#### City of San Diego Commission for Arts and Culture

#### FY16 ORGANIZATIONAL SUPPORT PROGRAM (OSP) APPLICATION WORKSHOP

November 19, 2014 City of San Diego Environmental Service Department Ridgehaven Auditorium

#### Agenda

- Using the online application
- Application questions
- Eligibility and other requirements

#### Deadline

- □ January 31, 2015
- Everything must be submitted online.

# How to Login

New Applicants

## 1. Go to Applicant Portal: https://sandiego.cgweb.org/

vibrant culture vibrant city Commission for Arts and Culture City of San Dego	City of San Diego Commission for Arts and Culture Database Status: Connected November 11th, 2014 11:27 am
Home	Tech Tips
	Welcome to the City of San Diego Commission for Arts and Culture (Commission) Online Application. FY16 funding covers the period from July 1, 2015 through June 30, 2016.
Tips on Using the System	Every part of the FY16 application is handled by the online system. No part of the application will be accepted my mail or any form of delivery other than through the online application.
INSTRUCTIONS: How to Upload Digital Samples	We recommend that you read all of the application pages before you begin answering any questions. You may find that answers you thought fit in one place might actually fit better somewhere else.
oproda Digital camproo	All applicants are (were) required to complete and submit ONE of the following by November 30, 2014:
Important Eligibility	FY16 Organizational Support Program Intent to Apply Form
Requirements	OR THE
Links to Holpful	FY16 Creative Communities San Diego Intent to Apply Form
Links to Helpful Information	If you have not already submitted the appropriate Intent to Apply Form, please click on one of the links above, and do it right away.
Login	If you are completing the Intent to Apply after November 30, 2014, you must also email Gary Margolis, Funding Program Manager, and let him know that you have submitted it.
Login	Thank you to all of you for everything that you do to help San Diego develop as a great city for arts and culture.
Adjust font size:	The City of San Diego Commission for Arts and Gulture receives financial support for some of its programs from the National Endowment for the Arts and the California Arts Council. New to the site? Click Here to create a new profile.

#### 2. Click "create a new profile"

## 3. Accept Terms and Conditions



Terms of Use Privacy Policy

#### 4. Create Your Profile Page

vibrant culture vibrant city Gombielm for Vibra et Cither Cyrd San Dep	City of San Diego Commission for Arts and Culture	Database Status: Connected November 11th, 2014 8:18 am
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INSTRUCTIONS: How to Upload Digital Samples	Phone     Email     Confirm Email     Username     Password     Confirm Password	
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	State House District     State Senate District     Hind your district numbers at Vote Smart by entening in your 9-digit zip code.     Web Address     Denotes a required field	http://

#### 5. Click "Submit"

## Top of Page - Enlarged



## Bottom of Page - Enlarged



Find your district numbers at Vote Smart by entering in your 9-digit zip code.

