

## HERITAGE ARTS GRANT GUIDELINES 2019

The Springfield Arts Commission's annual Heritage Arts Grant Program makes funds available to Springfield groups involved in the cultural life of the city. The goal of these grants is to encourage community-based public arts programs, such as, but not limited to concerts, theater, visual art, dance, or literature. The grant program is funded by City of Springfield room taxes and is administered by the Springfield Arts Commission (SAC). The SAC will identify the amount of funds available for each grant cycle annually based on its available budget. For the fiscal year 2019, a total of \$4,500 in grants will be available.

### **SPRINGFIELD ARTS COMMISSION MISSION**

The Springfield Arts Commission promotes cultural richness and diversity in the city of Springfield and assists in the preservation of the cultural heritage of the community as expressed through artistic endeavors.

### **ORGANIZATIONAL OBJECTIVES**

- To provide places and spaces for artistic creations, exhibits, performances, and events.
- To foster awareness, communication, education, and sharing of the resources between local artists and arts groups.
- To function as a local coordinating agency between the Lane Arts Council and the community.
- To promote the arts as an element of Springfield's economic diversification program, particularly in regard to tourism.

### **HERITAGE ARTS GRANT GOALS**

- Enrich the lives of Springfield residents and visitors through community-based public art programs.
- Increase opportunities for residents and visitors to engage in the arts, particularly underserved or underrepresented populations.
- Represent, preserve and celebrate the historic, cultural, and/or ethnic diversity of the community and its traditions.
- Encourage partnerships among artists, residents, tourists, businesses, organizations, and agencies.
- Build existing audiences and develop new ones for arts and culture.
- Provide arts learning opportunities and/or lower the perceptual barriers to participation in the arts for residents and visitors.

### **GRANT AWARDS**

The minimum grant award for a single project is \$250; the maximum is \$1,500, with most awards ranging from \$250 to \$1,000. A Heritage Arts Grant award must represent *not more than* fifty percent (50%) of the project budget.



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Heritage Arts Grants are funded by City of Springfield room taxes and awards will depend on the funds available through the Springfield Arts Commission's budget, which is approved in September the year prior to the grant cycle.

### **GRANT TIMELINE**

Heritage Arts Grant applications are awarded in two cycles, at the regular SAC meetings in November and April. To be evaluated at one of the scheduled review dates, applications must be submitted by the deadline indicated for that cycle. Potential applicants are invited to attend the SAC meeting prior to the grant submission deadline to ask questions during the informational session. Applicants are required to attend the SAC grant review meeting and be available to answer commissioners' questions.

After the designated review meetings, successful applicants will be notified within ten (10) working days and notifications of award will include a timeline of disbursement, expected completion and reporting requirements. Unsuccessful applicants will be notified within fourteen (14) working days and notifications of non-award will include eligibility for reapplication or an explanation of ineligibility.

Once an agreement between the Springfield Arts Commission and the grant recipient is completed, an initial payment (75% of the grant) will be made within ten (10) working days. Upon completion of the project, grant recipient must submit a project evaluation report within two (2) months. The SAC will review the project evaluation report within ten (10) working days and either accept it as submitted or request additional information from the grant recipient. If additional information or materials are requested, grant recipient has five (5) working days to submit for approval. Final payment (25% of the grant) will be made within ten (10) working days of SAC approval of the project evaluation report. If the project evaluation is not received in accordance with the grant timeline, final payment may be withheld. It is the recipient's responsibility to ensure that the evaluation report is received on time.

Awarded projects must be completed within twelve (12) months of the initial date of issue of award funds. Grant recipients who have not completed their projects within six (6) months of issue date must submit a written progress report on the status of their project.

Important dates for the 2019 grant year (the calendar year period between July 1, 2018 and June 30, 2019) are as follows:

#### **Fall 2018 Cycle**

- |   |                           |
|---|---------------------------|
| • Applications available  | Aug 1, 2018               |
| • SAC meeting: informational session with potential applicants (Q&A)      | September 11, 2018        |
| • <b>Application submission deadline</b>                                  | <b>September 25, 2018</b> |
| • Review of applications for completeness and eligibility (HAG committee) | October 6, 2018           |
| • Incomplete and ineligible applications notified                         | October 9, 2018           |
| • All revised applications received                                       | October 12, 2018          |
| • Grants available online for full SAC review                             | October 21, 2018          |

