



**ARTSWESTCHESTER GRANTS PROGRAM
CATEGORY: MOUNT VERNON ARTS INITIATIVE
2014 GRANT GUIDELINES**

Application Deadline: Friday, April 11, 2014

I. OVERVIEW OF THE ARTSWESTCHESTER GRANTS PROGRAM

In order to meet the cultural needs of county residents, cultural organizations and artists, ArtsWestchester's grants program provides funding opportunities in several categories. Funding may not be available in every category each year. While each category has a different focus, the following criteria are common to all:

- Artistic Merit of Programs
- Impact
- Financial Viability
- Community Need
- Diversity and Inclusiveness

The weight ArtsWestchester places on each criteria may vary from category to category. Funding opportunities intended to strengthen the arts in community life may, for example, place greater weight upon community need and impact.

II. MOUNT VERNON ARTS INITIATIVE GRANTS

ArtsWestchester offers an initiative to arts and cultural organizations in Mount Vernon to increase the number and breadth of arts activity in this region of Westchester County, to help locally-based arts groups build their capacity, to provide opportunities for Mount Vernon artists, and to encourage arts activities that contribute to community building and economic development. Mount Vernon Arts Initiative awards are made possible with support from Westchester County.

WHAT IS THE APPLICATION DEADLINE?

DEADLINE: FRIDAY APRIL 11, 2014.

Your electronic application must be completed and submitted by 11: 59 p.m. on April 11.

HOW DOES AN ORGANIZATION APPLY?

Use the on-line application available at <https://artswestchester.org/grants>. Your completed application will be stored on our servers, but we encourage you to keep a copy of your completed application for your records. In certain situations an artist may apply in partnership of an organization. For more information about artist applications or technical issues with the on-line application, please contact Eric Siegel, esiegel@artswestchester.org or (914) 428-4220, ext. 324.

HOW MUCH MAY AN ORGANIZATION REQUEST?

Awards range from \$1,000 to \$5,000. We recognize that the award may not cover the complete cost of your proposed project, and your budget should reflect additional sources of income.

WHAT IS THE PERIOD OF SUPPORT?

Projects must take place between July 1, 2014 and June 30, 2015

MAY WE SUBMIT MORE THAN ONE REQUEST?

No. Your organization may only request support for one project in this category. You may, however, submit an application for a separate project in the Arts Alive category.

III. APPLYING FOR A 2014 MOUNT VERNON CULTURAL ARTS GRANT

WHAT ARE THE ELIGIBILITY REQUIREMENTS?

To be eligible for a Mount Vernon Cultural Arts grant the organization must:

- Demonstrate 501(c)(3) federal tax exempt status as a private, not for profit organization incorporated in New York State
- Have a mission statement that clearly delineates the arts or local history as primary, both in focus and in actual operation (“arts” includes developing skill in or knowledge of a discipline.)
- Primary area of service is the City of Mount Vernon for at least three years
- Prior approval by ArtsWestchester to submit an application
- Have a governing board that meets regularly, operates under a set of Bylaws and has at least one-third of its members residing in Westchester County
- Must be in good standing regarding submission of required reports
- Project must occur between July 1, 2014 - June 30, 2015
- Must operate in a way that does not discriminate on the basis of race, color, national origin, gender, disability or sexual orientation.

In a limited number of situations, and with prior consent from ArtsWestchester:

Artists may serve as the lead applicant, in partnership with an agency. To be eligible, artists must currently be a member in good standing of ArtsWestchester’s Directory of Teaching Artists. Artists are required to consult with a member of ArtsWestchester’s Grants’ department prior to submitting an application. Priority may be given to artists who live or maintain a studio in Mount Vernon.

Unincorporated Cultural Groups with prior approval from ArtsWestchester may apply through a fiscal agent.

HOW DOES AN ORGANIZATION DEMONSTRATE NOT-FOR-PROFIT STATUS?

Organizations must conduct business in and provide services to Mount Vernon, as well as show evidence of not-for-profit status through one of the following:

- 501(c)(3) letter of tax exempt status, Section 501(c)(3) of the Internal Revenue Service
- Certificate of Incorporation under Section 402 of the New York State Not-for-Profit Law
- Charter from New York State Board of Regents under 216 of the Education Law
- Current New York State Bureau of Charities filing receipt

Note: A New York State Tax Exemption Certificate from the Department of Taxation and Finance is not considered proof of not-for-profit status and should not be submitted.

