



**Commission on the Arts and Humanities  
Department of Cultural Facilities, Arts and Entertainment  
City of Norfolk, Virginia**

**Grant Guidelines FY 2018**

**Slover Library Room LL40, 235 East Plume Street, Norfolk, VA 23510  
(Directions at end of document)**

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[www.norfolkarts.net](http://www.norfolkarts.net)

**The Vision:**

Norfolk is the cultural capital of Virginia and offers the highest quality and the widest array of artistic experiences.

**The Mission:**

As part of Norfolk Arts, the Norfolk Commission on the Arts and Humanities serves as an effective resource to arts and humanities organizations for the City of Norfolk, helping provide extraordinary moments by extraordinary people.

Since its inception in 1978, the Norfolk Commission on the Arts and Humanities has worked to create a dynamic and lively cultural community, providing support for more than thirty arts organizations. The Norfolk Commission on the Arts and Humanities was created in 1978 by City Council and is comprised of 15 volunteer members appointed by City Council.

Applicants are encouraged to call with any questions. Applicants who previously were required to submit additional information or corrected budget forms are strongly encouraged to meet with the arts manager to review drafts of submissions. First-time applicants are required to either attend a grant assistance workshop or to meet with the arts manager at least three weeks before the deadline.

**Grant assistance workshops are scheduled for**

- **Saturday, February 4, 2017 at 11 a.m.**
- **Thursday, February 8, 2017 at 5:30 p.m.**

All workshops will be held in the Slover Library, 235 East Plume Street, Room 115, Norfolk, VA. Depending on the number of attendees, workshops will generally last one hour. Directions are at the end of the document.

The same material will be covered in both workshops. You can also call or email to set up an individual appointment.

**The grant application deadline is Friday, March 31, 2017, 5:00 p.m. EDT. This is receipt, not a postmark deadline. There are no extensions, no exceptions. Late applications will not be considered.**

## **Other dates to note on your calendar:**

- **Monday, May 15 & Tuesday, May 16, 2017:** grant applicant interviews; times to be determined. These interviews will take place at the Slover Library, 235 East Plume Street, Norfolk, VA in the 3<sup>rd</sup> Floor Terrace and Reading Room.
- **July 2017:** FY 18 grant awards announced.
- **Friday, August 25, 2017, 5:00 p.m. EDT:** FY 18 revised budgets due.
- **September 1, 2017 through August 31, 2018:** period for expenditure of FY 18 funds.
- **Friday, September 29, 2017:** final reports on previous year's grant due for those who received FY 17 grants in September 2016.
- **Friday, September 28, 2018:** final reports for FY 18 due.

Please note that there are minor changes to the Norfolk Commission on the Arts and Humanities application this year. The financial information is very similar to previous years. **Be sure to review this application carefully.** Do not hesitate to contact the arts manager if you have questions. Organizations may only apply for one grant, no matter the category.

For the FY 2018 grant cycle, within existing guidelines criteria, focus will include the following areas:

- Realistic Budgeting and Programming – based on economic outlook
- Audience – numbers served, taking into account type of program
- Community – service to the community through children's education, lifelong learning and support from the community through grants, contributions, fundraising, volunteers and Board support

These focus areas can and should be addressed throughout your application.

## **GENERAL INFORMATION**

The Norfolk Commission on the Arts and Humanities awards grants to not-for-profit organizations that benefit the citizens of Norfolk in general and special groups in particular, have an active lay Board of Directors, comply with Title VI (42 USC Section 2000D) and VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973 (29 USC Section 794), Title IX of the Education Amendment of 1972, the Age Discrimination in Employment Act of 1967, the Immigration and Control Act of 1986 and all other applicable state and federal acts. Furthermore, in determining grant category eligibility, the Commission defines arts organizations as follows:

## **ARTS AND HUMANITIES ORGANIZATIONS**

- are independent cultural organizations whose stated primary mission deals with the arts and humanities
- professionally administer and present a full season's programming and have a presenting history of at least three years
- exhibit responsible fiscal management of an operating budget exceeding \$10,000 (based on organization's previous fiscal year income)

## **ARTS AND HUMANITIES ASSOCIATES**

- are independent organizations or organizations that utilize arts and humanities activities to fulfill their mission
- may be emerging (presenting history of less than three years)
- may be organizations not currently funded by the Commission (new applicants or lapsed grantees)
- may be entirely volunteer
- may have a budget of any size
- administer and present at least three different programs for services for the public each year

## **GRANT CATEGORIES** (Organizations may only apply for one grant, no matter what category)

**OPERATING GRANTS** are for general operating support and are available to arts and humanities organizations or associates based in Hampton Roads. The Commission will consider requests of up to 10 percent of an organization's previous year's actual revenue. The Commission may choose to designate support for a particular project.