- SAC application review complete
  - Score/comment compilation (HAG committee)
  - Questions mailed to applicants
  - **SAC grant review panel/applicant Q&A/deliberations**
  - Successful applicant notification
  - Unsuccessful applicant notification
  - Initial grant distribution (75%)
  
  - Project completion
  
  - Project evaluation report deadline
  
  - Final grant distribution (25%)
- October 30, 2018  
 November 7, 2018  
 November 6, 2018  
**November 13, 2018**  
 November 30, 2018  
 November 30, 2018  
 10 days after  
 agreement  
 12 months from  
 initial grant  
 distribution  
 2 months after  
 completion of project  
 10 days after  
 approval of project  
 evaluation report

### Spring 2019 Cycle

- Applications available
  - SAC meeting: informational session with potential applicants (Q&A)
  - **Application submission deadline**
  - Review of applications for completeness and eligibility (HAG committee)
  - Incomplete and ineligible applications notified
  - All revised applications received
  - Grants available online for full SAC review
  - SAC application review complete
  - Score/comment compilation (HAG committee)
  - Questions mailed to applicants
  - **SAC grant review panel/applicant Q&A/deliberations**
  - Successful applicant notification
  - Unsuccessful applicant notification
  - Initial grant distribution (75%)
  
  - Project completion
  
  - Project evaluation report deadline
  
  - Final grant distribution (25%)
- January 1, 2019  
 February 12, 2019  
**February 19, 2019**  
 February 25, 2019  
 February 28, 2019  
 March 5, 2019  
 March 12, 2019  
 March 22, 2019  
 April 2, 2019  
 April 5, 2019  
**April 9, 2019**  
 April 24, 2019  
 April 30, 2019  
 10 days after  
 agreement  
 12 months from  
 initial grant  
 distribution  
 2 months after  
 completion of project  
 10 days after  
 approval of project  
 evaluation report

### **APPLICANT ELIGIBILITY**

1. The project must take place in Springfield. Applicants must be headquartered/physically reside within Lane County.
2. The proposed project must be arts-related and result in a performance, exhibit, product or program that will be available to the public in Springfield.
3. The proposed project must be completed within 12 months of the issue date of the award funds.
4. Applicants may apply for funding for more than one project per year. A complete and separate proposal for each project is required.
5. Applicants are expected to provide a matching contribution; the grant award may not represent more than fifty percent (50%) of the total project budget. The match can be donated materials, services, staff time, volunteer time, cash or any combination of the above.
6. The applicant must be able to meet non-discriminatory employment and personnel practices and the proposed project must not exclude or discriminate participants on the basis of race, religion, color, gender, sex, sexual preference, age, national origin, disability, veteran status, or any other classification by law.

### **INELIGIBLE PROJECTS OR APPLICANTS**

1. Projects which are not clearly accessible to residents and visitors of Springfield.
2. Projects that are not scheduled to take place during the project period.
3. Any individual, group or organization scheduled to receive direct financial support or subsidy for the project from the City of Springfield during July 1, 2016-June 30, 2017. This does not include in-kind contributions.
4. Fundraising projects.
5. Members of the City of Springfield staff or board.
6. Applications that are incomplete, illegible or are not submitted by the deadlines.
7. Applicants with incomplete or outstanding heritage Arts Grant obligations.

### **APPLICATION PROCESS**

Background information, criteria, and application forms will be online through the Springfield Arts Commission website throughout the year<sup>1</sup>. To be considered for grant funds, applicants must meet all eligibility criteria and:

1. Complete the application, questions, budget, W-9 and optional supplementary materials following the instructions carefully and completely. Please double-check for accuracy, arithmetic errors, and legibility.
2. Submit the completed packet to Amy Orre. **Email is strongly preferred:**

[aorre@springfield-or.gov](mailto:aorre@springfield-or.gov)

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<sup>1</sup> Print applications may be requested by contacting Amy Orre, Springfield Arts Commission Liaison, Springfield Public Library, 541-726-2246 or [aorre@springfield-or.gov](mailto:aorre@springfield-or.gov).



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To submit a paper copy, please mail to the following address or drop it off during business hours. Please note that paper submissions will be scanned for review; do not use patterned papers or watermarks.

Attn: Amy Orre  
Springfield Arts Commission  
Heritage Arts Grant  
225 5<sup>th</sup> Street  
Springfield, OR 97477

3. Attend the grant review meeting and be prepared to answer questions from the commissioners (see timeline). Applicants will receive a reminder to attend this session with details regarding preparation, place, and time.

### **SUPPLEMENTARY MATERIALS**

Supplementary materials are optional but encouraged. They are limited to three (3) standard letter size PDFs (8 ½ x 11). Please do not send videos or slides.