WHAT TYPES OF ORGANIZATIONS ARE NOT ELIGIBLE FOR FUNDING?

- Private, parochial or public schools, or their affiliates or components (i.e. PTA's, PTO's, etc.), except under special circumstances and with prior approval
- Agencies/organizations whose primary mission is other than the arts, except under special circumstances and with prior approval
- Universities or colleges
- Federal, state or local government agencies such as parks and recreation departments
- Organizations that received a Y2013-14 grant from ArtsWestchester and have not submitted required reports
- Organizations that receive funding directly from Westchester County Government.

WHAT TYPES OF ACTIVITIES ARE NOT ELIGIBLE FOR FUNDING?

The following are *not eligible* for support in this category:

- Projects taking place outside the City of Mount Vernon (NY)
- Projects not directed toward Mount Vernon audiences
- Projects not fully open to the general public (e.g. camps, membership or club activities, in-class activities, college associations) except under special circumstances and with prior approval
- Projects that are therapeutic (art, music, dance, drama therapy) or rehabilitative
- Projects that are essentially recreational (i.e. magic shows, bubble blowing, balloon art, juggling, clowns)
- Projects that are curricula-related and/or primarily educational in nature
- Non-arts related activities
- Purchase of equipment, costumes or other non consumable material.
- Fees to children/minors under the age of 18 or their use as professional artists
- Cash prizes, juried shows or awards to students
- Regrants by applicants to support activities of another group
- Acquisition of works of art
- Fellowships, scholarships and awards
- Reduction of deficits from current or prior years

- General operating support or contingency funds
- Operating expenses of privately owned facilities (i.e. homes, studios, etc.)
- Fundraising events (i.e. openings, receptions, benefits, etc.)
- Receptions or food
- Capital expenditures, including property or permanent equipment purchases
- Lobbying expenses

HOW ARE GRANTS DETERMINED?

Once your application is submitted ArtsWestchester's staff reviews it for completeness. As part of the review process, a staff member may contact you by telephone to clarify certain information; however, it is your responsibility to submit a complete and accurate application

The Grants Committee of ArtsWestchester's Board will review all applications and make recommendations to the Board of Trustees. The Committee's recommendations are then voted on by the full Board of Trustees, which makes the final decision on all grants.

WHAT CRITERIA DO THE PANELIST CONSIDER AS THEY REVIEW APPLICATIONS?

Awards are based on a competitive review process. Each application is reviewed on the basis of its own merits and against others in the application pool. The committee will make funding recommendations based primarily on the following below. In this category, impact, community need, inclusiveness are weighted most heavily:

A. Artist Merit

- Programming that demonstrates creativity and vision.
- Programming that demonstrates consistent high quality, whether in innovative or traditional genres or approaches.
- Qualifications, background, and experience of the artists involved. (As part of your application, be sure to include bios or resumes and support materials that help the panel judge artistic merit.)

B. Impact and Community Need

- The benefit(s) the public receives from your organization, it's program and activities. Benefits may include, but are not limited to: providing access to artistic disciplines/experiences under-represented in the county; employing/contracting with Westchester artists; benefits to the local economy; the number of people served; providing Westchester underserved people/communities with access to the arts.

NOTE: ArtsWestchester considers as "underserved" people whose have limited access to arts services. Their participation in the arts may be marginalized due to geography, race, economic status, gender, sexual preference, age, religion or disability.

C. Financial Viability

- Demonstration of effective fundraising efforts.
- Demonstration of fiscal stability.
- Organizational history, leadership, and accomplishments.

D. Diversity and Inclusiveness

- Demonstration of ongoing efforts to be inclusive at every level of operations, including board, staff, artists, programs and activities, audience, selection of vendors, marketing and communications.
- Evidence of an inclusive audience/participants based on the demographics of your service area.

E. Program Feasibility

- Clearly defined objectives and ability to achieve them
- Audience outreach and publicity plans
- Evidence of sound management and financial stability
- Ability to complete the project

HOW IMPORTANT IS DIVERSITY / INCLUSIVENESS?

