applicants in all categories are able to provide up to two (2) representatives on their behalf to answer questions by panel members regarding their presentation or application materials
- While not required, it is strongly recommended that organizations take advantage of this opportunity to participate in the review process
- Question and answer sessions are not scored and are included as an opportunity to provide additional information and insight to organization and proposed project
- The date of the scoring panel will be set during the week of Nov. 11. All applicants will receive information for schedule upon submission of application
- All applicants must be on site at least 20 minutes prior to scheduled time to allow for fluctuations in panel schedule. Any representative that is not present when the panel reviews their application forfeits their opportunity to be present, but will not otherwise affect their application's review
- All time and representative count limits are strictly enforced. Staff reserves the right to make updates and final decisions regarding applicant presentations before and during panel sessions
- Applicants/presenters will not be able to hand any materials to panelists at time of presentation. All information must be included in your application, and no new physical materials may be introduced after submission of application.

### SCORING RUBRIC

Scoring of applications will be on the following criteria, with each category worth 10 points, with a maximum score of 30. The provided examples are for information purposes only and are not meant to be exhaustive:

- **Quality of Program(s)**
  - Reinforce accessible artistic and cultural opportunities and experiences for our residents
  - Provide arts education and lifelong learning opportunities for all ages
- **Community Impact**
  - Celebrate and promote Carlsbad as an exciting, vibrant and creative community destination for our community and students, as well as visitors and tourists throughout the world

- Support local and regional arts and cultural organizations as an important component of the economy and quality of life in Carlsbad and Northern San Diego County
- Accessibility of program for participants and audience members, including coverage under the Americans with Disabilities Act and economic considerations
- **Management Capability**
  - Support and develop organizational strength and capacity of Carlsbad arts organizations
  - Encourage new & emerging arts programs and organizations in Carlsbad

#### OTHER REVIEW AND SCORING INFORMATION

- After the application deadline, program staff will review applications for completeness to deem eligibility for review by panel
- As part of staff review for eligibility after application deadline, Cultural Arts Office staff will determine whether the financial health and sustainability of the organization is considered eligible to be forwarded to the panel
- Any application forwarded to the panel will be reviewed within the context of the project or program outlined in the application only
- Incomplete applications, or applications with incorrect information, will be deemed ineligible not be referred to the review & scoring panel

#### GRANTEE REQUIREMENTS DURING PROJECT FUNDING PERIOD

#### AGREEMENT

All approved applications will receive an agreement packet, which will include instructions and agreement language. All agreements must be signed and submitted per instructions within 30 days of receipt. Failure to return signed agreement within this timeline may affect the current cycle award, or future application eligibility. Please see appendix 4 for a sample Community Arts Grants 2020 agreement.

Any applicant that has received funds during a previous funding cycle will not receive their CAG 2020 agreement until the previous agreement requirements are completed and approved by staff.

#### FINANCIAL MANAGEMENT

Grant recipients are required to maintain accounts, records and evidence pertaining to costs incurred and revenues acquired under the respective grant program for three (3) years. Grantees should be able to provide upon request:

- Accurate, current and complete disclosure of the financial accounting (expenses and revenue) for the grant project
- Records that adequately identify the sources and application of funds for grant sponsored activities
- Accounting records that can be supported by source documentation, like invoices, receipts, bank statements, etc.
- All applications that are awarded funding must provide required documents within 30 days of receipt or notification. This includes, but is not limited to, agreements, revised project forms, final reports and financial accounting.

#### PUBLIC ACKNOWLEDGEMENT

- Grant recipients must credit the Cultural Arts Office for its support of the project in printed, electronic and broadcast promotion of the funded projects. City staff must approve materials before printing, posting or use
- The following acknowledgement along with a logo (which will be provided, used in original dimensions) must appear on all printed and electronic materials concerning the funded project:  

“This program is funded in part by the City of Carlsbad’s Cultural Arts Office.”
- Grantees failing to provide public acknowledgement may be denied funding for future applications

#### PROMOTION

- Grantees are required to keep the Cultural Arts Office informed of all program dates and times. Grantees are encouraged and expected to:

- Give notifications and invitations to the Cultural Arts Office in order to extend them to the Carlsbad City Council and the Carlsbad Arts Commission at least two weeks in advance of program
- Provide full and timely information to the Cultural Arts Office so that grant-funded programs may be included in the Cultural Arts Office's publications, as opportunities arise. This includes providing high resolution photographs of the activities and participants of funded projects
- Extensively promote funded events and projects

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## SITE VISITS AND PROGRAM ATTENDANCE

The Cultural Arts Office staff may monitor grant projects during the course of the grant cycle, including potential site visits. The reports of these visits will be included in grant application files and provide a basis for evaluation of future requests

