



# ARTIST PROJECTS & EMERGING ARTIST AWARD

CITY OF ATLANTA MAYOR'S OFFICE OF CULTURAL AFFAIRS CONTRACTS FOR ARTS SERVICES

## PROGRAM GUIDELINES

FISCAL YEAR 2019-2020

APPLICATION DEADLINE: Friday, April 26, 2019

Photo courtesy of FY16 CAS grantee Jessica Scott-Felder  
Vicarious Engagement, 2015 Live Public Performance at Swan House Gallery  
Concept by Jessica Scott-Felder  
Photo by Linda Costa Cheranichit



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## **CITY OF ATLANTA**

Keisha Lance Bottoms, Mayor  
Carmen Chubb, Chief of Staff

## **MAYOR'S OFFICE OF CULTURAL AFFAIRS**

Camille Russell Love, Executive Director

## **ATLANTA CITY COUNCIL**

Felicia Moore , President  
Carla Smith, District 1  
Amir Farokhi, District 2  
TBD, District 3  
Cleta Winslow, District 4  
Natalyn Mosby Archibong, District 5  
Jennifer Ide, District 6  
Howard Shook, District 7  
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Dustin Hillis, District 9  
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Marci C. Overstreet, District 11  
Joyce Sheperd, District 12  
Michael Julian Bond, Post 1  
Matt Westmoreland, Post 2  
Andre Dickens, Post 3

## **ATLANTA CITY COUNCIL DISTRICT NEIGHBORHOODS**

Locating your Council District: There are twelve Council Districts in the City of Atlanta, which is comprised of several communities. Some communities lie within one district, while others don't. Visit the Atlanta City Council website for more information: <http://citycouncil.atlantaga.gov>.

## **NEIGHBORHOOD PLANNING UNITS (NPU)**

Locating NPU: NPUs are Citizen Advisory Councils that make recommendations to the Mayor and City Council on zoning and land use. You can find your neighborhood by looking at an [alphabetical list of neighborhoods](#) that shows which NPU each neighborhood belongs to or by looking at an [alphabetical list of NPUs](#) and the neighborhoods they contain.

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## LETTER FROM THE EXECUTIVE DIRECTOR

In 1990, Mayor Maynard Jackson had a vision for the arts in Atlanta. He initiated an arts summit that brought together over 500 leaders in Atlanta's art community. This summit created the "Atlanta Blueprint for the Arts" that became the guiding force for the arts in this city and has been largely implemented in conjunction with established and emerging arts organizations.

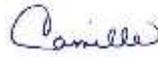
This Blueprint was a catalyst for change as Atlanta strived to be recognized as a premier city for the arts. More than a decade later, Atlanta has emerged as a regional cultural center. Through the strategic use of resources and creative ingenuity, the Office of Cultural Affairs continues to provide programs that enrich the citizens of Atlanta and the region.

Our vision is to enhance the quality of life through cultural experiences that will expand Atlanta's international reputation. Our mission is to promote rich and diverse cultural experiences in the City of Atlanta while preserving and

protecting the city's cultural heritage. Under the leadership of Mayor Keisha Lance Bottoms, we are striving to position Atlanta as an international leader in the arts community.

I hope that this program guide provides you with a comprehensive understanding of the Office of Cultural Affairs and its role in the delivery of arts and culture to the city of Atlanta. Our intent is to provide an information source as well as a tool for communication with the community at large. An investment in the arts nurtures commerce, education and technology. The Office of Cultural Affairs is uniquely positioned to sustain and to expand Atlanta's presence in the world arts community.

Yours in art and culture,



Camille Russell Love

## **OFFICE OF CULTURAL AFFAIRS & CONTRACTS FOR ARTS SERVICES**

The City of Atlanta Office of Cultural Affairs (OCA), a division of the Mayor's Executive Offices, was established in 1974 to encourage and support Atlanta's cultural resources. In order to improve the social fabric and quality of life for Atlanta's citizens and visitors, the OCA is committed to nurturing excellence and diversity in the city's artistic offerings. The OCA receives its funding from the City of Atlanta through an annual appropriation from the City's general fund and the Contracts for Arts Services (CAS) program awards contracts related to the production, creation, presentation, exhibition and managerial support of artistic and cultural services in the City of Atlanta.

### **VISION**

Our vision is to enhance the quality of life through cultural experiences that will expand Atlanta's international reputation.