Very. ArtsWestchester's Mount Vernon Cultural Arts Initiative grants are supported by public dollars. Therefore, we seek to support organizations that demonstrate on-going efforts to include people of all races, ethnicities, nationalities, socio-economic status, genders, sexual orientations, religions and those with disabilities. We expect that funded organizations reflect inclusiveness in the areas of policy, administration, artistic, technical, programming and audience and any other areas that may be relevant.

At the same time, we recognize that your organization's service area informs its efforts to be inclusive, and that organizations will address diversity / inclusiveness in different ways.

As part of its recent strategic planning process, ArtsWestchester's Board of Trustees determined that your organization's efforts to become more diverse and inclusive at every level of operations will be an increasingly important factor in determining your award.

The panel reviewing your application will assess your organization's goals for increasing diversity at every level of your organization, and your accomplishments.

IS APPLICATION ASSISTANCE AVAILABLE?

Yes. If you would like to speak to a program officer about your application, please contact (914) 428-4220, ext 324.

WHEN WILL WE KNOW IF WE HAVE BEEN AWARDED A GRANT?

ArtsWestchester will announce awards in mid-June 2014.

WHAT IS THE APPEALS PROCESS?

ArtsWestchester will review written requests for reconsideration if we do not fund your request. You may only appeal the funding decision under the following circumstances, demonstrating:

- The panel did not adhere to the review criteria specified.
- ArtsWestchester provided incomplete or incorrect information to the panel.

Dissatisfaction with the funding decision is not justification for an appeal. The introduction of new information not submitted with the original application cannot be used to justify an appeal. Appeals must be made, in writing, to the Deputy Director, Program & Policy of ArtsWestchester within 15 business days of the written notification of the funding decision. An Appeals Panel will review the request, and will notify the applicant of the funding decision, which will be final. Appeals will be reviewed by a panel separate from the original panel.

IV. HOW DO WE COMPLETE THE APPLICATION?

ArtsWestchester recommends that you answer the questions in Word, then cut and paste the answers into the on-line application. Use 12 point type.

Most of the questions are self explanatory, and do not require narrative answers.

- **Primary Cultural Programming.** Provide a brief narrative, include the following subheads to organize your narrative:
 - Overall purpose, programs and activities
 - The size and general demographics of the community/region/audience that you serve throughout the year
 - Any efforts/accomplishments related to engaging a broad and diverse segment of the community
- **Project Narrative.** Be as specific as possible, providing information on each of the following aspects of the project, using the bulleted points as subheads. Start your narrative with the sentence, *[Name of organization] seeks a Mount Vernon Arts Initiative grant in the amount of \$xxx for...*
 - Details of the project (purpose for which you seek funds, specific activities, target audience and your strategies for engaging them as participants.)
 - Goals
 - Community impact
 - The artists involved and their qualifications
 - Community involvement; partners, if any, and their roles
 - Any other information you think it is important for the panel to know about this project

IF I RECEIVE A MOUNT VERNON ARTS INITIATIVE GRANT, WHAT WILL MY RESPONSIBILITIES INCLUDE?

If you receive a grant, you will be required to comply with the terms of a Cultural Agreement Contract that include:

- Providing ArtsWestchester with written notice of the date(s), time(s) and location(s) of the funded project(s) at least six weeks prior to the event.
- Providing ArtsWestchester with complimentary tickets for the funded project for auditing purposes.
- Proper recognition of ArtsWestchester and Westchester County Board of Legislators in all published materials, whether print or electronic, as described in the contract and publicity agreement. (all logos are available at www.artswestchester.org)
- Complete the proposed project by June 30, 2015
- Submitting a final report accompanied by project documentation

V. WHAT ARE THE COMPONENTS OF A COMPLETE PROJECT APPLICATION?

Your electronic application must be completed and submitted by 11:59 p.m. April 11th.

The Project Grant application consists of the application form *and* the required materials described below including work samples.

Required. The following are required. If any are missing, your application is incomplete and may be determined ineligible to submit for review. Artist bios and work samples are critically important to the panel's ability to assess artistic merit.