## POLICIES

- Once submitted, applications may be moved into a different category at the discretion of the Cultural Arts Staff with notification to the applicant
- The City of Carlsbad reserves the right to limit the funding amount to any applicant, regardless of eligibility or score in the panel process, based on funding limitations of goals of the program in a given year
- Cultural Arts Office staff actively and continually review and evaluate all aspects of this program and processes, and updates may occur throughout the funding calendar. Cultural Arts Office staff will provide information on program updates to all grantees as they are adopted
- Any proposed significant change or amendments to approved projects after approval of original application must be submitted in writing to the Cultural Arts Office by the grantee for approval before any grant funds are used, and before any execution of altered activity. This includes, but is not limited to, changes in purpose, scope, services, intended timeline, personnel, location, date, activities or budget
- The Cultural Arts Office reserves the right to review, cancel or reallocate funds to projects that have significantly altered or shifted from stated goals in the original approved application and/or revised project form. Any funds cancelled must be returned to the Cultural Arts Office within 30 days of notification
- No two entities (organization or school/affiliated groups) may apply for funding for the same project
- Funds may not be used for fundraisers, scholarships or similar requests at the discretion of the Cultural Arts Office
- Review appendix 3 for a list of projects and programs ineligible for funding

## OTHER INFORMATION

### CARLSBAD ARTS COMMISSION MEETINGS:

- Arts Commission meetings are public, held throughout the year and provide opportunities for resident comments on funding program guidelines, general and specific Arts Commission and Cultural Arts Office policies, objectives, budgets requests and other matters. During these meetings, public comments from organizations, artists and members of the public is encouraged

## HOW TO APPLY

### APPLICATION

All applications must be submitted online. The application is comprised of five sections, some of which include long-answer sections and attachments. The application is available at [www.carlsbadca.gov/artsgrants](http://www.carlsbadca.gov/artsgrants).

1. Contact Information
2. Funding Type and Category
3. Project Overview
4. Narrative
5. Budget
  - a. A Sample Budget Itemization is included as Appendix 3
6. Signature

## ASSISTANCE

Cultural Arts Office staff are always available to assist applicants. Please contact Megan Gilby, Community Arts Coordinator, at 760-602-2081 or by emailing [megan.gilby@carlsbadca.gov](mailto:megan.gilby@carlsbadca.gov)

- Are there any organizations ineligible to receive Community Arts Grant funding?
  - Yes. Any for-profit entity is ineligible to receive funding through the Community Arts Grants program. This includes schools and businesses.
- Is there an age limit for individual artists?
  - Yes. Any individual artist applying or receiving funds through a fiscal agent must be 18 on or before September 1, 2018.
- How are final awards decided?
  - All award amount decisions take into account the total amount of funding available, scores from panelists and the request from the applying entity. The scoring panel creates a funding plan based on these factors, which is forwarded to the Arts Commission for final approval.
- What if I am receiving funding from City of Carlsbad through another department or division?
  - Any organization receiving funding through the City of Carlsbad’s Community Activity Grants through the Housing and Neighborhood Services Department are ineligible to receive funding through Community Arts Grants.
  - It is in organization’s best interest to explore and apply for other grant opportunities, including the Carlsbad Library & Arts Foundation’s Gartner Fund and the Carlsbad Tourism Business Improvement District grants through the City of Carlsbad. For more information, please contact our office.
- Can one school site apply for multiple Arts in Schools awards?
  - Yes. While there is no limit to applications from one school site, multiple applications from one site with projects in one artistic genre (i.e.
- What kinds of projects are ineligible for funding?
  - Projects that are general operating costs
    - Projects may not be the entirety of what your organization offers to the public (i.e. supporting an entire season of programming). Projects are one aspect of a larger event, or a project unto itself.
      - Examples could include: non-ticketed events at a large event with a mix of ticketed and non-ticketed performances, supporting new work as part of a larger season, specific series of concerts within the context of a larger festival
  - Capital improvements
    - Capital improvements are defined as significant equipment or building/improving a venue. Capital improvements have depreciation.
      - Examples can include: building a performance venue, purchasing substantial lighting board equipment, acquiring a kiln for an arts studio, remodeling an existing space (dressing rooms, practice rooms, etc.), improvements that are affixed to the permanent building (shelving, cabinets, storage racks)
      - Examples of non-capital improvements: instruments, instrument cases, sheet music
- Is the live presentation portion of the review session scored by the panel?
  - Presentations are not scored, and are included strictly as an opportunity to provide additional information and insight to organization and proposed project.
- Will we be penalized if we do not participate in the review session for our application?
  - Presentations are not scored, and are included strictly as an opportunity to provide additional information and insight to organization and proposed project. No organization will be penalized for not participating in the review session.
- What should be included in my presentation?
  - Please do not repeat any information in your application. Information can include
  - After the presentation, no participating by the applicant will be allowed, unless requested by the scoring panel for clarification purposes



