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**City of Gainesville's GUIDE TO GRANTS
for Cultural Agencies and
Event Support Services
October 2004 – September 2006**



Catch the Spirit!

ARTS AND CULTURE IN GAINESVILLE
& ALACHUA COUNTY

- **Types of grants available**
- **Eligibility criteria**
- **Application form, deadlines and schedules**
- **City's Cultural Plan**
- **Definitions**

General Information

Goals

The City of Gainesville's Department of Cultural Affairs, the designated Local Arts Agency for Alachua County, along with the Gainesville/Alachua County Cultural Affairs Board has pledged its resources toward making the arts and culture accessible to all citizens, including such special constituencies as persons with disabilities, the elderly, the economically disadvantaged, and ethnic minorities.

The City of Gainesville has traditionally supported the arts through grants for cultural programs and by providing support services and facilities. For a number of years organizations made their needs known either through a grant process or by direct appeal to the Gainesville City Commission. Due to increasing fiscal constraints and the continuing escalation of needs, this process has been amended. **All agencies or individuals requesting funding for cultural activities or Support Services for community events will be referred to the Department of Cultural Affairs for evaluation under the appropriate grant category before the Gainesville City Commission will consider their request.**

Cultural programs and community events must demonstrate responsiveness to the needs and interests of the community as identified in the Cultural Plan (included in this booklet), the Cultural Element of the City of Gainesville's Comprehensive Plan, and by the City Manager and the Gainesville City Commission. Information about these identified needs is available through the Department of Cultural Affairs (352-334-5064).

Grant Application Deadlines, Funding Periods, Funding Availability

Deadlines are listed chronologically for each type of grant program/event. In keeping with the City of Gainesville's budget cycle, Professional Arts Producing Institution and Outside Agency grants are for a two-year period, with grant awards provided annually after the start of the new fiscal year. **Funding for all grant programs is subject to availability of funding.**

Grant Category	Application Deadline	Request Cap	Grant Period
Professional Arts Producing Institution	When agency is able to document its eligibility	Funding distribution is determined by percentages	10-1-04 through 9-30-06
Outside Agency: General Program Support	Monday, March 1, 2004	Large	\$12,000
		Medium	\$8,000
		Small	\$4,000
Arts Tag	Open on a "rolling" basis. Application reviews takes approximately three months	\$3,500	Maximum of one year from date of application approval
Support Service	Monday, March 1, 2004	Support levels are determined through review process and availability of funds	10-1-04 through 9-30-06
Destination Enhancement	Contact category representative for details	Contact category rep. for details	By fiscal year, Oct 1 st to Sept. 30 th

Grant Categories

Professional Arts Producing Institutions

Estimated Funding Level: \$85,000

The goal of this program is to annually offer support to a core group of Professional Arts Producing Institutions (PAPI) in Gainesville which can demonstrate through appropriate documentation that they satisfy all the requirements to be designated as a PAPI.

Organizations in this category are required to sign a contract stating which services they will provide to the City as a service (see "Service Requirement"). PAPIs will also need to certify each year in August that they still meet the requirements for this category prior to issuance of the upcoming fiscal year's PAPI funding.

Agencies not currently designated as PAPIs can present their qualifications by January of the year **preceding designation** to DCA staff to be reviewed by the Gainesville/Alachua County Cultural Affairs Board. The City Commission has final approval for designation.

Failure to maintain PAPI status will be determined through review of certification materials, and conference by staff with the agency and the Board. In the event an agency is provided with PAPI funding, but fails to maintain its PAPI status, the Board will review its status prior to issuance of the upcoming fiscal year's PAPI funding to the agency. PAPI payments, if recommended by the Board for the agency, will be made on a quarterly basis with fiscal updates provided to staff by the agency prior to issuance of each quarterly payment.