### **MISSION**

Our mission is to promote rich and diverse cultural experiences in the City of Atlanta while preserving and protecting the city's cultural heritage.

### **We aspire to realize this mission in three ways:**

- Provide support for the existence of artists and arts organizations that are innovative and audacious in how they interact with the citizens of the City of Atlanta, both educationally and civically
- Enhance neighborhood vitality and economic development through the arts
- Ensure that artists and arts organizations have broad geographic distribution and perpetually reach diverse segments of the population in the City of Atlanta

### **FUNDING PRIORITIES**

The involvement of all segments of the Atlanta community in funded activities is of central importance to the OCA. The OCA supports applicants who demonstrate diversity in their programs through artists, staff, committee and board participation, as well as through programs that interest and educate Atlanta's culturally diverse and underserved populations. Priority populations include low-income youth, senior citizens, people with physical and/or emotional disabilities, ethnic minorities and the LGBTQ communities, and traditionally under-represented audiences. All eligible proposals must provide services within the City limits for the direct benefit of Atlanta residents and visitors and must include viable plans to increase access and enhance the presence of arts and culture in Atlanta.

## ARTIST PROJECTS

This program is designed to support practicing artists residing in the City of Atlanta. It provides project support to artists working in the areas of dance, literary arts, media arts, visual arts, music, theater, and multidisciplinary genres.

### ELIGIBLE FOR SUPPORT

- Exhibitions, performances, literary publications and readings, film/video/radio productions and study with master artists
- A project can be:
  - Presentation, which is part of a series
  - One-time only presentation/event
  - Creation, distribution or exhibition of artwork which increases exposure of the artwork to the general public

### ELIGIBILITY

Applicants must be residents of the City of Atlanta and all funded activities must take place within the City of Atlanta and result in presentations that are available to the general public. The OCA has the right to withdraw awards from activities and contractors determined not to be in the City of Atlanta.

**Artists outside the City of Atlanta limits, in areas classified as metropolitan Atlanta, are ineligible for funding. PLEASE NOTE:** The applicant's physical residence, not a post office box or studio/work space, must be within corporate city limits. Applicants granted contracts must remain in the City of Atlanta during their contract period or they forfeit funding. The contract begins at

the time of notification and continues until June 30, 2020.

### INELIGIBILITY

**Applicants are deemed ineligible if they are:**

- (1) Individuals based outside corporate City of Atlanta limits
- (2) Contractors in violation of OCA contracts from previous funding cycles

### INELIGIBLE FOR SUPPORT

- Private events, exhibitions at commercial, privately-owned galleries
- Activities restricted to an organization's membership
- College/university or school projects that are a required part of the curriculum and/or which do not serve the general public
- Fundraising or lobbying, building construction or renovation, purchase of equipment or real property
- Hospitality and food costs
- Projects of a religious nature designed to promote or inhibit religious belief and which have no underlying secular topic

## ARTIST PROJECTS CRITERIA

Artists may submit only one application in this category. For collaborative projects, one application may be submitted by two or more artists, **but one applicant should be identified as the lead artist.** Projects must involve a presentation, exhibition or distribution system which is accessible to the general public.

**In addition to residing in the City of Atlanta, applicants are eligible only if they:**

- (1) Are a practicing professional artist who has resided within the City limits of Atlanta for at least one year prior to the application deadline
- (2) Exhibit a consistent level of high quality work as demonstrated by support material
- (3) Have a record of continuous professional activity as reflected in career summary
- (4) Have completed reporting requirements for previously funded OCA contracts (if applicable)
- (5) Submit proposals that include viable plans to increase access to and enhance the presence of arts and culture in the city.

Applicants will be asked to submit a plan for the public presentation of the project and a statement on the impact of the proposed project on the artist's career. **Contractors funded by the OCA for artistic projects in this category in 2018-2019 are ineligible to apply for funding in 2019-2020.**

### Maximum Request

\$4,000 · If awarded funding, artists will receive the full request. All awards will be based on funds availability.

### Matching Funds

Matching funds are not required in this category.

**Only one application will be accepted from an artist (or coalition of artists) in a funding cycle.**

**PLEASE NOTE: (1) The Office of Cultural Affairs reserves the right not to award an artist if the Advisory Panel determines that a standard of excellence is not demonstrated by the applications received. (2) All new applicants must attend an application workshop prior to submitting proposals to the Office of Cultural Affairs.**

## ARTIST PROJECTS EVALUATION

All applicants in the Artist Project category will be evaluated based on the following five criteria: artistic quality, evidence of commitment to practice, ability to use grant effectively, leadership/administrative capability and impact/accessibility.

