



FISCAL YEAR  
**2020-2021**

PHOTO COURTESY OF FY20 CAS GRANTEE MOVING IN THE SPIRIT  
PICTURED DIAMOND LEWIS  
PHOTO BY J.D.SCOTT

# MAJOR ARTS ORGANIZATIONS GRANT

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

## PROGRAM GUIDELINES

APPLICATION DEADLINE | **JUNE 15, 2020**

233 PEACHTREE ST, NE  
HARRIS TOWER, SUITE 1700  
ATLANTA, GA 30303  
404.546.6788

[WWW.OCAATLANTA.COM](http://WWW.OCAATLANTA.COM)



## **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  
ANTONIO BROWN, DISTRICT 3  
CLETA WINSLOW, DISTRICT 4  
NATALYN MOSBY ARCHIBONG, DISTRICT 5  
JENNIFER IDE, DISTRICT 6  
HOWARD SHOOK, DISTRICT 7  
J.P. MATZIGKEIT, DISTRICT 8  
DUSTIN HILLS, DISTRICT 9  
ANDREA BOONE, DISTRICT 10  
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 NEIGHBORS**

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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PHOTO COURTESY OF FY20 CAS GRANTEE  
ATLANTA SYMPHONY ORCHESTRA  
75TH ANNIVERSARY OPENING NIGHT

## 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 strives 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. We intend 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 ART 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

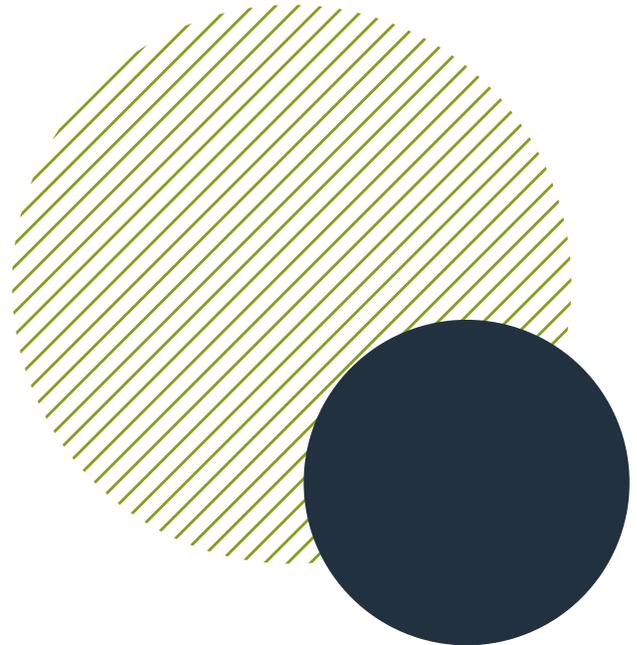
Our mission is to promote rich and diverse cultural experiences in the City of Atlanta while preserving and protecting the city's cultural heritage.

### 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 underrepresented 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.



## MAJOR ARTS ORGANIZATIONS GRANT

This grant is intended for general operating activities and project support (for outreach activities only) for Atlanta's established large-budget arts organizations that exhibit the highest standards of artistic and administrative excellence. The grant fosters the stability, development and vitality of the city's major cultural institutions by stimulating growth and professional development, and by increasing the organization's accessibility to the general public. These contracts enable major arts institutions to promote Atlanta as a cultural destination and to share the organization's programs and services with a broad cross-section of the city's population.

Any organization that intends to apply as a new applicant in the Major Arts Organization category please also see page 8

### ELIGIBLE FOR SUPPORT

- Administrative and marketing support to arts organizations related to audience development and community engagement
- Publicly accessible and community-based arts programs
- Artistic components of festivals
- Percentage of staff salaries related to funded projects and activities

### 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 granted contracts must remain in the City of Atlanta during their contract period or they forfeit funding. The contract begins at the time of execution and continues until June 30, 2021.
- Applicants must be tax-exempt, have 501 (c)(3) status non-profit arts and community organizations incorporated in the State of Georgia and headquartered in corporate City of Atlanta limits for 3 years prior to application deadline. **An organization may not use the 501(c)(3) status of another institution**