PAPI Guidelines/Criteria:

- the agency be a professional arts producing institution;
- the agency have an annual operation budget of at least \$100,000;
- the agency should have a proven track record of ten years as a professional organization;
- the agency be a 501 (c) (3) organization;
- its artists must be recognized as professionals in their field.

Outside Agency Grants

Estimated Funding Level: \$60,000

Grants are intended to recognize established Gainesville 501 (c) (3) cultural organizations which contribute to the cultural vitality of the city, and which produce quality arts and/or cultural activities. Grants in this category are awarded on a yearly basis to encourage long range planning. Applications are evaluated by the Gainesville/Alachua County Cultural Affairs Board, whose recommendations are forwarded through the budget process to the City Commission. Organizations in this category will be required to sign a contract stating which services they will provide to the City as a service (see "Service Requirement").

The funding pool is divided into three tiers of arts/cultural organizations, with three corresponding levels of funding available. Organizations are eligible for a category based on their last completed fiscal year cash expense budget. A request cap is set for each level of funding.

Organization Category	Request Cap	Expense Budget:
Large	\$12,000	\$65,000 and higher
Medium	\$8,000	\$30,000 - \$64,999
Small	\$4,000	Up to \$29,999

Review Criteria: The Gainesville/Alachua County Cultural Affairs Board evaluates grant applications on the following criteria, based on a 100-point scale:

- Audience Development (maximum points = 50)
- Project Management (maximum points = 30)
- Artistic Excellence (maximum points = 20)

An average quality point score of 75 of a possible 100 points must be achieved for the application to be considered for funding. The total points will be used to establish a priority list for funding consideration. A funding formula that translates total scores into dollars will then be used to determine actual funding recommendations. NOTE: For details, see evaluation form.

Arts Tag Funds

Estimated Funding Level: depends on availability of revenues

In 1994, the Florida Association of Local Arts Agencies successfully campaigned to dedicate the revenues from the sales of "State of the Arts" license plates to help fund cultural programs. Twenty dollars from the cost of the tags is a tax-deductible contribution to the arts, and pays for arts and cultural programs in each county through the designated Local Arts Agency (LAA).

In early 1995, the State requested all counties to identify the local agency to which the license plate revenue would be transferred. As Alachua County's designated Local Arts Agency the City's Department of Cultural Affairs (DCA) became the recipient of these funds. In early 1996, the Gainesville/Alachua County Cultural Affairs Board (CAB) established a grant process for disbursement of the Arts Tag funds and set guidelines for their use. The process was amended in Nov. 1999 to expedite review time, and again in September 2000.

Review Criteria: The Gainesville/Alachua County Cultural Affairs Board evaluates grant applications on the following criteria, based on a 100-point scale:

- Audience Development (maximum points = 20)
- Project Management (maximum points = 50)
- Program Merit (maximum points = 30)

An average quality point score of 75 of a possible 100 points must be achieved for the application to be considered for funding. The total points will be used to establish a priority list for funding consideration. A funding formula that translates total scores into dollars will then be used to determine actual funding recommendations. NOTE: For details, see evaluation form included in these guidelines.

Agencies seeking to make application for Arts Tag grants must meet with the Cultural Affairs Manager prior to submitting an application.

- 1) Applications can be submitted at any time during the year; applicants should allow for two to three months for the review process.
- 2) Applications are reviewed and voted on twice: first by the Budget and Grants Subcommittee of the CAB, whose review and recommendations are in turn forwarded to the full CAB for review and vote the following month at their regular meeting (applicants should plan to attend each review meeting).
- 3) All Alachua County cultural agencies are eligible to apply for Arts Tag funding, including:
 - a) 501 (c) (3) agencies located anywhere within Alachua County;
 - b) non-501(c) (3) cultural organizations located anywhere within Alachua County.
- 4) The cap on requests is \$3,500 per application; award amounts are determined through the application scoring process and funds available.