### Artistic Quality

- Innovation and creativity that advance the artist's mission and distinct contribution to the cultural community
- Work that is well-executed and well-produced, demonstrating control of craft/materials/production values
- Work that is self-reflective/critical, demonstrating willingness to take risks

### Evidence of commitment to practice

- Work that demonstrates how the artist project furthers a distinct contribution to the field
- A history of professionally creating, curating, performing or presenting produced public programs
- Evidence of artistic training (formal or informal)

### Ability to financially use grant effectively

- Evidence of fiscal responsibility
- Capacity to meet proposed project's objectives (accuracy and feasibility of budget)
- Capacity to take full advantage of the grant

### Leadership/Administrative Capability

- Evidence of effective personal goals and measurable objectives and implementation strategies, short and long-term planning
- Evidence of a compelling artistic mission and vision

### Impact/Accessibility

- Potential of the grant to foster the artist's professional development
- Ensure accessibility to funded programs to individuals with disabilities, describing actions that the applicant will take for facility, programmatic and communications accessibility
- Effectiveness of community involvement and removal of barriers as shown by diversity of audience and participation by special audiences and underserved groups and articulating a vision for the desired relationship with the target underserved communities

## EMERGING ARTIST AWARD

Central to the OCA's mission is the support and encouragement of Atlanta's cultural resources. In keeping to that, the OCA is pleased to present the Emerging Artist Award in order to promote and acknowledge Atlanta's new and creative talent.

## ELIGIBLE FOR SUPPORT

The Emerging Artist Award recognizes and rewards rising professional artists of notable talent and demonstrated ability, living and creating art in the City of Atlanta. Each year, the OCA will grant up to one monetary award in each of the following categories:

- Visual Arts
- Media Arts
- Dance
- Theater
- Music
- Literary Arts

Priority is given to developing artists 35 years of age or younger **AND/OR** with less than 5 years of professional experience in their chosen artistic field.

## ELIGIBILITY

Applicants must be residents of the City of Atlanta and all funded activities must take place within the City of Atlanta and result in presentations that are available to the general public. The OCA has the right to withdraw awards from activities and contractors determined not to be in the City of Atlanta.

**PLEASE NOTE:** Residency refers to the applicant's physical residence, not a post office box or studio/work space. Applicants granted contracts must remain in the City of Atlanta during their contract period or they forfeit funding. The contract begins at the time of notification and continues until June 30, 2020.

## INELIGIBILITY

Applicants are deemed ineligible if they are:

- (1) Artists residing outside the City limits
- (2) Previous recipients of the Emerging Artist Award
- (3) Students pursuing undergraduate degree in the arts
- (4) Individuals who engage in artwork as a hobby

## EMERGING ARTIST AWARD CRITERIA

The responsibility to cultivate up and coming Atlanta artists and increase awareness of their work and contributions to our city is important to the OCA. By supporting these individuals, we invest in the artistic and cultural well-being of our city and its future growth. It is our hope that this award will further careers and professional development.

In addition to residing in the City of Atlanta, applicants are eligible only if s/he:

- (1) Is a practicing professional artist who has resided within the City limits of Atlanta for at least two (2) consecutive year's
- (2) Has a record of professional accomplishments that can be demonstrated through evidence of public presentation and contribution to the arts in Atlanta
- (3) Shows evidence of high quality work in their artistic discipline
- (4) Provides evidence that work reflects vision and exploration in a chosen artistic field and that the award will be received at a pivotal point in the artist's career (as determined by review of the career summary and recommendation letters)
- (5) Has completed reporting requirements for previously funded OCA contracts (if applicable)

- (6) Is currently working on an artistic project within the discipline/category of application.

Applicants must submit three current recommendation/reference letters written specifically for the award from professionals within the discipline who are familiar with the applicant's body of work. These letters should refer to the overall quality of the applicant's work and to those specific qualities that make the applicant deserving of this award. Also, applicants are required to participate in a short interview with the panel. Artists may apply for this award and an Artist Project contract in the same year. If recommended for funding in both areas, the applicant will be granted both awards.

Award  
\$1500

### Matching Funds

Matching funds are not required in this category.

