



vibrant culture

vibrant city

Commission for Arts and Culture
City of San Diego



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City of San Diego Commission for Arts and Culture

FY14 Creative Communities San Diego
Application Workshops

September 12, 2012
Rancho Penasquitos Library

September 13, 2012
Logan Heights Library

Eligibility Requirements

- **Nonprofit Status**
 - 501-c-3 or 501-c-6
 - Secretary State good standing
 - Attorney General good standing
 - No governmental debarments
- **Good City Contractor:** In compliance with all existing contracts (if applicable)
- **DUNS Number:** Data Universal Numbering System
- **Limitation** on TOT applications – only one per year

Eligibility Requirements

- **Track Record:** Three (3) year history of ongoing arts and culture programming within the City of San Diego prior to the deadline
 - The proposed project, however, may be a new one for the applicant.
- **Location:** The proposed project must take place within the City of San Diego

Contract Requirements

- **Council Policy 100-04:** Relates to Federally mandated Americans with Disabilities Act
- **Council Policy 100-17:** Relates to maintaining a drug-free workplace
- **Municipal Code Section 22.3401-22.3417:** Relates to non-discrimination
- **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**

Matching Requirements

- Project Budgets (Expenses) over \$30,000
 - 3:1 CASH
- Project Budgets (Expenses) of \$30,000 or less
 - 2:1 (up to 50% may be inkind)
- No other city funding may be used as match.

Maximum Requests

- Project Budgets (Expenses) over \$30,000
 - 25% (1/4) of total project expenses
- Project Budgets (Expenses) of \$30,000 or less
 - 33.33% (1/3) of total project expenses
- You are encouraged to ask for the maximum.

Examples

\$30,000 or less

- Total Project Expenses = \$15,000
- You may request a maximum of \$5,000 (1/3 of \$15,000)
- You must provide a \$10,000 cash match (2 x the award) or
- A minimum \$5,000 cash match with the rest of the match in documented inkind goods or services

Greater than \$30,000

- Total Project Expenses = \$100,000
- You may request a maximum of \$25,000 (1/4 of \$100,000)
- You must provide a cash match of \$75,000 (3 x the award)
- No inkind match is allowed

FY13 Awards Summary

Size of Award	Size of Project	Number of Awards	Percentage of Awards
\$20,000 - \$24,999	\$195,000 - \$442,000	4	9%
\$15,000 - \$19,999	\$120,000 - \$192,000	4	9%
\$10,000 - \$14,999	\$59,000 - \$91,000	7	16%
\$5,000 - \$9,999	\$26,000 - \$65,000	12	27%
\$2,000 - \$4,999	\$14,000 - \$48,000	17	39%

Insurance Requirements

- Commercial General Liability
- Auto Liability
- Worker's Compensation Employer's Liability
- See Guidelines for details.

What is an Eligible Project?

- Eligible projects are typically one event or a series of events united by a single theme or purpose and typically of limited duration.
- Projects must address one or more of the goals of the Creative Communities San Diego program.
- Do not try to make general operations look like a project or to define a project too broadly.
- Consult with Commission staff to confirm that your proposed activity qualifies as a project if you have any doubts.

Goals

- Project Budgets under \$100,000, must address at least one goal.
- **Regionally Significant Projects**, i.e. projects with budgets greater than \$100,000, must address **at least three of the goals**.

Goals (abbreviated)

1. Increase participation especially among underserved
2. Increased availability in underserved neighborhoods
3. Share heritages and cultures.
4. Strengthen communities
5. Increase TOT
6. Improve San Diego's reputation
7. Strength organizational capacity

Refer to Guidelines for complete wording of goals.

What We Do Not Fund

- Individuals, For-profit organizations, Schools
- Activities that are the curricula base of schools, colleges or universities
- Programs not accessible to the public or people with disabilities
- Programs before July 1, 2013 or after June 30, 2014
- Programs with religious, sectarian or political purposes

What We Do Not Fund

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

Forms & Review Criteria

Different Criteria for Different Groups of Applicants

- Form
 - Long
 - Short

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

Returning applicants only

- The CCSD Short Form process rewards consistently high performing contractors with an opportunity to submit an abbreviated version of the application, saving preparation and processing time and money.