**All applicants in the Major Arts Organization category must submit the following additional items:**

1. A detailed three-year plan for cultural diversity and participation at the administrative, board, artistic and audience levels (applicants should think broadly about diversity and reference the funding priorities on p. 5)
2. Returning applicants are asked to discuss the implementation of the 2019-2020 plan, outlining its strengths and weaknesses and submit an updated three-year diversity plan
3. Insurance Requirements - All Major Art Organizations receiving over \$20,000 must provide a Certificate of Insurance. The liability should be in the amount awarded to the organization.
4. A statement on the leadership's commitment to sustain and advance the art form and to make the project/ activities available to a wide, diverse audience
5. The history of the organization, including the artistic mission statement of the organization
6. Financials: an independent certified audit for the last two consecutive completed fiscal years, along with the IRS Form 990

### MAXIMUM REQUEST

\$50,000 · Up to 10% of the organization's actual cash expenses for the last completed fiscal year or \$50,000, whichever is less. All awards are based on funds availability.

### MATCHING FUNDS

Major Arts Organizations must show a match on a minimum 1:1 cash basis. Major Arts Organizations should show in-kind support, but not for matching purposes. A cash match may include anticipated grants from foundations or corporations, memberships, admissions, contracted services, corporate contributions, individual donations or other fundraising.

**Only one application will be accepted from an organization in a funding cycle.**

**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

## 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

## EVALUATION CRITERIA

All applicants in the Major Arts Organization 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 of programming that advance the organization's distinct contribution to the field
- Work that is well-executed and well-produced, demonstrating control of craft/materials/production values
- Work that reflects awareness of the discipline's history and contemporary practice(s)

### EVIDENCE OF COMMITMENT TO PRACTICE

- Clear organization mission and vision offering a distinct contribution to the ecology of the City of Atlanta cultural community
- Evidence of effective organizational goals and implementation strategies, short and long-term planning
- History of active engagement in creating artwork and presenting it to the public in the corporate City of Atlanta limits

### ABILITY TO FINANCIALLY USE GRANT EFFECTIVELY

- Evidence of fiscal responsibility and administrative expertise and competence (including diversity and balance of funding sources from public and private sectors)
- Capacity to meet proposed project's objectives (accuracy and feasibility of budget and adequacy of matching support)
- Have the ability to match contract funds dollar-for-dollar

### LEADERSHIP/ADMINISTRATIVE CAPABILITY

- Leadership, engagement and diversity of the board as reflected in board listing (profession, education, ethnicity, gender) and evidence of capable and visionary staff leadership
- Evidence of strategic direction and/or plan, including sustainability and succession plans
- Clearly defined plan for cultural diversity within the organization (board development, staff and audience recruitment, project locations, etc.)

### IMPACT/ACCESSIBILITY

- Ensure accessibility to funded programs to individuals with disabilities, describing actions that the applicant will take for facility, programmatic and communications accessibility
- Evidence of program development designed to remove barriers and articulate a vision for the desired relationship with the targeted underserved communities
- Neutralize the power of unfamiliarity by connecting to experiences that the target audience already know
- Effectiveness of community involvement as shown by diversity of audience and participation by special audiences, underserved groups and key partnership

## FIRST TIME MAO APPLICANT NEW APPLICANTS

**Any organization that intends to apply as a new applicant in the Major Arts Organization category must first obtain the Office of Cultural Affairs certification as an eligible organization. Contact the Office to request an application form and to discuss your intent to apply with the Contracts for Arts Services Program Manager. The deadline for applying for eligibility is May 15, 2020. To be certified, applicants must meet all of the following criteria:**

### HEADQUARTERS

- Incorporated in the State of Georgia, headquartered in the City of Atlanta and have 501(c)(3) IRS tax-exempt status (an organization may not use that of another institution)

### ARTISTIC QUALITY

- Exhibit a consistently high level of artistic excellence in all presented programs and services

### EVIDENCE OF COMMITMENT TO PRACTICE

- Have at least a three-year history of initiating, producing, and/or presenting a regular season of paid arts programs in Atlanta open to the general public, as well as offering free activities on a regular basis
- Be in production at least six months per fiscal year preparing and presenting arts programming/services