Upload to the application:

1. Organization's current year budget
2. Project Budget
3. Resumes or bios of key administrative and artistic personnel
4. Work samples
5. Resumes or bios of key administrative and artistic personnel
6. Proof of not-for-profit status must be demonstrated with: IRS tax exempt letter 501 (c)(3).

All support materials are to be submitted on-line with your application. This includes forms, documents and work samples. ArtsWestchester reserves the right to review any/all of on line sources.

NOTE: *Resumes of artists and work samples are important to the panel's ability to assess the artistic merit of your proposed project.*

Work Samples. Work samples should include work created within the last three years. Include only one type of work sample from list below. Space is provided on the application to include the title, size, medium and date image was created. Note: work samples are important to determining the artistic merit of your proposed project.

The panel is unlikely to review more than 3 minutes of audio/visual work samples, be sure to include where to reviewer should start performance art work samples.

- **Visual Arts Projects:** No more than ten labeled digital images in JPEG format.
- **Performing Arts, Film, Media or Other Time-Based Projects:** The panel is unlikely to view or listen to more than 3 minutes of video/audio, space is provided on the application to include title, starting point, web-address to link to content, and description of what is to be viewed or heard.
 - **Video:** Upload a video to on-line storage vault, or include as Web link to clip hosted on external site (YouTube, vizio, etc.). Maximum file size: 250 MB.
 - **Audio:** Upload to on-line storage vault or include as Web links to clips hosted on external sites. (YouTube, vizio, etc.). Maximum file size: 235 MB
- **Literary Project:** No more than 20 pages to be uploaded as PDF format.

Optional Support Materials (All should be in PDF format)

- Brochures (no more than three)
- Catalogues (no more than three)
- Newspaper clippings/ on-line articles

V. ORGANIZATION & PROJECT INCOME AND EXPENSE FORM / GLOSSARY

Indicate projected income and expenses associated with the project for which you are requesting funds. Include in-kind contributions on the line provided, not as part of the income. **Note:** This funding opportunity does not require matching funds, however if the project expenses are more than your request, you must indicate the source of additional funds.

Do not report loans or prior year's surplus as income.

Income

Earned income includes the following:

1. Admissions/ Memberships – Revenue derived from the sale of admissions tickets, subscriptions, etc.
2. Contracted Services – Revenue derived from fees earned through the sale of services. Include sale of services, such as workshops; to other community organizations, government contracts for specific services, performances, or residency fees, etc.
3. Tuition/Class Fees – Include any fees earned from your own classes or workshops.
4. Other Earned Income – Include gross income derived from concessions, sales, parking, publications, rentals, etc. (specify).
5. Total Earned Income

Contributed income includes the following:

6. Gross from Fundraising Events – Gross proceeds from fundraising events such as galas, benefits, golf-outings, etc.
7. Corporate / Business Support – Cash support from contributions given by businesses, corporations and corporate foundations.
8. Foundation Support – Cash support from contributions given by private foundations.
9. Individual Support – Cash support from contributions given by individual donors.
10. ArtsWestchester Grant(s) received – Include any grants received from ArtsWestchester except for Mt. Vernon Cultural Arts Initiative. Include: Arts Partners Challenge, Basic Project Support, Challenge for the Arts, Project Support, Music Therapy, Yonkers Cultural Arts Initiative grants received.
11. Other Private Support – Cash support received from any other non-governmental source. Please note the source of this funding.
12. Government Support: NEA – Funds from the National Endowment for the Arts received directly by your organization.
13. Government / Other Federal –: Funds from such federal agencies as the Institute of Museum Services (IMS), Community Development Block Grants, Urban Development Action Grants, National Endowment for the Humanities, Department of Education, etc. received directly by your organization.
14. Government Support: NYSCA – Funds from the New York State Council for the Arts received directly by your organization.
15. Government Support: Other State – Funds from any division of New York State government excluding NYSCA.
16. Government Support: County – Funds from Westchester County Government received directly by your organization.
17. Government Support: Municipal – Funds from any local municipal government.
18. Other Unearned – Include any other unearned income, please specify source.