Short Form Eligibility

- Contractor in Good Standing
- The organization applied for and was awarded CCSD funding in all three of the three most recent funding cycles.
- For the current funding cycle, the organization either received a rank of 3+ or higher or submitted a short form.
- The organization presented the same program or event for three consecutive years, at the same site, with the same key staff.

The Long Form Application

- Form A-1: Checklist (authorized signature required)
- Form B: Cover Page
- Form C: Project Summary
- Form D: Mission Statement (Organization), Goals and Objectives (Project)
- Narrative Section
- Table 1: Audience and Visitor Information
- Table 2: Project Income
- Table 3: Project Expenses

The Long Form Application

- Budget Notes
- Form E: Board Resolution (Authorized signature required)
- Key Staff and Volunteers Roster and short bios
- Dated Board Roster (and/or Planning Committee) and short bios – voting members clearly indicated
- New applicants
 - Articles of Incorporation
 - Certificate of Tax Exempt Status

The Long Form Application

Non-Required Attachments

- Program information, such as festival maps and brochures, teacher guides, student guides, sample curricula or lesson plans, sample evaluation instruments (no more than 3 samples)
- Marketing Plan and up to 3 samples of marketing materials – especially helpful for applicants planning to use their CCSD funds for marketing
- Websites (up to 3 printed pages from the website)
- Recent critical reviews or feature articles (no more than 3 clippings, no older than 3 years (10 years for national publications) with dates clearly indicated)
- Support letters (no more than 3; no older than 3 years)
- Work samples, such as publications or samples of other easy-to-package projects

The Short Form Application

- Same as the Long Form except the narrative section is abbreviated and non-required attachments are definitely not required.

Downloadable Forms

- All of the Forms are available from our website as PDF FILLABLE forms that can be saved to your computer.
- Please note: Some forms require a signature.

Competitive Nature of CCSD

- Funding for CCSD projects is limited.
- Projects are competing against each other.
- Applicants should carefully describe what makes their project unique.
- Do not assume that the name of the project and the names of the fiscal sponsor, community partners and/or applicant organization are sufficient to define a project.

Mission Statement, Goals and Objectives

- The mission statement will be for the organization – not the project.
- At least one (three for regionally significant projects) goal must be one of our goals **copied word for word**.
- Objectives must be measurable – these become the “deliverables” in your contract with the city.

The Application Narrative

- Organizational Background & Qualifications
 - Three-year history of Programs & Services
 - Organizational Structure –staff, board & other volunteers
 - Experience with this kind of a project
 - Evaluation - if project is a “repeat”
- Conflict of Interest
 - Board as paid staff
 - Board as paid vendors
 - Board as relatives to each other, staff or vendors
 - Policies and actions
- Fiscal Sponsor description (if applicable)

Narrative (cont.)

- Project Details

1. Project Details – History and activities
2. Project Personnel – administrative and artistic and potential partnering organizations
3. New applicant and/or new projects – Evidence of capacity to implement project
4. Neighborhood and population to be served
5. Marketing and Community Outreach
6. Reaching the underserved

Name of Organization	
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Table 2: Project Income

1. Do not change, alter or combine line items.
2. Round all figures to the nearest dollar.
3. Leave line-items blank when there is no activity. Do not delete lines.
4. Request the maximum amount for which you are eligible (Line 4).

A	Column B	Column C	Column D	Column E
	Year	Completed	Current	Projected
	Contributed			
1	Federal Government ¹			
2	State Government ¹			
3	CCSD Funds ¹			
4	Other City of San Diego ¹			
5	Other Local/Municipal Government ¹			
6	Individual Contributions			
7	Business/Corp. Contributions			
8	Foundations			
9	Fundraising			
10	In-Kind Contributions ²			
11	Other ³			
12	Total Contributed	\$ 0.00	\$ 0.00	\$ 0.00
	Earned			
13	Admissions ⁴			
14	Contracted Services			
15	Tuition/Workshops			
16	Product Sales/Concessions			
17	Other ³			
18	Total Earned	\$ 0.00	\$ 0.00	\$ 0.00
19	Total Income	\$ 0.00	\$ 0.00	\$ 0.00

¹ All government contributions require budget notes.

