



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

**PROGRAM GUIDELINES**

FISCAL YEAR 2016-2017

APPLICATION DEADLINE: WEDNESDAY, MARCH 9, 2016

Photo courtesy of FY16 NAG grantee South Atlanta Civic League  
Pictured Artist OLIVE47  
Photo by Modou Jallow



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## CITY OF ATLANTA

Kasim Reed, Mayor

Candace L. Byrd, Chief of Staff

## MAYOR'S OFFICE OF CULTURAL AFFAIRS

Camille Russell Love, Executive Director

## ATLANTA CITY COUNCIL

Ceasar C. Mitchell, President

Carla Smith, District 1

Kwanza Hall, District 2

Ivory Lee Young, District 3

Cleta Winslow, District 4

Natalyn M. Archibong, District 5

Alex Wan, District 6

Howard Shook, District 7

Yolanda Adrean, District 8

Felicia Moore, District 9

C. T. Martin, District 10

Keisha Bottoms, District 11

Joyce Sheperd, District 12

Michael Julian Bond, Post 1 at large

Mary Norwood, Post 2 at large

Andre Dickens, Post 3 at large

## 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 Kasim Reed, 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 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.

## NEIGHBORHOOD ARTS GRANTS (NAG)

Neighborhood Arts Grants is a neighborhood arts focused funding program designed to encourage artistic development, engage neighborhood art-making and reimagine places. The OCA piloted this funding program in early 2015 to help neighborhood associations and neighborhood planning units (NPU) enrich the quality of life in the City of Atlanta.

### ELIGIBLE FOR SUPPORT

- Artist fees
- Artist supplies/materials that support the project

Both Neighborhood Associations and Neighborhood Planning Units (NPUs) are eligible to apply for funding to support art projects with a demonstrable community improvement element. Neighborhood Associations and NPUs should partner with artists to execute the project. **Grants will not be made to individuals.**

### ELIGIBILITY

Applicants must be headquartered in 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 for activities and contractors determined not to be in the City of Atlanta. **Applicants 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, 2017.

**PLEASE NOTE:** Mural projects are subject to additional requirements **prior to the disbursement of funding**, including but not limited to proving the City's Public Art Certification form has been signed by all necessary parties and that approval from both the NPU in which the mural will be located and the owner of the proposed installation site has been received. Approving legislation must be passed through Atlanta City Council.

### INELIGIBILITY

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

- (1) Private, for-profit organizations
- (2) Organizations based outside corporate City of Atlanta limits
- (3) Contractors in violation of OCA contracts from previous funding cycles
- (4) Non artistic proposals

### 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
- Requesting funds for deficit or debt reduction
- Fundraising or lobbying, building construction or renovation, purchase of equipment or real property (does not apply to power2give.org projects)
- Hospitality and food costs
- Projects of a religious nature designed to promote or inhibit religious belief and which have no underlying secular topic

## CRITERIA

NAG funding supports neighborhood arts in two categories: **Neighborhood Activation** and **Neighborhood Collaboration**. A Neighborhood Activation project will activate a place within a neighborhood, providing artistic experiences for the community. A Neighborhood Collaboration project will focus on collaborating with the community by actively engaging them in creative exchange. **Individuals may not apply.**

NAG funding is for the support of projects that employ any discipline of the visual, literary, sound or performing arts and that are accessible to the general public such as a visual installation, event, demonstration or performance.

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

- (1) Submit a clear outline of the arts programming and/or services to be provided
- (2) Submit a plan for involving the community in the proposed project

- (3) Submit proposals that include viable plans to increase access to and enhance the presence of arts and culture in the neighborhood(s).

Applicants must include in their application a brief statement of how the project benefits a specific Atlanta neighborhood.

Priority will be given to proposals serving underserved neighborhoods and welcoming people of all cultural backgrounds, economic status, sexual orientation, gender identity and age. Successful projects will align with NAG goals and objectives, impacting neighborhoods and actively engaging participants through neighborhood input in project planning, decision-making, and art-marking. **Non-artistic proposals will not be accepted.**

### Maximum Request

\$2,400 · If awarded funding, applicants will receive the full request. All awards will be based on funds availability.

- **Only one application will be accepted from a neighborhood association or NPU in a funding cycle**

## EVALUATION

All applicants in the NAG category will be evaluated based on the following four criteria: artistic merit, neighborhood activation, logistics/ability to use grant effectively and community engagement/participation

### Artistic Merit

- Innovation and creativity that advance the organization's mission and distinct contribution to the cultural community

### Neighborhood Activation

- Work that demonstrates how the organization's project activates the neighborhood
- Evidence of dynamic engagement for community participation in the corporate City of Atlanta limits

### Ability to financially use grant effectively

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

### Community Engagement/Participation

- 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, underserved groups and key partnerships
- Articulating a vision for the desired relationship with the targeted underserved communities, welcoming the community into the art-form



## HOW IT WORKS: OUR PROCESS

### I. APPLICATION SUBMISSION AND INITIAL REVIEW

Applicants must submit completed applications in hard copy by 5pm on or before the deadline date, at which point the 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.

### II. PANEL REVIEW

Online application review access is granted to advisory panelists at least two weeks prior to the panel meeting. Advisory panels meet with OCA staff to evaluate applications and support materials. Panels review all NAG applications, determine project worthiness to recommend funding. Panelists also may evaluate activities contracted by the Office and suggest revisions to Office funding policies and procedures. All applicants are individually evaluated. Panel members submit their recommendations to the OCA Executive Director for review and approval.

The process is designed to ensure the fairness, integrity and success of the NAG 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.

### III. 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.

### IV. CITY OF ATLANTA CONTRACT TERMS

When an applicant is awarded a Contract for Arts Services, the Authorized Official and Board President/Chairperson of the organization 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.

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, affidavits and revised budget form (where applicable), the contractor 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, 2016-June 30, 2017). 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

**March 9, 2016:** Deadline (5:00 pm)

**April/May 2016:** Grant panel meetings

**Summer 2016:** Announcement of grant awards and distribution of contracts

**Fall 2016:** First payment disbursement

**July 2017:** Final report due and second payment disbursement

### V. 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.

### VI. 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 for Organizations

OCA NAG grants do not require matching funds.

### Deficit Reduction Plan Requirement for Organizations

The OCA does not fund deficit reduction but recognizes the importance of public funding to an organization's financial stability. As such, to be eligible for funding, organizations currently showing deficits must submit detailed plans for deficit reduction. Applicants are strongly encouraged to highlight any changes from prior deficit reduction plans, if any.