***The City of Carlsbad will NOT award grants to:***

- Organizations receiving funding through City of Carlsbad Community Activity Grants
- Governmental agencies or public authorities
- Applicants that have a “delinquent” status with the Community Arts Grants Funding Programs
- Retroactive funding for completed activities
- Religious and/or sectarian programming or any programming and/or services that are solely for the promotion of or consumption by a specific religious order and/or a particular sect
- Cash reserves or endowments of any kind, as awarded funds are to be expended within the designated funding period
- Capital expenditures, including construction, renovation or purchase of real property
  - Purchases or repairs of arts-specific equipment with the capability of extended use over several years are permitted. Proposals requesting funds for such expenses should be discussed in advance with the Cultural Arts Office staff.
- Private events or any activities offered for the sole purpose of raising money in excess of the value of programs or services delivered
- Applications that do not support nonprofit, public art activities or projects that benefit a for-profit business or activity
- Sponsored projects that benefit the sponsoring organization or are an extension of the sponsoring organization’s programs or services
- Support groups and/or “friends of” organizations of City departments or facilities
- General operating costs, including costs associated with the start-up of a new organization
- Applications to reduce existing deficits

***Funding may NOT be used for:***

- Fund-raising expenses
- Projects or activities by colleges or universities for on-campus activities not intended for the general public
- Consultants who are members of an applicant’s staff or board
- Payments to students
- Scholarships, fellowships or tuition assistance
- Costs incurred before the start of the funded project (earliest start date is Jan. 1, 2019)
- Arts activities outside the City of Carlsbad
- Entry fees for competitions or sponsorship fees
- Pageants, fund-raising events or hospitality costs
- Publication of manuscripts or compositions not created as part of a grant-supported project
- Purchase of awards, cash prizes, contributions or donations.
- Food or beverages for hospitality
- Entertainment or reception functions
- Internal programs at colleges or universities
- Curriculum development or curricular activities
- Scholarly or academic research, tuition and activities which generate academic credit or formal study toward an academic or professional degree
- Creation of textbooks

Applicant:

COMMUNITY ARTS GRANTS 2020 - PROJECT BUDGET INFORMATION

		PROJECTED - APPLICATION		ACTUALS - FINAL REPORT	
PROJECT INCOME		\$	Notes	\$	Notes
Earned Income	Admissions				
	Gifts/Merchandise/ Concessions				
	Advertising				
	Other				
<i>Subtotal Earned Income</i>		\$0		\$0	
		\$	Notes	\$	Notes
Unearned Income	Private				
	Individual				
	Public Support				
	Applicant Cash				
	CAG Request Amount		Amount requested through Community Arts Grants 2019		Amount received through Community Arts Grants 2019
	Other				
<i>Subtotal Unearned Income</i>		\$0		\$0	
<b>INCOME TOTALS</b>		<b>\$0</b>		<b>\$0</b>	

Applicant:

COMMUNITY ARTS GRANTS 2020 - PROJECT BUDGET INFORMATION

PROJECT EXPENSES	PROJECTED - APPLICATION		ACTUALS - FINAL REPORT	
	Cash	Notes	Cash	Notes
Project Staff (non-artist)				
Project Artist(s) or Arts Instructor(s)				
Educational Materials/Printing				
Costumes/Props				
Sets				
Supplies				
Licensing/Royalties				
Rentals (space and/or other)				
Transportation				
Food & Beverage				
Marketing/Promotion/ Publicity				
Fiscal Agency Fee				
Other				
Other				
Other				

EXPENSES TOTALS

Applicant:

## COMMUNITY ARTS GRANTS 2020 - PROJECT BUDGET INFORMATION

IN-KIND SUPPORT	PROJECTED - APPLICATION		ACTUALS - FINAL REPORT	
	Value	Notes	Value	Notes

IN-KIND TOTALS

**Budget Instructions:**

For application, fill out only green. For final report, fill in blue.

You will only be able to fill out the cells highlighted in green or blue.

The application project budget must balance. Total income must equal total expenses. Final Report may c

Round all budget figures to the nearest whole dollar.

Enter a '0' in any cells that you don't have an amount to add.

Please give detailed descriptions for each line item in the notes column. For example, if your total admissions is \$1,000, enter "4 shows, 50 attendees, \$5 each."

Please insert your organization name in the top right header.