**PROJECT GRANTS** are for support of specific projects and are available to majors not otherwise funded by the City of Norfolk, arts and humanities organizations, and associates. The Commission will only consider a single project grant application for a project, including collaborations. No single project may receive more than 50 percent of the total project cash costs. Total project cash costs do not include in-kind contributions. **Applicants for Project Grants must complete organizational financial information as well as Project Grant information.**

**MICRO GRANTS** are for general operating or project support grants of up to \$1,000. There is a separate application for Micro Grants. If this is for a project, the grant cannot be for more than 50 percent of the total project cash costs. If this is for general operating support, the grant cannot be for more than 10 percent of the organization's previous year's actual cash revenue. Total cash costs or revenue do not include in-kind contributions. Due to limited resources, Micro Grant funding most often is made as a "sponsorship" in the range of \$250 to \$1,000, regardless of project size. **Applicants for Micro Grants must complete organizational financial information as well as Project Grant information, if applying for a Project Grant.**

## **INELIGIBLE ACTIVITIES**

The Commission does **not** fund:

- project grants for activities not open to the public
- activities that are primarily religious in purpose
- college or university projects that are part of a required course or curriculum and do not involve or serve a significant population from outside the college or university
- fundraising projects, receptions, lobbying activities
- purchase of permanent equipment or capital expenditures; construction or renovation of physical facilities
- individual artists; individual artists must affiliate with a 501(c) 3 organization to be eligible

## **EVALUATION CRITERIA** All grant applications will be evaluated according to the following criteria:

### **QUALITY OF PROGRAMS**

- demonstrate artistic excellence as well as artistic merit of proposed activities

## **EFFECTIVE MANAGEMENT**

- quality and thoroughness of planning and implementation of programs
- organization's capability to administer budget and proposed programs
- evidence of sound fiscal stewardship
- appropriate relationship between proposed budget and programs

## **EVALUATION PLAN**

- evidence of effective, appropriate, objective evaluation
- evidence of improvements based on evaluation

## **PUBLIC COMMITMENT**

- degree and depth of public participation (Board, volunteers, participants, audience)
- level of local private support
- community and governmental participation (partnerships)
- strength of outreach and lifelong learning programs, especially those for underserved populations

**SPECIAL CONSIDERATION WILL BE GIVEN TO PROJECTS AND ORGANIZATIONS** that respond to the cultural needs of Norfolk's ethnic and distinct communities and underserved populations (which include minorities, children, senior citizens, people with disabilities, and the financially challenged) and that promote the development of arts based in those communities.

## **OTHER CONSIDERATIONS**

- If your organization pays admission taxes to the City of Norfolk, these taxes must be paid through December 2016 for the application to be considered. Proof of payment is listed in the required attachments, and must be submitted when the application is submitted.
- Support for an organization/project does not imply future Commission support. Application must be made each year and is considered in relation to all other applications submitted. All grants are subject to funds available as approved by City Council.
- The Commission does not support projects and organizations currently receiving municipal operating funds from the City of Norfolk. Special grants are an exception to this rule.
- Organizations are expected to make strong efforts to seek alternative funding as well as making an application.
- Applicants are expected to charge a reasonable fee when appropriate, rather than offer free events.
- Grant applicants are expected to have an appropriate children's education or lifelong learning program in Norfolk. Organizations with budgets in excess of \$1,000,000 are expected to have a professional education/outreach department with designated staff active in Norfolk. Organizations with budgets between \$100,000 and \$1,000,000 are expected to have an active education/outreach program in Norfolk.
- Arts and Humanities Associates will be evaluated by the same criteria as other applicants, specifically the public commitment criteria listed above.

- Grantees must utilize grant funds entirely for projects carried out within the City of Norfolk unless otherwise arranged with concurrence of the Commission.