**PLEASE NOTE: (1) The Office of Cultural Affairs reserves the right not to award an artist if the Advisory Panel determines that a standard of excellence is not demonstrated by the applications received. (2) All new applicants must attend an application workshop prior to submitting proposals to the Office of Cultural Affairs.**

## EMERGING ARTIST AWARD EVALUATION

All applicants in the Emerging Artist Award category will be evaluated based on the following four criteria: artistic quality, evidence of commitment to practice, leadership/ administrative capability, and impact/ accessibility.

### Artistic Quality

- Innovation and creativity that advance the artist's mission and distinct contribution to the cultural community
- Work that is well-executed and well-produced, demonstrating control of craft/materials/ production values
- Work that is self-reflective/critical, demonstrating willingness to take risks

### Evidence of commitment to practice

- Work that demonstrates how the artist project furthers a distinct contribution to the field
- A history of professionally creating, curating, performing or presenting produced public programs
- Evidence of artistic training (formal or informal)

### Leadership/Administrative Capability

- Evidence of effective personal goals and measurable objectives and implementation strategies, short and long-term planning
- Evidence of a compelling artistic mission and vision

### Impact/Accessibility

- Potential of the grant to foster the artist's

## INSTRUCTIONS FOR COMPLETING ONLINE APPLICATION

The online application is available at the OCA website: [www.ocaatlanta.com](http://www.ocaatlanta.com) OR upon request to [mdprothro@atlantaga.gov](mailto:mdprothro@atlantaga.gov) OR 404-546-6818.

### PLEASE SAVE YOUR WORK FREQUENTLY!

#### SECTION 1: APPLICANT INFORMATION

- **Name** – Give the name of the individual or organization (as listed on the Applicant’s IRS letter of tax- exemption) that will be responsible for the contract. If applying as an organization, give the name of the person to contact for additional information about the application. This person should be very familiar with the application and reachable.
- **Discipline of Expertise** – Please select from the drop down options.
- **Grant Category** – Please select from the drop down options. (Organization Only)
- **Funding Category** – Please select from the drop down options. (Organization Only)
- **Mailing Address** – Give complete mailing address of applicant. If mailing address is different from the applicant’s business/ residence address, also provide the business/residence location. NOTE: All applicants must reside or be headquartered within City of Atlanta limits to be eligible for funding consideration.
- **Primary/Secondary** – Give numbers where applicant/contact person can be reached during business and non-business hours.
- **Fax** – Give number where applicant/contact person can receive fax correspondence. E-mail/Website – Give address for applicant/contact person.
- **Atlanta City Council District/Neighborhood Planning Unit** – List the City Council District and the Neighborhood Planning Unit in which the applicant’s business/residence address is located. Contact the City of Atlanta Clerks Office at 404-330-6032 for assistance.

- **U.S. Congressional District** – List the district of the United States House of Representatives in which the applicant’s business/residence address is located. Contact the Voters Registration Office for the county where your address is located. DeKalb County Voters Registration Office: 404-371-2241, Fulton County Voters Registration Office: 404-730-7072.
- **Organizations** – Give date of tax-exempt letter and date of incorporation in the State of Georgia, Individuals – Give the number of years residing in the City of Atlanta.
- **FEI Number (Organizations Only)** – Give the Federal Employer Identification Number of applicant organization.
- **Social Media**- List any social media websites, page, handles, YouTube, and blogs.
- **Funding History** – Check —yes (y) if the applicant has applied to the Office for an arts contract previously. Check —yes (y) if the applicant has received an arts contract from the OCA and give the date, amount of the award, title of the project and the project period for the most recent award received.

#### SECTION 2:

- **ORGANIZATION HISTORY (Organizations Only)** Please describe the organizations history, artistic mission, goals and its work within the Atlanta Arts and Cultural Community.
- **Artist History (Individual Artist Only)** Provide a narrative describing your artistic mission and how you place your work within the context of your field of art.

#### SECTION 3: FUNDING SPECIFICATIONS

- **Provide a detailed explanation-** (Including a dollar amount) on how the organization will use the grant.
- **Project Title/Brief Project** – Give the title and a brief description of the project for which funding is being requested.
- **Start Date** – Provide the first date of activity for the proposed project. End Date – Give the last date of activity for the project. Projects must take place within OCA’s fiscal year (July 1, 2019—June 30, 2020).
- **Amount Requested** – Provide amount

requested specifically in support of this project. Please be mindful of maximum request amounts specified by application category.

