



**Norfolk Arts Commission
City of Norfolk, Virginia**

Grant Guidelines Fiscal Year 2024-2025

**City Hall, Suite A-rt
810 Union Street, First Floor,
Norfolk VA 23510**
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www.norfolkarts.net

Vision

Norfolk is the hub, incubator, and shining beacon of the arts and culture for Hampton Roads and the Commonwealth.

Mission

The Norfolk Arts Commission brings people together through arts and culture, provides individuals and the community opportunities to engage in rich, diverse arts and cultural experiences, and creates and nurtures an environment of artistic creation and expression.

Since 1978 the Norfolk Arts Commission has worked to create a dynamic and lively cultural community. The Commission is made up of 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.

The Norfolk Arts Commission provides support and encouragement to arts, culture, and humanities in the City. It develops policies and procedures necessary to carry out arts and culture programs. The Commission is responsible for establishing evaluation criteria for funding grant applications, artist selection, and carrying out review processes. The Commission reviews all grant submissions and evaluates for completeness, value, and equity.

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. All applicants are welcome and strongly encouraged to meet with the arts manager to review the submission format.

A grant assistance workshop is scheduled for Wednesday, March 20, 2024, 4:00 p.m. Arts Conference Room, City Hall First Floor, 810 Union Street, Suite A-rt, Norfolk VA 23510 and virtually via Microsoft Teams. Login information 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 meeting, and it can be via your Zoom, telephone call, Microsoft Teams, or in person at a mutually convenient location. Weekend and evening meetings are available.

The online grant application deadline is **Friday April 19, 2024, 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 13 through May 17, 2024:** Grant applicant interviews; times to be determined.
- **July 2024:** FY 25 grant awards announced.
- **Friday, August 30, 2024, 11:59 p.m. EDT:** FY 25 revised budgets due.
- **September 1, 2024, through August 31, 2025:** Period for expenditure of FY 25 funds.
- **Friday, September 27, 2024:** Final reports on previous year's grant due for those who received FY 24 grants in October 2023.
- **Friday, September 26, 2025:** Final reports for FY 25 due.

The Norfolk Arts Commission accepts applications online at https://gn.ecivis.com/GO/gn_redir/T/1xrp85hh7i83.

Be sure to review the 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.

Financial Form: 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.

For the FY 2025 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
- Equity – responding to the needs of Norfolk's ethnic and distinct communities, and underserved populations

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

GENERAL INFORMATION

The Norfolk Arts Commission 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, Section 601, of the Civil Rights Act of 1964 which states that no person, on the grounds of race, color, or national origin, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance
- comply with Title IV, Section 1681, of the Education Amendments of 1972, and the Age Discrimination Act of 1975, Section 6101, which prohibit discrimination on the basis of sex or age
- comply with Section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act of 1990, which state that no otherwise qualified person shall, solely by reason of a handicap, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance
- comply with the Immigration and Control Act of 1986 and all other applicable state and federal acts

INELIGIBLE ACTIVITIES The Commission does **not** fund:

- project grants for activities not open to the public
- activities that are primarily religious in purpose
- school, 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 school, college, or university
- fundraising projects, receptions, lobbying activities
- purchase of permanent (reparable) 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

ORGANIZATIONS The Commission defines organizations as follows:

MID-LEVEL ARTS AND CULTURAL ORGANIZATIONS

- Previous year's budget \$100,000 and above
- Can apply for only general operating support
- Primary purpose is arts, entertainment, culture
- Criteria – excellence, effective management, community engagement and access
- Current on admission taxes & payments to City
- Have economic & artistic impact
- Must serve Norfolk communities
- Events must be ADA compliant
- Have board of directors
- File current 990

- Final report on how funds spent
- Established education & outreach programs

SMALL ORGANIZATIONS OR ANY SIZED ORGANIZATION APPLYING FOR PROJECT GRANTS

- Previous year general budget or proposed project budget under \$100,000
- Can apply for general operating or project support, but not both
- Primary purpose arts, entertainment, attraction, or is an independent organization that utilizes the arts and cultural activities to fulfill its mission
- Criteria – excellence, effective management, community engagement and access
- Must nourish and support arts and culture
- Must serve Norfolk communities
- Events must be ADA compliant
- Have board of directors or approved fiscal agent
- Must file a final report on how funds spent

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 and serving the citizens of Norfolk. The Commission’s grants are based on a percentage of the actual revenue of an organization for either FY 2023, or FY 2022, whichever is higher. Mid-level organizations may request up to 15% of their revenue, small organizations may request up to 20%.

Revenue includes operating revenue, not revenue restricted to capital or endowment campaigns. The Commission may choose to designate support for a particular project. **When completing the financial forms, if the applying organization received a grant for FY 23 and completed the FY 23 final report, you do not need to complete the FY 2023 column. Just put the totals from the FY 23 final report in the appropriate cells for Revenue, Expenses, and In-kind contributions.**

PROJECT GRANTS are for support of specific projects and are available to organizations **of any size** not otherwise funded by the City of Norfolk **or** applying for a general operating support grant. 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, except for colleges, universities, and other large organizations, who should include figures only for the proposed project.

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 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 arts and cultural needs of Norfolk's ethnic and distinct communities, and underserved populations (which include minorities and traditionally under-represented populations) and that equitably promotes the development of arts and culture based in those communities.

OTHER CONSIDERATIONS

- If your organization pays admission taxes to the City of Norfolk, these taxes must be paid through December 2023 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 receiving other funding from the City of Norfolk. Organizations can apply for funding from the City through more than one source but can only receive funding from one source.
- 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.
- 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 https://gn.ecivis.com/GO/gn_redir/T/1xrpx85hh7i83 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 (**\$32.59/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 2022 in columns referring to "2022-2023," calendar 2023 in columns referring to "2023-2024" and budget calendar year 2024 in columns referring to "2024-2025."
- 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 proposed project.
- 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 19, 2024**. 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 Norfolk Arts Commission shall appear in all publicity and printed programs pertaining to the organization or project. Please be sure to credit the Norfolk Arts Commission, using the Norfolk Arts logo. Do not use the "Norfolk Commission on the Arts and Humanities" credit or logo.

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 26, 2025. Failure to do so will render the recipient organization ineligible for Norfolk Commission grants in the following fiscal year.

All applicants for FY 25 grants will automatically receive FY 26 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.

TEAMS/HYBRID GRANTS WORKSHOP LOGIN INFORMATION -

Microsoft Teams meeting

Join on your computer, mobile app or room device

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Passcode: byVB37

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[+1 804-404-9860,,345222074#](#) United States, Richmond

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