² In-Kind contributions (which are to be shown ONLY FOR projects with expenses budgets of \$30,000 or less) require an attachment itemizing the contributions which includes the names and addresses of the In-Kind donors, a description of their donation and a categorization of the donation as proposed or confirmed.

³ "Other" contributions require an itemized list of sources and amounts.

⁴ If an admission is charged or if there are fees to participate, these admissions and/or fees must be detailed in your budget notes.

Name of Organization	
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Table 3: Project Expenses

A	Column B	Column C	Column D	Column E	Column F
	Year	Completed	Current	Projected	CCSD funds
	Personnel				
20	Artistic ⁵				
21	Entertainment				
22	Administrative				
23	Event Organizer				
24	Technical/Production				
25	Security/Cleaning				
26	In-Kind Personnel ⁶				
27	Other Personnel ⁷				
28	Total Personnel	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
	Operations				
29	Rent and Facility Expenses				
30	Materials and Supplies				
31	Marketing				
32	Fundraising				
33	In-Kind Operating				
34	Other Non-Personnel ⁷				
35	Total Operating	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
36	Total Expenses	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
37	Total CCSD ⁸				\$ 0.00

⁵ Artistic Expenses include payments to actors, dancers, musicians, visual artists, etc. In your budget notes, provide a breakdown of these expenses by artistic discipline, i.e. how much for actors, how much for dancers, etc. Title this list "Annotation of Artistic Expenses."

⁶ The Total Value of In-Kind Expenses (Line 26 + Line 33) must equal the value of In-kind Contributions (Project Income, Line 10). These expenses should be shown ONLY FOR projects with budgets of \$30,000 or less.

⁷ "Other" Expenses to be paid for with CCSD funds (Column F) require an itemized list of expenses and amounts.

⁸ The CCSD Total in Column F should equal the CCSD Request (Line 3, Table 2) in Column E

Budget Narrative

1. How will CCSD funds be used?
2. Fundraising plans
3. “Plan B” (if award is less than request)
4. Use of surplus (if any)
5. Non-compliance with “maximum of 10% for admin” rule
6. Disclose admission fees

Regionally Significant Events

Project Budgets greater than \$100,000

1. Significance of project to region
2. Strategies for marketing to tourists
3. Impact on TOT; measurement strategies
4. Examples of attracting attention
5. Quality control
6. Use of surplus (if any)
7. Conflicting dates

Other Narrative Requirements

- Response to Panel Comments (if applicable)
- Audience and Visitor Information
 - Including Table 1

Budget and Budget Notes

- Table 2 – Project Income (page 36)
- Table 3 – Project Expenses (page 37)

NOTES:

- Itemize all lines with multiple sources, e.g. foundation grants.
- Explain all changes of 10% or more from one year to the next. Reference the line numbers and labels.
- Clarify anything that may raise an eyebrow.
- Itemize all “other” income and “other” expenses to be paid for with city funds.
- Itemize all inkind donations.
- Detail all artistic expenses by discipline.

How to Format Budget Line Notes

Line	Description	Last Year	This Year	Change	Explanation
1	Federal income	\$1000	\$500	-50%	Last year we received an NEH and NEA grant. This year we received an NEA grant only.
8	Foundations	\$500	\$1000	50%	This year we received a grant from the ABC Fdn. as well as the XYZ Fdn. which funded us last year as well.

Panel Comments – Likes

- Track record
- Examples of tracking tourists, e.g. working with hotels
- Diversity, e.g. ADA, intergenerational, multi-ethnic
- Support materials – for staff, volunteers and visitors
- Evaluation – descriptions of efforts to improve
- Community involvement/partnerships with businesses, schools, etc./volunteers
- Marketing in diverse sources
- Artistic quality

Panel Comments - Likes

- Easy to read / well-organized
- Awards
- Quality of board and staff
- Use of CCSD funds – arts!

