



**Commission on the Arts and Humanities
Office of Communications
City of Norfolk, Virginia**

Grant Guidelines Fiscal Year 2020 - 2021

City Hall, 810 Union Street, Suite 409, Norfolk VA 23510

Debra Burrell, Arts Manager

757-664-4330 artscommission@norfolk.gov

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 beginning in 1978, the Norfolk Commission on the Arts and Humanities has worked to create a dynamic and lively cultural community. The Commission is made up of 15 volunteer members appointed by the City Council. Grant-supported programs reach into every neighborhood and give all citizens the opportunity to enjoy the finest arts Norfolk has to offer.

Applicants are encouraged to call or email with any questions. 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. Applicants who previously had to submit additional information or corrected forms are strongly encouraged to meet with the arts manager to review drafts of submissions at least three weeks before the deadline. All others, especially new personnel who have not completed the grant application before, are welcome to meet with the arts manager.

Grant assistance workshops are scheduled for

- **Thursday, February 13, 2020, at 6:00 p.m. at the Jordan-Newby Anchor Branch Library at Broad Creek, 1425 Norchester Ave, Norfolk VA 23504**
- **Saturday, February 15, 2020, at 2:00 p.m. at the Pretlow Library, 111 West Ocean View Avenue, Norfolk VA 23503**
- **Wednesday, February 19, 2020, at 6:00 p.m., at the Slover Library, 235 East Plume Street, Room 110, Norfolk VA 23510**

Workshops generally last one hour.

The same material will be covered in all workshops. You can also call 757-664-4330 or email debra.burrell@norfolk.gov to set up an individual appointment, and it can be at **your site**.

The online grant application deadline is **Friday, March 27, 2020, 11:59 p.m. EDT. This is a receipt deadline. There are no extensions, no exceptions. Late applications will not be accepted.**

Other dates to note on your calendar:

- **Monday, May 18 & Tuesday, May 19, 2020:** Grant applicant interviews; times to be determined. These interviews will take place at The Muse Writers Center, 2200 Colonial Avenue, Suite 3, Norfolk VA.
- **July 2020:** FY 21 grant awards announced.
- **Friday, August 28, 2020, 11:59 p.m. EDT:** FY 21 revised budgets due.
- **September 1, 2020 through August 31, 2021:** Period for expenditure of FY 21 funds.
- **Friday, September 25, 2020:** Final reports on previous year's grant due for those who received FY 20 grants in September 2019.
- **Friday, September 24, 2021:** Final reports for FY 21 due.

The Norfolk Commission on the Arts and Humanities accepts applications online. 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 2021 grants, focus will include the following areas within existing guidelines:

- 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 and 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 the 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 or 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 major organizations 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.**

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.

<h3>OTHER CONSIDERATIONS</h3>

- If your organization pays admission taxes to the City of Norfolk, these taxes must be paid through December 2019 for the application to be considered. You do not need to attach proof of payment; we will contact the office of the Commissioner of the Revenue to check payment status.
- 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 between \$100,000 and \$1million are expected to have an active education/outreach program in Norfolk. Organizations with budgets in excess of \$1million are expected to have a professional education/outreach department with designated staff active 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 INFORMATION

- All applicants must complete the financial information. Forms can be downloaded at www.NorfolkArts.net/grants.
- You may upload attachments that show 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 form. The form can be downloaded at www.NorfolkArts.net/grants.
- 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 **(\$27.50/hour)**.
- If your organization is on a calendar year, please use numbers for calendar 2018 in columns referring to “2018-2019,” calendar 2019 in columns referring to “2019-2020” and budget calendar year 2020 in columns referring to “2020-2021.”
- 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 reflect poorly on the organization’s management.

OTHER INFORMATION

The online application (with agreement to Terms of Use) must be received by the Commission by **11:59 p.m. EDT on Friday, March 27, 2020**. Late applications will not be considered. No exceptions. No extensions.

Please submit only those materials requested. You do not have to fill every text box to the word limit.

ACKNOWLEDGMENT / CREDIT: In connection with any project sponsored by a grant, credit to the City of Norfolk Commission on the Arts and Humanities shall appear in all publicity and printed programs pertaining to the organization or project.

If printed programs contain advertisements, the Commission will be given one advertising space, and the Commission will provide the content for that space. Electronic, high resolution copies of the Commission’s official logo are available for grantees.

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.

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 24, 2021. Failure to do so will render the recipient organization ineligible for Norfolk Commission grants in the following fiscal year.

All applicants for FY 21 grants will automatically receive FY 22 grant application notice by email. 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. If the contact information for your organization changes, please make sure the Commission is notified.