Support Service Grants

Estimated Funding Level: \$89,875

The City of Gainesville is committed to encouraging events planned for the community, while remaining fiscally responsible to its citizens. For this reason, criteria have been established to assist in determining which events receive in-kind/support services from the City, and at what level support should be provided. Support Services consist of a minimum of those City department services required to ensure public safety.

Support Service grants may not cover 100% of those public safety service requirements; event organizers are responsible for any Support Service costs not included in the grant funding.

Agencies may request additional services, but final service levels and funding recommendations are determined during the review process, and forwarded to the City Manager and City Commission for approval. Any insurance coverage is the sole responsibility of the applicant; the City will only provide event coverage to insure the City. Changes made to the event by its organizers after application may result in unfunded Support Service expenses for which the event organizer is responsible.

Review Criteria: Staff evaluates new Support Service grant applications on the following criteria, based on a 100-point scale:

- Organizational Development (maximum points = 50)
- Event Management (maximum points = 30)
- Event Merit (maximum points = 20)

An average quality point score of 75 out of a possible 100 points must be achieved for a new application to be considered for funding. Service levels for new events will be assessed based on the application to determine actual funding recommendations. NOTE: for details see evaluation form.

Destination Enhancement Funding

Estimated Funding Level: varies each year based on prior FY collections

As Alachua County's Local Arts Agency, Cultural Affairs Department administers the Destination Enhancement Funding Program on behalf of Alachua County, which provides the funding source. Three categories of non-profit organizations are approved to participate in this funding program: Professional Arts Producing Institutions, the Community Arts Organizations and the Eco-Heritage Tourism Council. The majority of the funding is provided through Tourist Development Tax dollars, which restricts uses of the funding to limitations as described in Florida Statutes, §125.0104, Section 5 (a copy is included at the back section of this booklet).

Funding under this program is administered by Cultural Affairs on a contractual basis, and involves varied fund sources requiring detailed reporting. Some Destination Enhancement funding is provided on reimbursement basis only, and requires regular reporting to account for uses of Destination Enhancement funds.

Funding levels and amounts available during the grant period will vary. Tourist Development Tax funding is contingent upon cash availability of Tourist Development Tax revenues allocated to the City for the Program. Each of the three categories of funding recipients determines their own distribution amounts annually. Organizations interested in participating in this funding program should contact the appropriate representative for one of the three categories. Because funding is allocated annually to participating organizations, those interested in participating may not be eligible to receive funding until the following fiscal year begins, but membership in a funding category is open at all times. Cultural Affairs staff can provide contact information for category membership if desired.

Eligibility - Professional Arts Producing Institutions, Outside Agency and Arts Tag Grants

Requirements for eligibility vary with the source of the grant funds and the purpose of the grant category. Applicants must be a cultural organization located within Alachua County to apply for cash grants. Consult the chart below to determine eligibility. Applicants who also received City Support Service funding must disclose this information on the grant application. Cultural organizations part of education, government or taxing authorities are not eligible.

Grant	Legal status	Location
Outside Agency PAPI Support Service Arts Tag	501(c)3 IRS tax exempt	within Gainesville limits
Arts Tag	501(c)3 IRS tax exempt	outside of Gainesville but within Alachua County
Arts Tag	Other non-profit cultural groups	throughout Alachua County
Arts Tag Support Service	Other non-profit cultural groups	within Gainesville limits

Service Requirement

Outside Agency and Professional Arts Producing Institution grant recipients are required to perform some specific service to the City, through its departments and/or its programs, as a component of the grant acceptance. Application to the City for either Outside Agency or Professional Arts Producing Institution grant funding will constitute a contract between the City and applicant to perform this service; a Grant Recipient Agreement for the specific services will be completed prior to the provision of those services.