Panel Comments - Dislikes

- Missing and incomplete sections
- Incomplete or non-explanative Budget Notes
- Missing CCSD Goal – word for word
- Budget not matching narrative or goals and objectives
- Deficit or surplus not explained well
- Incomplete descriptions
- Poor attendance estimates
- Math errors

The Review Process

Four Point Ranking System

- **The Ranks of 4 (4 and 4-)** are considered to be “model” applications; and given the nature of the arts discipline or genre, and the resources of the community, etc. meet all the review criteria to the highest degree possible.
- **The Ranks of 3 (3+, 3 and 3-)** are considered good. Some improvements or development are needed.
- **The Ranks of 2 (2+, 2 and 2-)** are considered marginally fundable. Funding, if available, may be awarded once all the “4” and “3” ranked applications are awarded funding. These applications have some merit, but do not meet the criteria in a strong or solid way.
- **The Rank of 1** is not fundable under any circumstance; inappropriate for Commission support, extremely marginal in quality, etc. Ineligible applications, such as those submitted after the deadline or with incomplete information, will not be reviewed by the panel and will receive a rank of “1”.

The Review Process - Tentative

- Staff Review – compliance issues only
- Panel Review – December 4 and 5 (?), 2012
- Funding Committee – March 8, 2013
- Appeals Process
 - Deadline to submit written appeal: – March 1, 2013
 - Hearing: – March 15, 2013
- Funding Committee – April 4, 2013
- Commission Recommendations – April 19, 2013
- Mayor and City Council Final Approval (June)

Assembling the Application

Assembling the Application

- Place each copy of the application in **a separate envelope**.
- Long Form Applicants (15 Total):
 - Submit an original application (signatures in blue ink) plus 14 copies.
- Short Form Applicants (5 Total):
 - Submit an original application (signatures in blue ink) plus 4 copies.
- Label each envelope with the name of the organization in the upper right corner (with the envelope positioned in a “portrait” orientation) and the number of the application in the upper left corner, for example
 - 1 of 15 - ORIGINAL
 - 2 of 15
 - 3 of 15
 - 4 of 15, etc.

Tips

- Think carefully about squeezing more information into the application by using smaller margins or fonts.
- Don't assume the reader knows anything about you. Be sure to include all the basics – who, what, when, where, why, by whom, for whom, etc.

Tips

- Let your mission statement, goals and objectives serve as a table of contents for the rest of the application. You will appear strategic and organized if you constantly refer back to these as you talk about your organization.
- Panelists often serve for more than one year – especially the Commissioners. They remember the conversations they had about the applicants in prior years. Consider strategically referring to the panel comments throughout the application.

Tips

- Follow directions and proof read – If you're going to cut and paste from last year's applications, make sure you update things that the panelists will catch you on - like dates, names, numbers, etc.

Application Delivery

- DEADLINE: 5:00 PM, October 19, 2012 (hand-delivery or postmark)
- Recommendations
 - Hand-deliver (but no earlier than October 17, please)
 - Send your application “return receipt requested.”
 - Lost or delayed in the mail applications will be accepted late ONLY IF Proof of mailing is provided.
- Electronic Submissions – Not accepted



Application Delivery

Commission for Arts and Culture
1200 Third Avenue, Suite 924
San Diego, CA 92101-4106

Further Assistance

- Staff will review a draft of your application as time permits. The earlier you get one to us, the better (no later than October 3, please).
- Staff will assist you by phone or email – again, please do not wait until the last minute.

Contact Information

- Gary Margolis, Program Manager
(619) 236-6788
gmargolis@sandiego.gov
- Nigel Brookes, Arts Management Associate:
(619) 236-6798
nbrookes@sandiego.gov
- Teresa Monillas, Contracts Coordinator
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tmonillas@sandiego.gov

Website: www.sandiego.gov/arts-culture

Thank you!

And good luck!

Any questions?