### ABILITY TO USE GRANT EFFECTIVELY

- An arts organization with actual cash expenses of at least \$500,000 each year for the last two completed fiscal years
- Have the ability to match contract funds dollar-for-dollar

### LEADERSHIP/ADMINISTRATIVE CAPABILITY

- Have an independent governing board that represents broad community support and is authorized by the organization's by-laws to employ the chief artistic and administrative personnel to carry out the organization's programs (a copy of the by-laws is required as documentation)
- Have a professional administrative and artistic staff that is employed full-time by the organization

### IMPACT/ACCESSIBILITY

- Have made a significant continuing contribution to the artistic, economic and cultural life of the City of Atlanta
- Receive major support from the Atlanta community through subscriptions and/or memberships, earned income and fundraising activities
- Ensure accessibility to funded programs to people with disabilities. Describe actions that you will take for programmatic and communications accessibility

## 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.

## FUNDING LIMITATIONS FOR ORGANIZATIONS

Contract awards for Arts Organizations and Community Cultural Development are limited to no more than 30% of the organization's cash expenses for the previous year, up to the maximum request amounts of \$15,000 and \$7,500, respectively. Major Arts Organizations are limited to 10% of their cash expenses for the previous year, up to the maximum request amount of \$50,000. Contracts for the maximum request will be awarded in a very limited number of cases to proposals that reflect very high merit, as determined by panel review.

## MATCHING REQUIREMENT FOR ORGANIZATIONS

Major Arts Organizations, Arts Organizations and Community Cultural Development Organizations require a 1:1 match. Major Arts Organizations must show a 1:1 cash match. Arts Organizations and Community Cultural Development Organizations may show a match that is a combination of cash and in-kind support. For additional information on match ratios, see Criteria.

## 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.

## INSTRUCTIONS FOR COMPLETING ONLINE

### APPLICATION

The online application is available on the OCA website: [www.oaatlanta.com](http://www.oaatlanta.com) OR upon request to [bjbuley@atlantaga.gov](mailto:bjbuley@atlantaga.gov) OR 404-546-6895.

**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. Email/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, 2020— June 30, 2021).

- **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, fundraisers; 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.
- **Insurance Requirements** – Certificate of insurance any award \$20,000 over is required to submit certificate of insurance
- **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 — descriptionII.)
- **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: REQUIRED DOCUMENTATION AND ATTACHMENTS

**\*\*Please note:** uploaded required documents should be titled using the format "ApplicantName\_DocumentName." The system allows for the upload of **PDFs, DOCX, or XLSX but PDFs are preferred.**

**\*\*Please note:** uploaded attachments 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 "Applicant Name Demographics || 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 contract year (2020/2021) and present year (2019/2020).

### SUPPORT MATERIAL

Documents should be named —ApplicantName\_Support Document 1, 2, 3|| etc. Selections should be no longer than three minutes long.

Allowable file types are as follows: jpg, jpeg, mp3, mp4, wmv, doc, docx, xls, xlsx, ppt, pptx, pdf.

YouTube/Vimeo links should be included on the media page. If you would like to link to a YouTube/Vimeo video link, please provide the URL address (3 min max per video). Include https:// before the video link.

## SECTION 10: CERTIFICATION

### ORGANIZATIONAL APPLICANTS

**Authorized Official** – Provide name, title, email address, 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, email address and primary and secondary telephone numbers of the individual other than the official authorized to obligate the applicant legally.

### INDIVIDUAL APPLICANTS

Provide name, email address 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 11:59 pm 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.**

**First-time applicant** organizations must submit additional attachments with their online applications. The following items **MUST** be submitted:

- (1) IRS letter of tax-exempt status
- (2) Certification of Incorporation in the State of Georgia
- (3) Current bylaws

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, 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.

ALL Contracts for Arts Services must be completed within the project year of the contract agreement (July 1, 2020-June 30, 2021). 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

**June 15, 2020:** Deadline (11:59 AM)

**June 26- July 27, 2020:** Online Panel Review Dates

**July 28-August 4, 2020:** Online Panel Scoring Dates

**August 2020:** Announcement of grant awards

**July 2021:** 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.**