- **Number of Project Personnel** – Provide total number of full-time (35 or more hours per week), part-time (less than 35 hours per week), and volunteer staff whose work/service is specifically identified with this project. (Organization Only)
- **Projected Total Attendance** – Provide your best estimate of the number of people who will attend the event(s)/participate in the program(s) funds are being requested for. (Organization Only)
- **Number of Presentations** – Please list the number of events, performances, presentations, etc. that will be supported by requested funding.
- Provide a Project or work Plan (Artist Project Only)
- **Number of Artists Employed** – Please list the number of artists that will be employed to produce the work funds are being requested for. (Organization Only)

#### SECTION 4: Project/Programming Information

Please answer all questions thoroughly. Please note that some questions only apply to organizational applicants. Questions asking for organizational information should only be answered by organizational applicants.

- Provide in the chart given information in reference to your desired funding category.
- Describe the expertise and artistic qualifications of all staff.
- Provide how this grant will advance the organizations mission.
- Describe the projects/programs overall goals.

#### SECTION 5: Ability to use Grant Effectively

- Provide the description of the organizations past fiscal experience; explain any issues the organization has faced, if any. State any challenges/risks associated with receiving funding. (Organization Only)
- Primary personnel and their roles (Artist Project Only)

#### SECTION 6: Leadership/Administrative Capability and Diversity

- Provide organizations strategy
- Provide requested information on organizational history, mission, staff qualifications, board of directors and fiscal experience handling similar projects.
- Arts organizations; provide a 1-year diversity plan. Major arts organizations; provide a 3-year diversity plan. Evaluate diversity plan efforts from previous years.
- Provide in the chart given information in reference to your desired funding category.
- Describe the expertise and artistic qualifications of all staff.
- Provide how this grant will advance the organizations mission.
- Describe the projects/programs overall goals.
- Provide the desired outcome of the project and the measurable evaluation methods. (Artist Project Only)

#### SECTION 7: Impact Accessibility

- **Audience/Participants** – Describe the target audience and marketing plans for the project/program. Discuss the community benefits you expect from completion of the work and how it will increase access to art and culture in Atlanta. Describe the organization's outreach efforts to underserved populations.
- **Accessibility** – Explain how your project/program is ADA compliant and estimate what percentage of your target audience is physically challenged.

- **Panel Comments** – Explain (if applicable) how last year’s panel comments have been addressed.

**SECTION 8: Organization Budget: EXPENSES**

- **Personnel – Administrative** – Show project specific expenses for employee salaries, wages and benefits for executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, fund-raisers; clerical staff such as bookkeepers; and support personnel such as maintenance and security staff, ushers and other front-of-the-house and box office personnel.
- **Personnel – Artistic** – Show project specific expenses for employee salaries, wages and benefits for artistic directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, puppeteers, etc.
- **Personnel – Technical Production** – Show project specific expenses for employee salaries, wages and benefits for technical management and staff including technical directors, wardrobe/lighting/sound crew, stage managers, stage hands, video/film technicians, exhibit preparers and installers.
- **Outside Fees and Services (Administrative)** – Show project specific payments to individuals and firms who are not normally considered employees of the applicant for services. Include administrative, artistic, and technical expenses.
- **Outside Fees and Services (Artistic)** – Show project specific payments to individuals and firms who are not normally considered employees of the applicant for services. Include administrative, artistic, and technical expenses.

- **Outside Fees and Services (Technical)** – Show project specific payments to individuals and firms who are not normally considered employees of the applicant for services. Include administrative, artistic, and technical expenses.
- **Space Rental** – Show project specific payments for rental of office, rehearsal, theater, hall, gallery and other such spaces.
- **Travel** – Show all costs for travel directly related to the project.
- **Marketing/Promotion and Printing** – Show all costs for marketing/publicity/promotion specifically identified with the project. Do not include payments to individuals or firms which belong under “Personnel” or “Outside Fees and Services.” Include the costs of newspaper, radio and television advertising, printing and mailing of brochures, flyers and posters, etc.
- **Remaining Operating Expenses – Equipment** – Show equipment rental or purchases specifically related to the project.
- **Remaining Operating Expenses – Supplies** – Show supply expenses including scripts, scores, lumber, nails, postage, photographic supplies, publications, sets, props, office supplies, etc.
- **Remaining Operating Supplies- Utilities** Show utility expenses including electricity, telephone, heating, etc.
- **Remaining Operating Expenses – Other** – Show any additional operating expenses including insurance fees, interesting charges, non-structural renovations or improvements, storage, shipping, hauling, etc.
- **Total Cash Expenses** – The total of cash expense items 1-13 above.