You may include materials that directly support the proposal and/or demonstrate your ability to complete your project. Examples include:

- Information about the applicant.
- Documentation of completed projects similar to the proposal.
- Letters indicating community support.

### **REVIEW CRITERIA**

The Springfield Arts Commission will review and score applications based on the following criteria. When crafting your responses to the narrative items in the application, please keep the grant goals and the following review criteria in mind.

- Applicant meets eligibility criteria.
- Application effectively describes a high-quality, innovative project with artistic/cultural merit.
- Application demonstrates how the proposed arts/cultural project will have value to Springfield residents and visitors.
- Application demonstrates that the applicant organization understands and is responsive to the diverse interest and needs of the community.
- Application demonstrates capacity to meet its proposed objectives.
- Application includes a realistic budget with accurate cost and income estimates.

Please see Appendix A for details on the review process, including a scoring form.



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### **ACKNOWLEDGEMENT**

Heritage Arts Grant recipients must acknowledge support by the Springfield Arts Commission in all printed materials such as programs, newsletters and press releases. The SAC logo shall be used when space and format permit. Materials shall acknowledge the SAC with “This project is supported in part by a grant from the Springfield Arts Commission.” Copies of programs and other publicity materials must be included in the final project evaluation report.

### **REPORTING REQUIREMENTS**

Heritage Arts Grant recipients who have not completed their projects within six months of the first grant payment date will submit a written progress report on the status of their project.

Within two months of completion of their projects, recipients are required to submit a brief project evaluation report and project documentation in order to receive final payment (25%) of their grant. This includes highlights, successes and challenges of the project, project partners, audience and number of people served, copies of programs and publicity materials and actual revenue and expenses.

In addition, while not required, the Commission greatly appreciates it if grant recipients share any images of the event(s) so that the Commission can share with the public the various ways Heritage Arts Grant funds support the community.

### **CONTACT**

If you have any questions, please call contact Springfield Arts Commission Liaison Amy Orre, 541-726-2246 or email [aorre@springfield-or.gov](mailto:aorre@springfield-or.gov).



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## HERITAGE ARTS GRANT APPLICATION 2019

Heritage Arts Grant applications may be submitted at any time, but are reviewed only twice per year. Please refer to the Springfield Arts Commission website and/or the Heritage Arts Grant guidelines for a grant timeline, including submission deadlines. The application and supplementary materials must be complete and legible for consideration.

### APPLICANT INFORMATION

Name of applicant group: \_\_\_\_\_

Contact first name: \_\_\_\_\_ Last name: \_\_\_\_\_

Title: \_\_\_\_\_

Address 1: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

Name to which checks should be issued: \_\_\_\_\_

### BASIC PROJECT INFORMATION

Title of project: \_\_\_\_\_

Brief description of project (25 words max): \_\_\_\_\_

Start date: \_\_\_\_\_ End date: \_\_\_\_\_ **Amount requested:** \_\_\_\_\_

If the Commission is not able to fully fund your request, is there a smaller award amount that would still be useful to you?  Yes  No      Minimum amount: \_\_\_\_\_

Check the one arts area that best describes the project for which you are seeking grant funding:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Literature/Writing             | <input type="checkbox"/> Visual                 | <input type="checkbox"/> Theatre           |
| <input type="checkbox"/> Dance                          | <input type="checkbox"/> Architecture/Landscape | <input type="checkbox"/> Multidisciplinary |
| <input type="checkbox"/> Music                          | <input type="checkbox"/> Film/Video             |  |
| <input type="checkbox"/> Other (Please describe): _____ |   |  |



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Will you receive resources from the City of Springfield for this project?  Yes  No

If yes, please explain: \_\_\_\_\_

Were you awarded a Heritage Arts Grant in the past?  Yes  No

If yes, list the most recent year you received an award: \_\_\_\_\_

**AUDIENCE**

Identify and estimate the number of people expected to participate in and benefit from your project:

Artists (paid): \_\_\_\_\_ Artists (volunteer): \_\_\_\_\_

Audience (paying): \_\_\_\_\_ Audience (free): \_\_\_\_\_

Springfield residents: \_\_\_\_\_ Visitors/tourists: \_\_\_\_\_

Others (describe and quantify): \_\_\_\_\_

TOTAL: \_\_\_\_\_

List any opportunities for Springfield Arts Commissioners to be involved (volunteer, attend, judge, etc.):

\_\_\_\_\_

**PROJECT DATES & LOCATIONS**

Please list the schedule of key project activity dates and a description. Include set-up, installation and performance dates:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

List the locations and addresses involved in public components of the project (e.g., location of displays, workshops, performances, installations, etc.):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Are your proposed venue(s) ADA Accessible?  Yes  No



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### **APPLICATION QUESTIONS**

In no more than two pages, single-spaced, please answer the following questions. When crafting your responses, please keep the grant goals and review criteria in mind. Please number your responses to the corresponding questions. Responses must be legible for consideration; please consider typing answers.