Grant Monitoring

Funds awarded under the PAPI, Outside Agency and Arts Tag programs will require on-site evaluation by Gainesville/Alachua County Cultural Affairs Board ("CAB") members and City staff. In order to facilitate this evaluation, agencies awarded funding will be required to provide complimentary tickets (for CAB member(s) and for City staff) for the sole purpose of allowing the evaluation of the event for grant purposes. This ticket may not be used by any other individuals. These tickets are not considered a "gift" (lobbying) and would not need to be reported on the agency's financial disclosure forms.

Non-allowable Costs

The following are non-allowable costs for PAPI, Outside Agency and Arts Tag grants:

- expenses incurred or obligated before or after the grant period can not be paid with grant money;
- lobbying or attempting to influence federal, state or local legislators, or judiciary;
- building, renovation or remodeling of facilities;
- bad debts, contingencies, fines and penalties, interest and other financial costs;
- private entertainment, food, beverages, plaques, awards or scholarships;
- program/events which are restricted to private or exclusive participation, which shall include restricting access to programs on the basis of sex, race, color, national origin, religion, disability, age or marital status;
- re-granting;
- capital expenditures (includes acquisitions, building projects, renovations, etc.);
- contributions and donations;
- fund-raising events not normally part of the organization's discipline;
- purely religious activities.

Eligibility - Support Service Grants

- Organizations must demonstrate non-profit status through certification from the State of Florida or 501 (c) (3) or (c) (4) tax-exempt status from the Internal Revenue Service.
- Organizations and events must be based within the City of Gainesville.
- The event must occur outdoors on public property, require services from 2 or more city departments and be open to the general public.
- Purely religious events *are not eligible* for in-kind/support services.
- Organizations applying for Support Service outside the annual grant application process will be eligible for a maximum of 50% of requested funding at the time of consideration by the City Commission, and must meet eligibility criteria.

- Support Service applications submitted with the annual grant application process for which the **primary** purpose is to raise funds are eligible for in-kind/support services according to the following scale, based on the event's profits.
- Requests for Support Service fundraisers outside the annual grant application process are subject to 50% funding as above, based on the scale below, and must meet eligibility criteria.

Event Revenues	Maximum Support Service Funding
Up to \$24,999	\$1,000
\$25,000 -- \$74,999	\$3,000
\$75,000 -- \$149,999	\$5,000
\$150,000 and up	\$7,000

Eligibility – Destination Enhancement Funding

Eligibility for each of the three categories is described below. Organizations wishing to join a funding category may contact the category representative. Cultural Affairs staff can provide the contact information.

Professional Arts Producing Institutions:

At the July 21, 1997 City Commission approved that the following criteria be established regarding PAPIs:

- the agency be a professional, arts-producing institution;
- the agency have an annual operation budget of at least \$100,000;
- the agency should have a proven track record of ten years as a professional organization;
- the agency be a 501(c)(3) organization; and
- its artists must be recognized as professionals in their field.

Community Arts Organizations:

- Must be a not-for profit 501(c)(3).
- Arts organizations only (no individuals).
- Organizations must be open to the general public.
- Organizations must demonstrate a public purpose; no private studios.
- State, city, university, college, or any other governmental agencies are not eligible.

Eco-Heritage Tourism Council Organizations:

- Organization must be a bona-fide not-for-profit either as provided for under the laws of the State of Florida or provisions of the U.S. Tax Code such as that found under 501(c)3, with proof of current status, OR be a division of local, state, or federal government, as provided for by Florida Statute 125.0104(5) 1.
- Organizations must offer history-based or nature-based activities, collections, or sites as a major part of their mission.
- Organizations must demonstrate a public purpose; no purely private collections, exhibitions, performances or sites may be funded.

Application and Review Process - All Grants

The Gainesville/Alachua County Cultural Affairs Board reviews and evaluates Arts Tag and Outside Agency grant applications; the CAB also reviews agencies seeking to establish PAPI status. The applicant's history of grant management will be supplied to reviewers to assist in the evaluating process.