- **Total In-Kind Contributions** – The total of in-kind items in 1-13 above. In-kind contributions refer to all goods and services specifically identified with the project that are provided at no cash expense to the applicant (i.e., donated supplies, equipment, volunteered services, etc.). In-kind refers to the value of goods and services donated directly to a project for which no dollars are exchanged.
- **Total Cost of Project** – The total of items 14 and 15.

#### INCOME

- **Revenue – Admissions** – List all revenue derived from the sale of admissions, tickets, subscriptions, memberships, etc. for events attributable or prorated to the project.
- **Revenue – Contracted Services** – List revenue derived from fees earned through the sale of services. For example, include sale of workshops to other community organizations, government contracts for specific services, performance or residency fees, tuition, etc.
- **Revenue – Other** – List revenue derived from sources other than those listed above. Include catalog sales, advertising space in programs, etc.

- **Support – Corporate** – List cash support derived from contributions given for this project by businesses, corporations and corporate foundations or a proportionate share of such contributions allocated to this project.
- **Support – Foundation** – List cash support derived from grants for this project by private foundations or a proportionate share of such contributions allocated to this project.
- **Support – Other Private** – List cash support derived from cash donations given to this project or a proportionate share of general donations allocated to this project. Do not include corporate, foundation, or government contributions and grants. Include gross proceeds from professional fundraising services.
- **Government Support** – List cash support derived from grants or appropriations given for this project by agencies of the federal, state (and multi-state consortiums of state agencies) and local (city, county, in-state regional) governments, or a proportionate share of such grants and appropriations allocated to this project. Do not include OCA request. (Give the name of the agency under — descriptionll.)
- **Applicant Cash** – Show funds from applicant’s present and/or anticipated resources that will be allocated to the proposed project.
- **Total Applicant Cash Income** – The total of items 17 through 24.
- **Amount Request** – Amount requested from the Office of Cultural Affairs in support of this project.
- **Total Cash Income** – The total of items 25 and 26.

## SECTION 9: Attachments

**\*\*Please note:** uploaded documents should be titled using the format “ApplicantName\_Document Name” as specified below and in the application. Allowable file types are as follows: **jpg, jpeg, mp3, mp4, wmv, doc, docx, xls, xlsx, ppt, pptx, pdf.**

### DEMOGRAPHICS FORM

**(Organizational Applicants Only)**- upload completed form along with support material and entitle it “ApplicantNameDemographicsII”  
The Office is interested in its contractors demographics in order to assess representation of Atlanta communities. Provide demographic information on full-time paid and unpaid personnel for the period between contract year (2019/2020) and current year (2018/2019).

### SUPPORT MATERIAL

Documents should be named  
—ApplicantName\_Support Document 1, 2, 3ll etc.  
Selections should be no longer than three minutes long. YouTube clips should be hyperlinked in PDF documents. Allowable file types are as follows: jpg, jpeg, mp3, mp4, wmv, doc, docx, xls, xlsx, ppt, pptx, pdf.

## SECTION 10: CERTIFICATION

### ORGANIZATIONAL APPLICANTS

**Authorized Official** – Provide name, title, and primary and secondary telephone numbers for the person with authority to enter the organization into legal, binding agreements.

**Board President/Chairperson** – Provide name, title, and primary and secondary telephone numbers of the individual other than the official authorized to obligate the applicant legally.

### INDIVIDUAL APPLICANTS

Provide name and primary and secondary telephone numbers of the individual who will be responsible for the application. If applicable, letters of support from other team artists should also be attached.