1. Please provide a summary of your project. Describe the project, when and where it will take place, who/what is being featured, artist(s) involved, final presentation, and any other relevant information. Specify for what part of the project Heritage Arts Grant funds will be used.
2. What is the need your project addresses? What is the impact you expect to see in the community as a result of your project?
3. Describe how your project represents, preserves or celebrates the historic, cultural and/or ethnic diversity of the community and its traditions.
4. Explain how your project will provide access to arts experiences to residents and visitors. Please include a description of your target audience(s).
5. Describe your past experience in administering similar projects where you or your organization has been financially responsible for the outcome.

### **MARKETING & PUBLIC RELATIONS**

Please indicate how the project will be publicized:

- |   |  |
|---|--|
| <input type="checkbox"/> Public service announcements | <input type="checkbox"/> Program           |
| <input type="checkbox"/> Organization newsletter      | <input type="checkbox"/> Newspaper article |
| <input type="checkbox"/> Flyers                       | <input type="checkbox"/> Posters           |
| <input type="checkbox"/> Other: _____                 |  |

### **SIGNATURE: STATEMENT OF NON-DISCRIMINATION & RELEASE OF INFORMATION**

By submitting this application, the applicant certifies that all information provided is true and accurate. The applicant agrees to comply with all applicable entity or individual receiving grant provisions of the Americans with Disabilities Act of 1990. The applicant agrees not to discriminate on the basis of race, creed, religion, color, sex, marital status, political opinion, familial status, national origin, age, gender, mental or physical disability, sexual orientation, military status, gender identify, source of income, or disability status. By signing, the applicant authorizes the City of Springfield and the Springfield Arts Commission to all information provided in this application except applicant contact information and budget information for marketing and publicity efforts, including: distribution to news outlets and social media sites; posts to the City of Springfield and Springfield Arts Commission websites; informational and promotional materials such as signs and brochures displayed and distributed publicly; etc.

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Signature of Applicant (*electronic signature accepted*)

Date



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**PROJECT BUDGET**

Provide a budget specific to your community arts project. Use the description section to describe each line item in more detail. Or, you may attach a detailed project budget in place of this worksheet.

<b>PROJECT REVENUE</b>	<b>Description</b>	<b>Cash</b>	<b>In-Kind</b>	<b>Projected / Confirmed?</b>
Ticket Sales:				
Class/Workshop Fees:				
Merchandising/Sales:				
Government:				
Foundation:				
Business/Corporate:				
Applicant Cash:				
Individuals:				
Fundraisers:				
Other:				
Request: <i>Heritage Arts Grant</i>	Maximum request is \$1,500			
<b>TOTAL REVENUE</b>	<i>Please total your in-kind and cash revenue here →</i>			



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<b>PROJECT EXPENSES</b>	<b>Description</b>	<b>Cash</b>	<b>In-Kind</b>
Artist Fees:			
Production Fees:			
Supplies/Materials:			
Lodging/Transport:			
Personnel:			
Professional Services:			
Equipment Rental:			
Space Rental:			
Promotion/Marketing:			
Printing:			
Postage:			
Admin/Overhead:			
Other (Specify):			
<b>TOTAL PROJECT EXPENSES</b>	<i>Please total your in-kind and cash expenses here →</i>		

*Please Note: Total project revenue must equal total project expenses in both cash and in-kind categories.*

## APPENDIX A: HERITAGE ARTS GRANT SCORING PROCESS

### HERITAGE ARTS GRANT SCORING PROCESS

Springfield Arts Commission members will review and score applications as follows:

1. Review all grant application materials, including application, narratives, budget, support materials, etc.
2. Review scoring descriptions (below), eligibility criteria, and grant goals.
3. Use the Yes/No column to indicate if the applicant meets eligibility criteria. Use the Score column to assign a score to each review criteria using a scale of 1 (poor) to 5 (excellent) as described below.
4. Use the comments box to document quality and other points that contribute to the overall score. Upon request, applicants will be provided copies of their scores and specific comments from commissioners to help them find ways to improve future applications.
5. At the conclusion of each section, add scores from each indicator in that section. Commissioners shall complete initial scoring prior to the formal panel review date.
6. On the formal review date, applicant organizations will be present to answer questions about their applications. Commissioners will have an opportunity to adjust their scores at the panel review.