#### Web Address

Denotes a required field

#### 6. Click on "Current Programs and Applications"



#### 7. Click "START Application" Make sure you're doing the right one!



#### 8. Click on any blue link to go to that part of the application.



#### Features

3. Temporarily or Permanently Restricted Income	-	100	
4: Value of Collections		0	
5. Unrealized Unrestricted GAINS		0	
6. Any portion of a multi-year grant or donation recorded as unrestricted but not received.		0	
7. Other amounts to subtract		0	
Amounts to be ADDED to Line 1. For each item below, fill in the corresponding space, if a POSITIVE NUMBER.	applicable v	vith a	
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9. Other Additions		0	
10. This is your Annual Operating Income (A	OI) 49,	800	
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Notes			
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Using the AOI Percentages Table on the previous page, enter the percentage of your AOI that you are allowed to rea	quest.	23	
Maximum Possible Funding			
Multiply your AOI by the Allowable Percentage. This is your maximum possible funding. (Actual funding depends upon many variables including the rank you receive from the panel and the total amount of funding we receive from the Mayor and City Council.)	11,	431	
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Did I Complete This Page?			
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	Terms of Use	Privacy Policy	y -
	<ul> <li>5. Unrealized Unrestricted GAINS</li> <li>6. Any portion of a multi-year grant or donation recorded as unrestricted but not received.</li> <li>7. Other amounts to subtract</li> <li>Amounts to be ADDED to Line 1. For each item below, fill in the corresponding space, if a POSITIVE NUMBER.</li> <li>8. Unrealized Unrestricted LOSSES</li> <li>9. Other Additions</li> <li>10. This is your Annual Operating Income (A Using the AOI you calculated above, what LEVEL are you? Enter 1, 2, or 3. http:</li> <li>Notes</li> <li>If you entered any amounts on lines 2, 4, 6, 7, or 9, you must desribe what these amounts were and where these an CDP income page. You can do this on the next page.</li> <li>Allowable Percentage of AOI</li> <li>Using the AOI Percentage of AOI</li> <li>Using the AOI Percentage Table on the previous page, enter the percentage of your AOI that you are allowed to react Maximum Possible Funding.</li> <li>Multiply your AOI by the Allowable Percentage. This is your maximum possible funding.</li> <li>Actual funding depends upon many variables including the rank you receive from the panel and the total amount of funding we receive from the Mayor and City Council.</li> <li>Did I Complete This Page?</li> </ul>	4: Value of Collections         5. Unrealized Unrestricted GAINS         6. Any portion of a multi-year grant or donation recorded as unrestricted but not received.         7. Other amounts to subtract         Amounts to be ADDED to Line 1. For each item below, fill in the corresponding space, if applicable v POSITIVE NUMBER.         8. Unrealized Unrestricted LOSSES         9. Other Additions         10. This is your Annual Operating Income (AOI)         49,         Vising the AOI you calculated above, what LEVEL are you? Enter 1, 2, or 3.         hetpi         Notes         If you entered any amounts on lines 2, 4, 6, 7, or 9, you must desribe what these amounts were and where these amounts appear CDP income page. You can do this on the next page.         Allowable Percentage of AOI         Using the AOI Percentage Table on the previous page, enter the percentage of your AOI that you are allowed to request.         Maximum Possible Funding         Multiply your AOI by the Allowable Percentage. This is your maximum possible funding.         (Actual funding depends upon many variables including the rank you receive from the panel and the total amount of funding we receive from the Mayor and City Council.)         Sav         Did I complete This Page?	4: Value of Collections Image: Collections   5: Unrealized Unrestricted GAINS Image: Collections   6: Any portion of a multi-year grant or donation recorded as unrestricted but not received. Image: Collections   7: Other amounts to subtract Image: Collections   Amounts to be ADDED to Line 1. For each item below, fill in the corresponding space, if applicable with a possible funding.   8: Unrealized Unrestricted LOSSES Image: Collections   9: Other Additions Image: Collections   10: This is your Annual Operating Income (AOI) Image: Collections   Vietp Image: Collections Image: Collections   Notes Image: Collections Image: Collections   Advantum Possible Funding Image: Collections Image: Collections   Maximum Possible Funding Image: Collections Image: Collections   Maximum Possible Funding Image: Collections Image: Collections   Cited Halowable Percentage: This is your maximum possible funding: Collection many variables including the rank you receive from the panel and the total amount of funding we receive from the Mayor and City Council. Image: Council

#### Features

3. Temporarily or Permanently Restricted	l Income	-100
Culture Grants Online - Windows Inter		0
Level 1 is groups with an AOI of \$2 million or more;	nation recorded as unrestricted but not received.	
Level 2 is groups between \$300,000 and \$1,999,999; Level 3 is groups up to \$299,999. Close	. For each item below, fill in the corresponding space, if appli	cable with a
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Allowable Percentage of AOI	previous page, enter the percentage of your AOI that you are allowed to request.	
Maximum Possible Funding	previous page, enter the percentage of your AO1 that you are allowed to request.	23
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Did I Complete This Page?	Save Work	Save Work
	Previous Section	
Previous		Use Privacy Policy
11241003	View PDF	INEXT

## Easy PDF



#### TIPS

- □ SAVE YOUR WORK FREQUENTLY -
  - The system will NOT save your work automatically as you move from page to page.
- Compose your answers to narrative questions using your own word processing software.
  - The system will not do spell check.
  - You cannot format text.
  - You cannot see your complete answer online unless you VIEW PDF.