## GENERAL GRANT WRITING TIPS

When you submit an application to the OCA for the Contracts for Arts Services program, you are competing with other worthy applicants for funding. Whether you are new to grant writing or a seasoned veteran, please consider the following:

- Review the guidelines and instructions carefully.
- Plan ahead. Before logging on to the application site, gather your program calendar, demographic information, strategic planning documents, most recent OCA application and budget information.
- Consult with OCA staff on any questions, interpretations, etc. We can advise on the appropriate funding category, answer questions related to the guidelines and even review draft applications. Make contact at least two weeks prior to the deadline.
- TEST the grant application. Make sure that it works with your computer before the due date and contact OCA if you have problems.
- Be concise and only use the space provided. Longer does not necessarily mean stronger. Concentrate on the basics. Do not instruct panelists to see attached.
- Remember that the information contained in your grant application could be the first knowledge panelists have of your organization.
- Allow yourself enough time to write, edit and assemble your grant application. Follow instructions carefully.
- Make certain the narrative program information and budget numbers match.
- Double check for spelling, math and typographical errors. These small details may negatively impact the panelists’ perception of your organization.

- Most importantly, submit your application on time! OCA will not accept applications after the deadline. The system WILL allow applications to be submitted without attachments, so be sure that yours are properly uploaded before submission so that your application is complete.

## RELATED TERMS

- **Major Arts Organization** – An established, large-budget, non-profit, tax-exempt arts organization with (1) a 3-year history of quality arts programming (including free activities); and (2) a professional administrative and artistic staff (employed full-time). The organization must be in production at least 6 months throughout the year and receive major support from the Atlanta community through subscription and/or mentorships, earned income and fundraising activities.
- **Arts Organization** – A non-profit, tax-exempt organization which fosters the creation and presentation of the arts and has an artistic mission statement. An arts organization must obtain its own 501(c)(3) status and Federal Identification Number (an organization may not use that of another institution).
- **Cultural Diversity** – Representation of a cross-section of Atlanta’s various, diverse communities (applicants are encouraged to think broadly about diversity).
- **General Operating Support** – Funding for all arts programming (located within the City limits) and the overall operation of an arts organization.
- **In-Kind Contributions**– All goods and services specifically identified with the project that are provided at no cash expense to the applicant (i.e., donated supplies, equipment, office space, volunteered services, etc.). In-kind refers to the value of goods and services donated directly to a project for which no dollars are exchanged.
- **Outreach**– Effort to target individuals that may not have access to arts programming or services due to such factors as geography, economic conditions, disability, cultural or ethnic heritage and age. Public Outreach programs are held outside the primary locations of the organization and/or provide educational or technical assistance in the discipline(s).
- **Professional Artist** – An individual who has a record of public presentations in a professional environment; a consistent level of high quality work; and continuous professional development and activity.
- **Project Support**– Funding for specific arts projects or programs (located within the City limits).
- **Certified Independent Audit**– A thorough audit of an organization’s financials, performed by a Certified Public Accountant (CPA). The result of the audit is an official opinion statement generated by the CPA.
- **Financial Statement**– A profit and loss statement prepared by the organization.
- **IRS Form 990**– Tax form used by non-profit organizations for annual IRS reporting.
- **City of Atlanta**– Incorporated municipal entity defined by geographic boundaries outlined in the map on page 4 of the guidelines. The City is divided into 12 districts, each represented by a member of City Council.

## HOW IT WORKS: OUR PROCESS

### APPLICATION SUBMISSION AND INITIAL REVIEW

Applicants must submit completed applications online by 11:59pm on or before the deadline date, at which point the online application will close.

Requests for assistance should be made two weeks in advance of the due date to allow time for corrections. It is the applicant's responsibility to ensure that the application being submitted is complete. OCA staff members screen applications for completion and eligibility. **OCA staff cannot screen applications for merit.**

Proposals which clearly do not meet eligibility requirements will not be considered and applicants will be notified accordingly.

### PANEL REVIEW

Advisory panel review is an online process. Online application review access is granted to advisory panelists at least two weeks prior to the online panel review. Advisory panelists review each application prior to scoring.

Panels review all Contracts for Arts Services applications and determine project worthiness. Panelists may also evaluate activities contracted by the Office and suggest revisions to Office funding policies and procedures. All applicants are individually evaluated with narrative comments, given numerical scores and collectively ranked. Each panel member rates the application on the established review criteria and scoring matrix (see Evaluation). Panel members submit their recommendations online. The OCA staff will then review and approve recommendations.

The process is designed to ensure the fairness, integrity and success of the Contracts for Arts Services program. Panelists may not apply for funding in a category while serving on the panel that would review the proposal in question. If selected, panelists must make OCA staff and fellow panelists aware of all perceived conflicts of interest prior to the review of applications.