### SCORING DESCRIPTIONS

The indicators in each section shall be assigned a score on a scale of 1 to 5 based on the following descriptions:

- 5: EXCEPTIONAL:** The applicant comprehensively addresses the criteria in a particularly creative or innovative manner. (Criteria exceeded.)
- 4: STRONG:** The applicant strongly the criteria in a clear, articulate, manner. (Criteria met or exceeded.)
- 3: GOOD:** The applicant partially addresses the criteria in a clear and manner that may not be well-expressed. (Criteria met.)
- 2: FAIR:** The applicant narrowly addresses the criteria in an appropriate manner but with limited detail or clarity. (Some criteria met.)
- 1: POOR:** The applicant does not address the criteria or does so in an inappropriate or unclear manner. (Most criteria not met.)



**SCORING FORM**

<b>ELIGIBILITY CRITERIA</b>		
Applicant and project meet all eligibility criteria. <i>Indicators:</i>	Y/N	Notes
Project takes place in Springfield.		
Applicant is headquartered in Lane County.		
Project results in an arts-related performance, exhibit, product or program available to the public.		
Project will be complete within 12 months of issue of grant funds.		
Application is for a single project.		
Applicant provides a matching contribution of at least half the proposed budget.		
Applicant has signed the statement of non-discrimination in the application.		
		<b>MEETS ALL CRITERIA (Y/N)</b> <i>If yes, proceed.</i> <i>If no, disqualify.</i>

<b>ARTISTIC/CULTURAL MERIT</b>		
Describes a high-quality, innovative project with artistic/cultural merit. <i>Indicators:</i>	Score	Notes
Describes the unique artistic components, genres, creative elements, etc. of the project.		
Articulates anticipated artistic goals/outcomes.		
Demonstrates artistic excellence and cultural standards.		
Innovatively addresses and artistic/cultural need.		
		<b>SECTION SCORE (max: 20; min: 4)</b>

<b>VALUE TO THE COMMUNITY</b>		
Demonstrates value to Springfield residents and visitors. <i>Indicators:</i>	Score	Notes
Identifies need and demonstrates social, educational, cultural and/or economic relevance for the community.		
Increases opportunity and/or fosters deeper engagement in/appreciation for the arts among residents and visitors.		
Builds new or expands existing audiences for the arts.		
Encourages partnerships among artists, residents, tourists, businesses, organizations, and agencies.		
		<b>SECTION SCORE (max: 20; min: 4)</b>



<b>UNDERSTANDS AND RESPONDS TO COMMUNITY NEEDS</b>		
Applicant and project understand and are responsive to the diverse interests and needs of the community. <i>Indicators:</i>	Score	Notes
Understands the community (geographical, cultural, economic, racial, educational, etc.).		
Demonstrates how the project will enhance the historic, cultural and/or ethnic diversity of the community and its traditions.		
Incorporates equitable practices to engage diverse audiences of residents and visitors.		
		<b>SECTION SCORE (max: 15; min: 3)</b>
<b>CAPACITY</b>		
Demonstrates organizational capacity to meet proposed objectives in a comprehensive and inclusive manner. <i>Indicators:</i>	Score	Notes
Meets all eligibility criteria, addresses all questions and provides correct, complete information.		
Clearly demonstrates realistic staff, board and volunteer roles in executing the project.		
Outlines past experience planning, coordinating and successfully completing similar or related projects.		
Application includes signed statement of non-discrimination.		
		<b>SECTION SCORE (max: 20; min: 4)</b>
<b>BUDGET</b>		
Budget is realistic and includes accurate cost and income estimates. <i>Indicators:</i>	Score	Notes
Financial plan is appropriate for the size and scope of the proposed project.		
Clearly shows that organization has a realistic plan to raise support equaling at least half the amount of the requested grant award.		
Specifically indicates how grant funds will be used.		
		<b>SECTION SCORE (max: 15; min: 3)</b>
<b>TOTAL</b>		
Eligibility		Y/N
Artistic/cultural merit.		/20
Value to community.		/20
Understand/responds to community needs.		/15
Capacity.		/20
Budget.		/15
		<b>/90</b>