#### **Inserted Attachments**

#### For example, IRS Letter and Articles of Incorporation on the Basic Information Page:

For the venue identified above, what City Council District is that?	
If you use more than three venues, attach 1 page here (pdf only) with the name, address, and city council district number for each additional venue.	No file uploaded. upload file
Number of Tourists	
How many tourists did your organization serve over the past 12 months?	
Tracking Tourists	
How do you track tourists?	
Character Count: 0 out of 250	
*Are you an AAM accredited museum?	
© Yes	
© No	
*What is the applicant's DUNS number?	
IRS Letter of Determination - Required Attachment for New Applicants	
If you are a first-time applicant, attach your IRS Tax Exempt Letter of Determination here.	No file uploaded. upload file
Articles of Incorporation - Required Attachment for New Applicants	
If your are a first-time applicant, attach your Articles of Incorporation here.	No file uploaded. upload file
Long Form / Short Form	
*Which Form (Long or Short) are you submitting? Please refer to the FY16 Organizational Support Program E for Short Form Eligibility Requirements and make sure you have completed the FY16 Organizational Support F prior to November 30. Applicants submitting a Short Form when they are not eligible to do so may be disqualit	Program Intent to Apply Form
© Long	

New this year: Work Samples page contains NONE of the required attachments.



#### **Core Programs and Services**

- Mission Statement (1000)
- Core Programs and Services (5000)

 Numbers in red are the character limits for each question.

## History, Challenges, Progress

#### History (2000)

- Challenges & Progress & Response to panel comments (if applicable) (3300)
- National/international significance of work (if applicable) (2500)

### Diversity

- Initiatives your organization has undertaken in the past year to diversify its board, staff, volunteers and audiences. (2500 characters)
- Other than schools, where did you work and what did you do last year in Council District x?

Nine spaces are provided with 250 characters for each

# Artistic/Programmatic Quality

- Provide examples of what you do to achieve excellence in your programs and services. This includes the professional training and professional experiences of your artists and/or staff responsible for programming and services, awards, accreditations, and recognition by highly regarded sources.
  - (5000 characters)

Don't go back more than 3 years (10 years for national/international recognitions).

## **Organizational Management**

- Provide examples of how you work to achieve excellence in the management of your organization. This will include the academic and professional qualifications of your senior management team, recruitment, development and retention of a high quality workforce and volunteers, how you promote trust, teamwork, and effective communication throughout the organization, and anything else you do (not covered elsewhere in the application) to ensure that the organization is managed efficiently and effectively.
  - (5000 characters)

## Financial Management

Provide evidence of how you ensure high quality financial management. Examples will include the academic and professional qualifications of financial management and development staff, a thorough financial planning and review process, board oversight, appropriate accounting software, healthy financial statements (reference the CDP report), etc. Also discuss any new programs or services for the coming year and related budgetary decisions. If you have a debt or operating deficit, discuss the plans to handle them.

For this application cycle, the Commission is not requiring line-by-line budget notes as it has done in the past. You are strongly encouraged, however, to examine your CDP Funder Report, and explain "significant" variances from one year to the next. (5000 characters)

A "significant variance" would be when a line item that is more than 10% of your AOI varies by more than 20% from one year to the next.

#### Audience Development / Educational Programs

- Audience development and education are two sides of the same coin. Successful organizations develop their audiences in three ways:
  - 1) They broaden them (attract more of the same kind of audiences)
  - 2) They deepen them (get current audiences to attend more often)
  - 3) They diversify them (attract new groups of people)

#### Audience Development / Educational Programs

Anything that you do to broaden, deepen or diversify your audience is an educational program – you are either increasing someone's appreciation for what you do, understanding of what you do, or practice of what you do. Education obviously includes things like classes and participatory arts (putting on a play, curating an exhibit, community music ensembles, etc.). Education also includes certain marketing strategies both to locals and tourists, creating and nurturing relationships with funders, organizations, etc., and strategic planning among other things.

#### Audience Development / Educational Programs

For each block below (you do not have to use all of them) provide the name and a description of an audience development/educational program that you offer. Be sure to include a description of what the program does and tries to accomplish, how the program is developed, evaluated and improved from year to year, qualifications of staff, frequency, duration, target audience (if any) and attendance.

You should feature what you consider to be your three most successful audience development/educational programs below. You may also attach one additional page (pdf) if you wish to describe additional audience development/educational programs. (1500 characters for each of three programs)

## **Board of Directors**

- Provide evidence of your pursuit and/or accomplishment of a highly effective board of directors. This will include
  - recruitment and retention polices
  - size and composition of the board
  - board development practices
  - effective use of committees
  - effectiveness at fundraising
  - effectiveness supervising the executive director, etc.