### OCA ADVISORY PANELS

Advisory Panels consisting of arts and community leaders assist the OCA in awarding contracts for arts services. Panel members are selected on the basis of resumes and recommendations, with respect to their expertise in the arts, knowledge of relevant community issues, ethnic and gender representation of the City of Atlanta, ability to work with others in a panel situation and their willingness to devote the time

required to review applications and attend project activities. OCA solicits qualified panelists annually.

## NOTIFICATIONS

Applicants are notified of the OCA funding action by e-mail. Calls regarding the status of applications cannot be accepted. All applicants will be notified in accordance with the dates listed below.

## CITY OF ATLANTA CONTRACT TERMS

When an applicant is awarded a Contract for Arts Services, artists sign a binding, legal contract with the City of Atlanta agreeing (1) to implement the activities described in the applicant's proposal, and (2) to comply with the conditions as outlined in the contract. In fulfilling the agreement, the grantee will not act in the capacity of an officer, agent or employee of the City, but as an independent contractor.

## (SPECIFIC TO ARTIST PROJECTS)

Major changes in the proposed activities or budget must be submitted to the OCA in writing and approved at least 30 days in advance of the effective date of change. After submitting the signed contract, and affidavits, the contractor (artist) should be aware that it takes approximately 8 weeks to receive initial payment. \*\*Please note that mural projects are subject to compliance with additional requirements. A CAS award does not guarantee that a project will meet those requirements.

ALL Contracts for Arts Services must be completed within the project year of the contract agreement (July 1, 2019-June 30, 2020). Project extensions will only be granted under extreme circumstances.

**ALL contractors must submit a final report no later than 30 days after the close of the project year**, at which point final payment installments will be disbursed. Each contractor must maintain appropriate records to justify project-related costs.

If a contractor fails to adequately satisfy contract requirements, the City has the right to terminate the contract without further obligation. Failure to submit the final report will result in forfeiture of final payment and exclusion from eligibility for five (5) years.

## GRANT TIMELINE

**April 26, 2019:** Deadline (11:59pm)

**April/May 2019:** Grant panel meetings

**Summer 2019:** Announcement of grant awards and distribution of contracts

**Fall 2019:** First payment disbursement

**July 2020:** Final report due and second payment disbursement

## SITE MONITORING

The OCA monitors funded projects during the course of the contract cycle. Contractors must give the OCA three-week advance notification of the dates, times and venues of OCA supported activities. Failure to provide notification will result in withdrawal of funds. Annual site visits will be conducted for all applicants, including individual artists.

## PUBLIC ACKNOWLEDGMENT

For all projects funded by the Office of Cultural Affairs, **a credit line and the official Mayor's Office of Cultural Affairs logo** must be included in all advertising, promotions and other publicity, or presented verbally at events at which no printed program is used.

\*\*Materials and/or photos citing the OCA must be submitted with the final report and the City logo, a registered trademark, must be clearly reproduced and legible. If OCA funding/support is greater than other sources, acknowledgement should correspond proportionally. **Failure to comply may adversely affect final payment and future funding eligibility.**

## GENERAL POLICIES

***Please note the Office of Cultural Affairs reserves the right not to award Contracts for Arts Services dollars.***

**Accessibility and ADA Compliance** Contractors are required to hold their activities in physically accessible spaces, and all funded organizations must provide written statements describing their adherence to the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1974. The National Endowment for the Arts (NEA) Office of Accessibility assists individuals and organizations in making arts activities accessible to older adults, people with disabilities and those in institutions. You may contact the NEA at 202-682-5532 or <https://www.arts.gov/accessibility/accessibility-resources>.

Design for Accessibility: A Cultural Administrator's Handbook, is designed to help organizations comply with Section 504 and the Americans with Disabilities Act. Copies of the book can be downloaded here: <http://www.nea.gov/resources/accessibility/pubs/DesignAccessibility.html>.

## Open Records Requirement

Please be aware that City documents are public documents subject to the Open Records Act. As such, your application and all of its contents may be subject to disclosure and public review.

Should you be awarded an Office of Cultural Affairs Contract for Arts Services, it will also be subject to the same regulations.

## Matching Requirement

OCA grants to Artist Projects and Emerging Artists Awards do not require matching funds.

## Ineligible Activities

Any applicant found guilty of violating Atlanta Code of Ordinances Chapter 106, Article II, Sec. 106-54. Defacing buildings, within five years of the date of the application for the Contracts for Arts Services program shall be deemed ineligible to participate.