



# Panelist Application Guidelines

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

FISCAL YEAR 2019-2020

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MAYOR'S OFFICE  
OF  
CULTURAL AFFAIRS

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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

TBA, District 3

Cleta Winslow, District 4

Natalyn M. Archibong, District 5

Jennifer Ide, District 6

Howard Shook, District 7

J.P. Matzigkeit, District 8

Dustin Hillis, District 9

Andrea Boone, District 10

Marci C. Overstreet, District 11

Joyce Sheperd, District 12

Michael Julian Bond, Post 1 at large

Matt Westmoreland, 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 do not. 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.

## TABLE OF CONTENTS

4	Letter from the Executive Director
5	Office of Cultural Affairs and Contracts for Arts Services
5	Vision and Mission Statements
5	Funding Priorities
6	OCA Advisory Panels
6	Panelist Duties
7	Online Only - Panel Application Review
7	Considerations in Making Panel Appointments
7	Ineligibility

## 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.

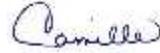
This Blueprint was a catalyst for change as Atlanta strived to be recognized as a premier city for the arts. More than a decade later, Atlanta has emerged as a regional cultural center. Through the strategic use of resources and creative ingenuity, the Office of Cultural Affairs continues to provide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

## OCA ADVISORY PANELS

Advisory Panels consist of arts and community leaders assisting the OCA in awarding contracts for arts services. Panel members are selected based on 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.

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. 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 the OCA staff and fellow panelists aware of all perceived conflicts of interest prior to the review of applications.

Each panel consists of members who represent a cross-section of relevant experiences in the arts. Panelists are appointed for one-year terms and may be reappointed annually for a maximum tenure of three years.

## GRANT CATEGORIES

- Major Arts Organization
- Arts Organization
- Community Cultural Development
- Artist Project
- Emerging Artist Award
- Neighborhood Arts Grants

## PANELIST DUTIES

If chosen, advisory panels:

- (1) Complete Panelist Application
- (2) Review Panel Orientation PowerPoint slides and Handbook
- (3) Review the program guidelines pertaining to his/her assigned grant category
- (4) Review all applications in assigned category, using the appropriate evaluation criteria, paying special attention to those application where a panelist is assigned as the primary reader
- (6) Complete the online review and evaluation processes.

## ONLINE PANEL

### REVIEW DATES:

**May 1 – June 4, 2019**

## ONLINE PANEL

### SCORING DATES:

**June 5 – 13, 2019**

## CONSIDERATIONS IN MAKING PANEL

### APPOINTMENTS

- Professional qualifications and experience in, or knowledge of, a particular arts discipline
- Knowledge of the Atlanta arts community and relevant community issues
- Ethnic and gender representation of the city of Atlanta
- Communication and decision-making skills
- Ability to work with others in a panel situation
- Representation of various sectors of the arts community
- Representation of communities and neighborhoods within the city of Atlanta
- Willingness to devote the time required to review applications and attend project activities

## INELIGIBILITY

### Prospective Panelist are deemed ineligible if they are:

- (1) Lack of expertise in the criteria that the OCA reviews for its grant application; see below:
  - All organization applicants 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.
  - All individual applicants will be evaluated based on the following four criteria: artistic quality, evidence of commitment to practice, leadership/administrative capability, and impact/accessibility.
  - All applicants in the NAG will be evaluated based on the following four criteria: artistic merit, neighborhood activation, logistics/ability to use grant effectively and community engagement/participation.

**Please email your completed application and  
résumé to the  
Arts and Education Services  
*Art Program Manager*  
Monica Prothro  
[mdprothro@atlantaga.gov](mailto:mdprothro@atlantaga.gov)**