## **Conflicts of Interest**

#### Compensation

- Relations
- Parents of children being served
- What steps has your organization taken to prohibit employees, volunteers, or board members from using their positions for a purpose that is, or that gives the appearance of, being motivated by the desire for private gain for themselves or others, particularly those with whom they have family, business, or other relationships? Possible steps include, but are not limited to, language in your bylaws, stand-alone conflict of interest statements, and training board members and staff.
- Attach policy

## Inreach & Outreach

- Outreach is defined as activities performed in a school under the supervision of one or more representatives (employees, contractors, volunteers, etc.) from your organization. These activities include but are not limited to performances, workshops, residencies, teacher trainings or even meetings with teachers or administrators.
- Inreach is defined as an official school field trip to your organization.

 Do not count anything where a representative from your organization is not present to perform/supervise the activity.
 Organizations that offer online or non-supervised programming to schools should discuss these activities in their narrative sections.

## The Outreach Table





- In each City Council District box below, enter the names of the schools you served both by Inreach and Outreach. Please separate each name with a comma. List only those schools where a representative from your organization was present.
- Nine (9) boxes are provided accepting 250 characters each.

## The Season Highlights Table



Number corresponding to the month when the "highlight" begins:

## **Required Goal 1**

#### Deliver high quality programs and services.

This is where you are going to identify all of your core programs and services (deliverables) for the next fiscal year and quantify them.

Museums should include deliverables related to the number of days per year and hours per week they will be open to the public.

Performing arts organizations should include number of productions per venue and total number of performances per production.

## Required Goal 1 (example)

# of productions in the Big Box Theatre	5
# of performances per production (Big Box Theatre)	20
# of productions in Studio Theatre	20
# of performances per production (Studio Theatre)	10
# of free performances for schools (Big Box Theatre)	12
# of hours per week the museum is open to the public	60
# of days per year the museum is open to the public	360
# of continuing exhibits	8
# of new exhibits	5

Note: The table in the actual application does not look like this.

#### This is what the Goals and Deliverables Tables look like in the actual application:

nks to Helpful Information	This is where you are going to identify all of your core programs and services (deliverables) for the next fiscal year and quantify them.			
Information		In the spaces on the left, list each deliverable. In the spaces on the right, enter a number.		
		days per year and hours per week they will be open to the public.		
Logout	Performing arts organizations should include number of productions per venue and total number of performance			
	You DO NOT have to use every line.			
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		Save Work		
	Did I Complete This Page?			
	Previous Section			
# Required Goal 2

Improve financial position.

This is where you are going to identify the things you plan to do to put your organization into a better position financially. At a minimum, most organizations can improve on their accumulation of cash reserves.

If you have a debt, you should describe steps to reduce/eliminate it.

Other "deliverables" for this goal might include training for financial or development staff, number of grant applications submitted, software improvements, and, of course, any specific increases to revenue or decreases to expenses.

You DO NOT have to use every line.

# Required Goal 2 (example)

% by which cash reserves will increase (\$10,000 - \$11,000)	10
% by which earned income will increase (\$100,000 – \$110,000)	10
# of licenses for new financial management software to be purchased	5
# of staff to be trained in new financial management software	10
# of staff with accounting degrees to be hired	1
# of budget reviews by the board's budget committee	12
# of budget reviews by the full board of directors	4

### **Required Goal**

### Develop current and new audiences.

Describe the steps that you will take to Broaden, Deepen and Diversify your audiences.

Describe how you will make your programs and services both available and desirable to more and different people. Especially important are your efforts to reach people who live in multiple city council districts.

You should also describe steps you are going to take to deepen your relationship with existing audiences.

# Required Goal 3 (example)

# of free performances in Council District 4	8
# of opportunities for subscribers to meet the actors	12
# of special events for ethnic communities	5
# of Spanish language TV ads	50
# of sign-language interpreted performances	6
# of social media projects	20
# of Spanish language performances	5

Four (4) additional goals (with deliverables) of your choosing.

#### Goal 4: Your choice (optional)

#### Goal #4:

Write Goal #4 in the space below.



