



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

Grant Guidelines Fiscal Year 2021- 2022

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

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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, March 4 at 5:30 p.m. by Webex**
- **Friday March 5 at 11:00 a.m. by Webex**
- **Saturday, March 6 at 11:30 by Webex**

Workshops generally last one hour. The same material will be covered in all workshops.

Login information is at the end of this document, and available on request.

You can also call 757-274-2819 or email debra.burrell@norfolk.gov to set up an individual appointment, and it can be via your Zoom, telephone call or City of Norfolk Webex.

The online grant application deadline is **Friday April 2, 2021, 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:

- **Week of May 17 through May 21, 2021:** Grant applicant interviews; times to be determined. If these interviews are in person, they will take place at The Muse Writers Center, 2200 Colonial Avenue, Suite 3, Norfolk VA on May 17 & 18.
- **July 2021:** FY 22 grant awards announced.
- **Friday, August 27, 2021, 11:59 p.m. EDT:** FY 22 revised budgets due.
- **September 1, 2021 through August 31, 2022:** Period for expenditure of FY 22 funds.
- **Friday, September 24, 2021:** Final reports on previous year's grant due for those who received FY 21 grants in September 2020.
- **Friday, September 30, 2022:** Final reports for FY 22 due.

The Norfolk Commission on the Arts and Humanities accepts applications online at <https://norfolkarts.submittable.com/submit>. The financial information is similar to previous years, with one important change in the budget page. If you are applying for operating support, you do not have to complete the project grant column. You only need to complete the project support if you are applying for a project grant.

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 2022 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 actual revenue for either FY 2020, or FY 2019, whichever is higher. The Commission may choose to designate support for a particular project.

PROJECT GRANTS are for **support of specific projects** and are available to 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 and certain in-kind costs. **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 and humanities based in those communities.

<i>OTHER CONSIDERATIONS</i>

- If your organization pays admission taxes to the City of Norfolk, these taxes must be paid through December 2020 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.
- 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 or online, 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 or received by email by request.
- 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 costs, **including** certain in-kind contributions: facility rental, outside artists and presenters' honoraria, supplies including refreshments,
- Put donated or in-kind services, materials, facilities at the end of the financial form.
- 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 (**\$28.46/hour**). For project grants, separate outside artists, presenters, consultants, etc. from board members, regular volunteers etc.
- If your organization is on a calendar year, please use numbers for calendar 2019 in columns referring to "2019-2020," calendar 2020 in columns referring to "2020-2021" and budget calendar year 2021 in columns referring to "2021-2022."
- 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, April 2, 2021**. 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 30, 2022. Failure to do so will render the recipient organization ineligible for Norfolk Commission grants in the following fiscal year.

All applicants for FY 22 grants will automatically receive FY 23 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, your organization will be deleted from next year's notice. If the contact information for your organization changes, please make sure the Commission is notified.

WEBEX GRANTS WORKSHOP LOGIN INFORMATION

Pre-registration is not required. You should be able to join the meeting from the browser website.

Thursday, March 4, 2021 5:30 pm

Meeting link:

<https://convoice.webex.com/convoice/j.php?MTID=m19752dd15a44898a9190782d2c6f10d4>

Meeting number: 160 490 7655

Password: uXMCCgp*433

Join by phone

+1-312-535-8110 United States Toll (Chicago)

+1-720-650-7664 United States Toll (Denver)

Access code: 160 490 7655

Friday, March 5, 2021 11:00 am

Meeting link:

<https://convoice.webex.com/convoice/j.php?MTID=m7fd8c0552100796ce1abd7015b7bb3d5>

Meeting number: 160 900 0047

Password: ApMJxQ8r3@6

Join by phone

+1-312-535-8110 United States Toll (Chicago)

+1-720-650-7664 United States Toll (Denver)

Access code: 160 900 0047

Saturday, March 6, 2021 12:30 pm

Meeting link:

<https://convoice.webex.com/convoice/j.php?MTID=m8fb3c66df1838e22944cc3945d2b4d38>

Meeting number: 160 401 5113

Password: JCc68Ka43N?

Join by phone

+1-312-535-8110 United States Toll (Chicago)

+1-720-650-7664 United States Toll (Denver)

Access code: 160 401 5113