

## ANNUAL EVENT & SERIES GRANT GUIDELINES 2016 - 2017

### APPLICATION DEADLINE

**The application must be received (not postmarked) by Friday, July 15 at 5 pm.** Email application including attachments to [dsilver@intothearts.org](mailto:dsilver@intothearts.org). **Late applications will not be accepted.**

### PROGRAM PURPOSE

The Annual Series & Events Grant is designed to help carry out the Arts Council's mission, which is: "By efficiently and effectively raising funds and making grants, working to strengthen our broad array of arts resources and offerings, and promoting the arts, The Arts Council of Winston-Salem and Forsyth County is creating an environment in which the arts flourish and enrich the quality of life in Forsyth and the surrounding counties."

### PROGRAM DESCRIPTION

The Annual Series & Events Grant is an evaluative program that supports organizations demonstrating artistic and organizational excellence with financial support for operating and administrative costs. Grants are awarded to arts organizations of all disciplines with annual actual revenues of \$150,000 and under that meet high standards in the quality of their programs and services, level of community involvement, administrative capacity and fiscal responsibility.

### PROGRAM TIMELINE

**Information Session:** An information session will be held in the Hanes Conference Room, Milton Rhodes Center for the Arts, 251 N. Spruce St., Winston-Salem, NC 27101 on **Tuesday, June 7 at noon.**

**Application Deadline: Friday, July 15 by 5 pm**

**Panel Review & Interviews with applicants:** August 1 - 12

**Board Final Approval:** Wednesday, August 24

**Award Notification Meetings with applicants:** September 1-15

**Funding Period:** October 1, 2016 - September 30, 2017

## WHO MAY APPLY

### Eligible Applicants

- Organizations that produce arts & cultural programs for the Winston-Salem & Forsyth County community
- Organizations primary residence and/or service area must be in Forsyth County
- Organizations must have annual revenue of \$150,000 and under or if over, receive permission from the Grant Program Manager to apply
- Organizations must be an Arts Council Member Organization with 501c3 or have an Arts Council Member Organization serve as their fiscal agent

**If you are a first time applicant please contact Dara Silver, Grant Program Manager at 336-747-1426 to verify your eligibility.**

## REVIEW PROCESS

Upon receipt of the application the following process will occur:

Arts Council staff will conduct an administrative review of the submitted applications for completeness and compliance with requirements.

Arts Council staff will schedule a day of panel interviews with the applicant. Interviews will be approximately 30 minutes in length.

The Grant Panel will review all applications prior to the panel meeting and interviews. A lead reader from the grant panel will be assigned to each application.

Panel members will assess the application using the Evaluation Criteria outlined in the subsequent section.

Arts Council staff will compile panelists scores and schedule a subsequent meeting with panelists to review scores.

The Grant Panel will then make funding recommendations to The Arts Council Board of Trustees.

Upon approval of the Grant Panel's recommendations by the Board, Arts Council Staff will contact applicants to let them know their status with funding recommendation. Staff will schedule a meeting with all applicants to go over feedback.

## EVALUATION CRITERIA

The Grant Panel will evaluate applications based on the following criteria.

**Organizational Efficiency, Management, & Financials (40% of consideration):** the ability to maintain the professional & volunteer leadership to carry out the organization's mission and daily operations, evidence of strong Board governance & engagement, policies and procedures, strategic planning, as well as diversity amongst Board, Administrative and Programming staff, the demonstrated ability to achieve budgeted operating results, evaluation of cash reserves, positive current ratio (current assets/current liabilities), evidence of an active board financial oversight, and evidence of clean audit results (if applicable).

**Artistic Excellence & Innovation (20% of consideration):** the quality & innovation of the art & cultural programming, attract and nurture high quality creative talent, and provide programmatic leadership locally and beyond.

**Community Engagement & Impact (20% of consideration):** the ability to engage and attract diverse audiences, collaborate with other arts and non-arts organizations, youth programs, support jobs, and generate tax revenue.

**Arts Council Vision Initiative (20% of consideration):** strategic alignment with the following priorities for the *City of Arts & Innovation*

**1) Look the Part:** Residents and visitors alike should identify our community as a creative place without having to be told. Examples include 1) programming that extends beyond our traditional audiences, venues and programming that infuses into the greater context of our community and 2) using the arts as civic conveners to help address community issues.

**2) Establish Sustainable Support:** Long-term sustainability is found through efficiently aligning and creating synergies within our arts community. Examples include collaborative operating models and shared services, such as facilities, staffing, marketing and ticketing, etc.

**3) Create an Ethos of Innovation:** Successful organizations find innovative ways to evolve over time to fulfill their mission and respond to the needs of the community. Examples include adaptations in operating, programming, and nontraditional partnerships.

**TOTAL = 100%**

## FUNDING & GRANTEE RESPONSIBILITIES

The funding recommendations of the Grant Panel will be reviewed and approved by the Board of Trustees of The Arts Council. All award decisions are final upon approval by the Board. All funding is contingent upon:

- The Arts Council achieving the necessary fundraising goals.
- The Grantee's adherence to reporting requirements.
- Compliance with original grant application requirements, including but not limited to financial performance.

## REPORTING

**The organization is responsible to report the following information to The Arts Council.**

Quarterly attendance reporting on program statistics including demographics & financial statements to The Arts Council no later than the following dates:

- By October 15, 2016 (for the period of July 1 - September 30, 2016)
- By January 15, 2017 (for the period of October 1 - December 31, 2016)
- By April 15, 2017 (for the period of January 1 - March 31, 2017)
- By July 15, 2017 (for the period of April 1 - June 30, 2017)

If your organization completes an annual financial audit or review, please turn into The Arts Council once your Board has approved.

## HOW TO APPLY

- 1) **Download and complete** the Annual Event & Series Application. The grant application is divided into sections that have page limits. Please work within these limits and keep all text within the page parameters.
- 2) **Email** application and attachments (financials, audit/review, Board & Staff Roster Form, and optional case supporting documentation) to [dsilver@intothearts.org](mailto:dsilver@intothearts.org) by **Friday, July 15 at 5 pm.**