19. Total Unearned Income: Total of lines 6 through 18.
20. Total Income: Total of lines 5 and 19.

Expenses

Each item should be entered in the fiscal year in which the project occurs or will occur, regardless of the year in which the expenses are paid. Expense figures should include salaries and fees whether from employees or independent contractors.

21. Personnel: Administrative – Personnel salaries are those for which your organization files a W-2 Wages Statement, including payments of salaries and wages for executive and supervisory administrative staff, clerical and other front-of-the-house and box office staff, maintenance, and security staff.
22. Personnel: Artistic – Employee salaries and wages for artistic directors and artists.
23. Personnel: Technical – Employee salaries and wages for technical or production staff and management.
24. Fringe Benefits – Total of all fringe benefits paid to employees.
25. Consultant Fees/Services: Artistic – Outside fees are payments reported on Form 1099, including payments to firms or persons for artistic services of individuals who are not ordinarily considered employees of your organization.
26. Consultant Fees/Services: Outside – Payments to firms or persons for non-artistic services of individuals who are not ordinarily considered employees of the organization. These may be consultants or employees of other organizations whose services are specifically identified with the project. For example: legal and accounting, advertising, design services.
27. Consultant Fees/Services: Music Therapist – Music Therapy applicants only. Payments to music therapists.
28. Marketing / Advertising – All costs for marketing / publicity / promotion including postage and printing. Do not include payments to individuals or firms that belong under Personnel or Outside Fees/Services: Other.
29. Space Rental – Payments specifically identified with rental of office, rehearsal, theater hall, gallery and other spaces.
30. Travel – All costs for travel directly related to the travel of individuals.
31. Fundraising- All costs associated with fundraising events such as galas, benefits, golf-outings, etc.

The value of all donated services, materials or facilities. In-kind contributions are **NOT** to be included in the operating budget above. Please detail any significant in-kind contributions anticipated during the request year, such as donated space or printing, in the space provided. Be sure to include any in-kind contributions from municipalities.

Mount Vernon Initiative Request – This is the difference between the *Total Project Expenses* and the *Total Project Income*. Remember, this cannot be less than \$1,000, exceed \$5,000.

Please Note: It is considered a conflict of interest for Board Members to be paid for services they provide.

Please keep a copy of your completed application.

Example of a Letter of Agreement between Applicant and Fiscal Agent

<<on your organization letter>>

This Letter of Agreement between _____ (“the fiscal agent”) and _____ (“the applicant”) is entered into for the purpose of setting forth the terms of the relationship between the conduit and the applicant in connection with the Arts Alive Project Grants program administered by ArtsWestchester.

This Letter of Agreement shall continue in force and be binding until such time as all grant monies are disbursed to the artist for the project as described in the Arts Alive Project Grant guidelines and the Decentralization Funding Agreement (“the project”).

The parties hereby agree to the following specific terms and conditions:

A. The fiscal agent agrees to:

- (i) receive, record and disburse the grant monies to the applicant, it being expressly understood that the grant monies are and shall remain the property of the applicant;
- (ii) refrain from making or imposing artistic decisions on the project or any substantive changes in the project, it being understood that artistic control and proprietary rights remain exclusively with the applicant;
- (iii) supply proof of not-for-profit status, indicated by one of the following:
 - a. 501(c)(3) letter of tax exempt status, Section 501(c)(3) of the Internal Revenue Service
 - b. Certificate of Incorporation under Section 402 of the New York State Not-for-Profit Law
 - c. Charter from New York Board of Regents under 216 of the Education Law
 - d. Current New York State Bureau of Charities filing receipt
- (iv) complete the Fiscal Agent Information section of the Application (page 3).
- (v) sign and date the Decentralization Funding Agreement upon receipt.

B. The applicant agrees to:

- (i) credit the fiscal agent on all publicity, advertisements, and acknowledgements related to the project in the form of mutually agreed to by the parties;
- (ii) inform the fiscal agent in a timely manner of all substantive changes in the project, as originally described in the Decentralization Funding Agreement; and
- (iii) assume all responsibilities and liabilities related to the successful and timely completion of the project, including the completion of required forms.

Fiscal Agent Officer Signature

Name (please print)

Date

Applicant Signature

Name (please print)

Date