Increase marketing

#### Quantifiable Deliverables

Use the following lines for the quantifiable deliverables. You do not have to use all the lines.



# Calculating AOI

- □ Follow instructions in the application.
- If you completed your CDP correctly, most of the time your Total Unrestricted income less in-kind will be your Annual Operating Income (AOI).

### California Cultural Data Project (CA-CDP)

- CA-CDP Funder Report gets attached to the AOI Notes Page.
  - Not the Profile
  - Not the Annual Report
- □ CDP needs time to review your profile
  - Draft will appear on your Funder Report if you submit before it has been reviewed by the CDP. This is bad.
  - Review Complete will appear on your Funder Report when all reviews have been completed. This is very good.

# CA-CDP (cont.)

- Your two most recently completed years of data are required.
- All sections (except Section 2) are REQUIRED. The Balance Sheet (Section 8) is required for all applicants (even though the CDP says otherwise).
- Section 2 (Audit Verification) is required only for groups that are audited.
- □ New to the CDP?

http://www.caculturaldata.org/home.aspx

# **Basic Information**

### Council Districts

- Administrative Office Address you used in Profile
- Venues up to 3 on form attach sheet for additional ones
- Number of tourists
- Tracking tourists
- AAM Accreditation
- DUNS Number
- First time applicants attachments
  - IRS Letter
  - Articles of Incorporation
- Long Form / Short Form Determination



- Executive Director
- Primary Contact
- Secondary Contact
- Attach Key Staff Roster with bios
- Attach Board Roster with bios

Note: Do not include personal information such as addresses and phone numbers in the rosters.

# Work Samples Page

- Required Attachments None
  - All required attachments are located other places in the application.
- Optional (for example...)
  - Marketing materials
  - Education materials
  - Reviews
  - Letters of support

### Work Samples



#### Images

#### **Two Step Process:**

You have 1 Image in your bank. You may select up to 12. File size must not exceed 10.00 MB.

 Image Bank
 1. Put pictures into your image bank.

 You've submitted 1 of them to this application.
 2. Select pictures from the image bank to include with application.

#### **Audio Samples**

You have 1 Audio Sample in your bank. You may select up to 2. File size must not exceed 25.00 MB.

Audio Bank

You've submitted 1 of them to this application.

Make Selection

#### Video Samples

You have no Video Samples in your bank. You may select up to 2. File size must not exceed 50.00 MB.

# Work Samples - 250 MB Total

File Type	Max File Size (MB)	Min Samples	Max Samples
Image	10	0	10
Audio	10	0	3
Video	150	0	2
Document	10	0	10



### **Our Mission Statement**

- To vitalize the community by
  - integrating arts and culture into community life,
  - supporting the region's cultural assets, and
  - showcasing San Diego as an international cultural tourism destination.

# **Our Two Funding Programs**

- Organizational Support Program (OSP)
  - General operating support for nonprofit organizations with a mission strongly aligned with the mission of the Commission
- Creative Communities San Diego (CCSD)
  - Support for arts and culture projects implemented by all kinds of nonprofit organizations

Other restrictions apply – see Guidelines for details.

# **Our Source of Funding**



# We do not give out GRANTS.

- Our funding is payment for contracted goods and services. No money is given out "up front." All payments are reimbursements for your actual expenses paid.
- If you need "start up" money, we will not be able to help you.

# Goals of the OSP Program

- To make fair and equitable recommendations to the City Council regarding all City funding decisions for arts and culture.
- To support the artistic and administrative quality of artists and arts and cultural organizations.
- To support opportunities for San Diego residents and visitors to develop throughout their lives knowledge of, skills in, and appreciation for arts and culture.
- To foster the vitality and stability of the City's prominent and established arts organizations and cultural institutions.
- To promote an environment that attracts and nurtures emerging artists and arts and cultural organizations.

# Goals of the OSP Program (cont.)

- To work in partnership with the City of San Diego and the private sector to promote San Diego as a cultural destination.
- To expand the availability of arts and cultural activities throughout all social, ethnic and economic sectors of the City to foster, promote and expand cultural diversity.
- To foster programmatic and organizational support for artists representing all cultural traditions and to increase the involvement of those artists and communities in the planning and implementation of arts and cultural activities.
- To support the artistic and organizational growth and capacity of artists and arts and culture organizations.