Support Service applications are reviewed by staff. Again, the applicant's history of grant and event management will be taken into account during the evaluation process. Recommendations are then

forwarded to the City Manager and City Commission for action and final approval during the budget process.

Destination Enhancement participation is based on organizations qualifying for membership in one of the three categories designated to receive this type of funding. Prior to distribution of funding, Cultural Affairs Department assembles an ad hoc panel for the purpose of reviewing proposals from organizations designated to receive funding. The proposal review process is strictly for the purpose of ensuring that each organization's use of Destination Enhancement funding is appropriate to those outlined in the state statute (§125.0104, Section 5; a copy is included at the back section of this booklet).

Outside Agency and Support Service grant applications are open once a year. The application period is noticed to the *Gainesville Sun* and all organizations that have previously applied for or received grants receive written notification of the application period. Arts Tag grant applications are open on a rolling basis with no deadline; however, application processing normally takes approximately 2-3 months. Destination Enhancement funding is provided annually to those organizations that are members of the categories designated to receive funding.

Grant Amendment Request Form

Outside Agency applicants receiving funds from the City of Gainesville in an amount which differs from that specifically requested in the application shall submit to the Department of Cultural Affairs an amended budget within 30 days of notification of the grant award. This amended budget shall clearly reflect the impact of the amount awarded the applicant as compared to the amount requested by the applicant, identifying the changes and net result changes in both dollars and services to be provided by the applicant for the grant program/event.

Re-granting Prohibited

Re-granting is defined as using grant moneys to underwrite grants, programs or individual grants within one's own organization or another organization. Re-granting of city funds is prohibited.

Grant Fund Expenditure Records

The City has the right to review all records supporting expenditure of grant funds. If a grant is awarded, the recipient is expected to maintain complete and accurate accounting and program records. These records must be readily available for inspection by City or independent audit personnel, and must be maintained in accordance with generally accepted accounting principles.

If any applicant is in non-compliance with grant reporting requirements at the time new or additional funding is approved, the award will not be issued. A letter will be sent advising the applicant that the overdue report(s) must be received within 30 days of the date of the letter, or the new award will be rescinded.

Final Reports

All Grantees are required to file final reports. The final report form is included in this booklet with its deadline on the report form. Recipients have approximately 45 days from the conclusion of the fiscal year in which the grant was issued to submit the final report. Failure to submit a final report will result in the issuance of one notice to the Grantee. If a final report is still not submitted following this notice, the Grantee will be deemed delinquent. Full refunds of the grant award will be necessary if a final report is

still not submitted following the delinquency notice. Any new grant applications submitted by Grantee will be declared ineligible if an organization is delinquent at the time of the application deadline. Grant review panels will also be provided with a reporting history on each applicant, to assist in the rating of the organization's administrative ability for future funding consideration. Delinquent reports can negatively impact future requests for funding by resulting in a lower score.

Acknowledgment - All Grants

All promotional materials, including television ads, radio ads, press releases, newspaper advertisements, tee shirts or other articles of clothing, printed materials, and agency/event web sites **must give credit to the City of Gainesville** and all other appropriate funding agencies. The grant application packet provides camera-ready copy for print media. **It is the grant recipient's responsibility to ensure that proper credit is provided; failure to do so may impact any future grant applications.** Copies of credit lines and logo are provided in the next section.

Samples: Credit Line and Signage



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ARTS AND CULTURE IN GAINESVILLE
& ALACHUA COUNTY

This program/event (agency determines which is appropriate) funded in part by the City of Gainesville, Department of Cultural Affairs.

This program/event [agency determines which is appropriate] funded in part by the City of Gainesville, Department of Cultural Affairs.

Destination Enhancement Credit Line:

All promotional materials as described above that are funded fully or in part by tourist tax revenues derived from the Destination Enhancement program are to include credit as follows:

"This program/event (agency determines which is appropriate) by the Alachua County Tourist Development Tax, and should include www.visitgainesville.net."