## FINANCIAL PAGES

- All applicants must complete the financial pages.
- Do not change the line headings, numbering, etc. You may add attachments for lines depicting other sources of income or types of expenses.
- No single project may receive more than 50 percent of the total project cash costs. Cash costs do not include in-kind contributions.
- Put donated or in-kind services, materials, facilities only in the in-kind section.
- Please track volunteer hours and include them in the in-kind section. Remember to include board and committee meetings, auxiliary and “friends” of groups, etc. Do not put the number of hours, put the value (\$24.90/hour).
- Do not include income legally restricted for acquisitions or capital expenditures. These budget sheets are not intended to match your overall financial statements.
- Do not include depreciation.
- Colleges, universities, and other large organizations should include figures only for the applying unit or division within the larger organization.
- Grantees are required to provide six months prior notice of any proposed capital or special project campaign.
- Late Revised Budgets and late Final Reports will be considered a reflection on the organization’s management.

## OTHER INFORMATION

Original application (with original signature) — stapled or secured with a binder clip in the proper order, without cover letter or folder — along with 15 copies (for a total of **16 sets**) should be delivered to the Commission by **5:00 p.m. EDT on Friday, March 31, 2017**. This deadline is a receipt deadline, not a postmark deadline. Late applications will not be considered. No exceptions. No extensions.

Please submit only those materials requested. Please keep to the page limits.

Please be aware that all deliveries, including U.S. Postal Service, Federal Express, and other services, may be delayed through the Norfolk Public Library central warehouse. It is strongly urged that you arrange to deliver applications directly. Organizations are encouraged to collaborate and arrange for shared delivery as available. If you deliver your grant to someone other than the Arts Manager, please call (757-664-4330) or email ([debra.burrell@norfolk.gov](mailto:debra.burrell@norfolk.gov)) to confirm that your application was received.

Library hours are

Monday -- Thursday: 9 a.m. 8 p.m.

Friday: 9 a.m. – 5 p.m.

Saturday: 10 a.m. -- 5 p.m.

Sunday: Noon -- 5 p.m.

The library will be closed Monday, February 20, 2017 for President's Day. The library follows Norfolk Public Library closings for inclement weather.

Directions to the office of the Norfolk Commission on the Arts and Humanities are at the end of this document.

First time applicants are **required** to either attend a grant workshop or schedule a meeting with the arts manager to review any proposed applications. All others are encouraged to meet with the arts manager, especially new personnel who have not completed the grant application before. Scheduled grant workshops are on page 1 of these guidelines. Individual appointments are available and encouraged.

**ACKNOWLEDGMENT / CREDIT:** In connection with any project sponsored by a grant, the following credit shall appear in all publicity and printed programs pertaining to the organization or project: "This project [activity, performance, exhibition, or event] is made possible in part through sponsorship by the City of Norfolk Commission on the Arts and Humanities." If printed programs are not distributed in connection with the project, the credit must be announced verbally at the event or in all media broadcasts of information pertaining to the project. Electronic, high resolution copies of the official logo are available for grantees.

**FINAL REPORTING:** Every grant recipient must submit a Grantee Final Report, on forms provided by the Norfolk Commission, to the office of the arts manager at the completion of the project and no later than Friday, September 28, 2018. Failure to do so will render the recipient organization ineligible for Norfolk Commission grants in the following fiscal year.

All applicants for FY 18 grants will automatically receive FY 19 grant applications. If your organization does not plan to apply for a grant but would like to receive future grant applications, let the Commission know. If the Commission does not hear from you, or does not receive a grant application from you, your name and address will be deleted from next year's automatic mailing.

**Directions to the Norfolk Commission on the Arts and Humanities office at Slover Library,**  
Room LL40, 235 East Plume Street, Norfolk VA, parking at the Main Street Garage.

If you park in the Main Street, Fountain Park, Waterside, or Town Point Garage we can validate your parking.

**From I-64:**

I-264 to Downtown Norfolk.  
Waterside Drive Exit.  
Turn right onto Atlantic Street.  
Main Street Garage will be on your left.  
Take the elevator or stairs on the Atlantic  
Street end.  
As you exit the garage, turn to the left. You will  
be behind the library.  
Go around the corner to enter at the front of  
the library.  
Take the elevator to the Lower Level.  
Room LL40 is next to the main computer lab.

**Using local roads:**

Go to downtown Norfolk, get on St. Paul's  
Boulevard (heading toward Waterside Dr.).  
Turn right onto Plume Street.  
Turn left onto Atlantic Street.  
Main Street Garage will be on the right.  
Take the elevator or stairs on the Atlantic  
Street end.  
As you exit the garage, turn to the left. You will  
be behind the library.  
Go around the corner to enter at the front of  
the library.  
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