# Eligibility and Requirements

# **Eligibility Requirements**

- Nonprofit Status 501-c-3 or 501-c-6
- Primary Mission and Budget Priority The applicant's mission must be strongly aligned with that of the Commission and may include the creation, preservation and presentation of arts and culture programming and/or support services; the majority of the applicant's income must be used for the purpose of fulfilling its mission.
- Track Record The applicant must have a three (3) year history of ongoing arts and culture programming within the City of San Diego prior to the application deadline.
- Location At least 75% of the applicant's core programming must take place within San Diego City limits.

### Requirements

- 3:1 Match Requirement
- **California Cultural Data Project:** On-line profile
- DUNS Number: Data Universal Numbering System
- Limitation on TOT applications only one per year

# **Contract Requirements**

- Good Standing" with all government entities
- Council Policy 100-04: Relates to Americans with Disabilities Act
- Council Policy 100-17: Relates to maintaining a drug-free workplace
- Municipal Code Section 22.3401-22.3417: Relates to nondiscrimination
- Fair Labor Standards: Relates to compensation
- Equal Benefits Ordinance: Relates to civil unions
- Visual Art in Public Places: Relates to our policies
- Acknowledgement of City Funding

### Insurance Requirements

- Commercial General Liability
- Auto Liability
- Worker's Compensation Employer's Liability

Some exceptions apply. See website for details or contact Teresa Monillas.

# What We Do Not Fund

- Individuals
- For-profit organizations
- Programs not accessible to the public
- Universities, community colleges, school districts, foundations and private educational enterprises

# What We Do Not Fund

- Anything occurring before July 1, 2015 or after June 30, 2016
- Anything not accessible to people with disabilities
- Anything with religious, sectarian or political purposes
- Anything that is the curricula base of schools, colleges or universities

# What We Do Not Fund

- Capital or equipment outlay
- Travel, meals, lodging or entertainment expenses
- Hospitality or food costs
- Competitions, contests, pageants, awards, trophies, gifts or uniforms
- Trust or endowment funds
- Cash advances, deposits or the replacement of deficit funds
- Ticket subsidy programs

# Long and Short Forms

- The Long Form is the standard form that all new applicants and many returning applicants must submit.
- The Short Form is an abbreviated form of the standard application and may be used only by those organizations that meet the eligibility requirements for its use.

# Short Form Eligibility

- Satisfactory three (3) year OSP track record
- □ Current Rank of 3+ or higher
- No turnover among leadership staff (artistic and administrative)
- No venue change
- The average annual operating fund deficit for the two most recently completed fiscal years is not greater than 5% - Contact Gary Margolis if you are unsure.
- There have been no significant changes in program objectives as stated in the current year contract, and deliverables have been achieved as outlined in the contract.
- The contractor has successfully met all of its current and prior year obligations, including the following:
  - FY14 Final Report submitted by September 30, 2014
  - FY16 Intent to Apply submitted by November 30, 2014

### **Further Assistance**

- Staff will review a draft of your application as time permits. The earlier you get one to us, the better
- Staff will assist you by phone or email again, please do not wait until the last minute.

### **Proposed Timeline**

- Week of November 14 Release Application
- November 19 OSP Workshop
- Jan 31, 2015 Submission Deadline
- Feb 25 and 26, 2015 OSP Panel (Larger budgets)
- March 3 and 4, 2015 OSP Panel (Smaller budgets)
  - Both panels Open to the public
  - Great Learning Opportunities
- April 15 Mayor's Budget Released
- April 17 Commission Meeting Finalize Recommendations

# http://www.sandiego.gov/arts-culture/





### Contacts

#### **DANA SPRINGS**

Executive Director (619) 236-6790 <u>dsprings@sandiego.gov</u>

#### **NIGEL BROOKES**

Arts Management Associate (619) 236-6798 <u>nbrookes@sandiego.gov</u>

#### **GARY MARGOLIS**

Funding Program Manager (619) 236-6788 gmargolis@sandiego.gov

#### **TERESA MONILLAS**

Contracts Coordinator (619) 236-6803 <u>tmonillas@sandiego.gov</u>

#### LINDA SOKOL

Executive Secretary (619) 236-6778 <u>lsokol@sandiego.gov</u>



### THANK YOU.