

**ARTSWESTCHESTER GRANT PROGRAMS
MOUNT VERNON ARTS INITIATIVE
2021-2022 GRANT GUIDELINES**

Application Deadline: Tuesday, April 6, 2021 at 11:59PM

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
- Service to the Community
- 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 CULTURAL ARTS INITIATIVE GRANTS

The Mount Vernon Cultural Arts Initiative provides project grants in two categories:

- 1) Organization
- 2) Individual Artist

The Mount Vernon Arts Initiative is designed to help Mount Vernon's community-based cultural organizations and artists enhance the cultural programs and services they provide to city residents, while also enhancing and improving the neighborhood(s), facilities, and/or city parks where they occur. The grants also help locally-based cultural organizations and artists to build their capacity and to contribute to the city's community building and economic development efforts. Mount Vernon Arts Initiative awards are over and above the funding your organization received from ArtsWestchester in our Basic Program Support or Arts Alive categories. The Mount Vernon Arts Initiative awards are made possible with support from Westchester County Board of Legislators and the City of Mount Vernon.

WHAT IS THE APPLICATION DEADLINE?

You must submit your completed application by the deadline: Tuesday, April 6, 2021 at 11:59pm

HOW DO I APPLY?

Use the on-line application available at <https://artswestchester.submittable.com/submit>.

Select the category "Mount Vernon Arts Initiative 2021-2022 Application" to apply.

- 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 Lauren Brady, lbrady@artswestchester.org.

HOW MUCH MAY I REQUEST?

ORGANIZATIONS

An eligible organization may request a maximum award of \$5,000 per application.

ARTISTS

An eligible artist may request a maximum award of \$2,500 (\$1,000 minimum).

We recognize that the award may not cover the complete cost of your proposed project, and your budget should reflect additional sources of income as required.

WHAT IS THE PERIOD OF SUPPORT?

Projects must take place between July 1, 2021 and June 30, 2022.

MAY WE SUBMIT MORE THAN ONE REQUEST?

Organizations may submit up to two (2) requests up to \$5,000 each for different projects. Artists may only request support for one project in this category.

III. APPLYING FOR A 2021–22 MOUNT VERNON ARTS INITIATIVE GRANT

WHAT ARE THE ELIGIBILITY REQUIREMENTS?

The project/activity for which you are requesting support must:

- Take place in the City of Mount Vernon and be focused on the residents of Mount Vernon
- Take place between July 1, 2021 – June 30, 2022
- Be a new project/activity not currently supported by another ArtsWestchester grant opportunity
- Have a confirmed project location at the time of application

ORGANIZATION ELIGIBILITY REQUIREMENTS

To be eligible the organization must:

- Demonstrate 501(c)(3) federal tax exempt status as a private, not for profit organization incorporated in New York State
- Be headquartered in the City of Mount Vernon
- Have a mission statement that clearly delineates the arts or local history/culture as primary, both in focus and in actual operation (“arts” includes developing skill in or knowledge of a discipline.)
- If a past grant recipient, your organization must be in good standing regarding submission of required reports
- The organization must operate in a way that does not discriminate on the basis of race, color, national origin, gender, disability or sexual orientation.

ARTIST ELIGIBILITY REQUIREMENTS

To be eligible the artist must:

- Live in Westchester County, or own/rent space in Westchester County at the time of the application and for the duration of the planned project
- If a past grant recipient, you must be in good standing regarding submission of required reports

WHAT TYPES OF PROJECTS/ACTIVITIES ARE ELIGIBLE FOR SUPPORT?

ORGANIZATIONS MAY APPLY FOR:

A variety of open-to-the-public activities, including but not limited to:

- A single event, such as an exhibition, performance, or arts festival
- A series of related activities, such as a film or concert series
- Public art (site-specific sculpture, mural, installation)

ARTISTS MAY APPLY FOR:

Creation of New Work – This category provides commissioning support to individual artists for the creation of new work created and presented in a community setting. This funding supports artist-created work rather than work created by the community under an artist's direction. An essential element of this funding is the inclusion of community involvement in the development and creative process.

-OR-

Community Engagement Project – This category supports community-based arts and cultural projects developed by individual artists to offer an open-to-the public arts activity, workshop, or public project.

Please Note: If you applied for Basic Program Support, Project Support or an Arts Alive grant, your request for funds through this initiative must be for programs/activities that are different from those supported through these funding categories. Priority will be given to brand new initiatives not previously funded in past grant cycle.

ARE THERE ANY FUNDING RESTRICTIONS?

The following are **not eligible** for a Mount Vernon Arts Initiative award:

- Projects/programs that are operated by the City of Mount Vernon or are part of the services the City provides to residents
- General operating support requests
- Capital projects
- Programs, projects, activities funded through an ArtsWestchester grant in another category
- Fundraising activities
- Deficit-reduction activities
- Programs/activities open only to members and/or in a closed in-school or after-school setting
- Purchase of equipment or non-consumable supplies or materials
- Grant-making organizations/activities
- Prize money or awards
- Purchase of refreshments
- Tuition-based classes or instructional programs, except need-based financial aid
- Programs/activities that are primarily therapeutic, except by prior approval

Please Note: Organizations that receive direct support from Westchester County Government are not eligible for ArtsWestchester grants.

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 COMMITTEE CONSIDER AS THEY REVIEW APPLICATIONS?

Awards are based on an in-depth 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. Artistic Merit** - Applicants will be evaluated based on the following artistic questions. Application should address not only the artist's/organization's background/history and strengths but also how/why the work is being created.
- Programming that demonstrates creativity and vision.
 - Programming that demonstrates consistent high quality, whether in innovative or traditional genres or approaches.
 - The strength/clarity of the concept or influence behind the artistic work or services proposed.
 - 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 Committee judge artistic merit.)
- B. Impact and Service to the Community**
- The benefit(s) the public receives from your 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 who 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.
 - Evidence of community support
 - The contribution the artwork and/or services make to the development of a vibrant arts and cultural community in the state.
 - Project/organization provides thoughtful and well-designed educational and interactive activities that help build audience appreciation and understanding of the organization and its work.
 - Project/organization provides attendance data (relevant to the population of the community to be served) as well as participant feedback (if available and appropriate).
 - Project/organization uses venues that are fully accessible to the public and comply with all safety and accessibility standards.
 - Project/organization demonstrates significant efforts to reach and engage a broad array of artists and audiences.

C. Managerial/Financial Oversight and Viability

- Demonstration of fiscal stability and effective fundraising efforts.
- Organizational history, leadership, and accomplishments.
- Feasibility of the project budget.
- Appropriate compensation of artists
- Clearly-defined objectives and ability to achieve them
- Evidence of sound management and financial stability
- Confirmed project location and dates

D. Diversity and Inclusiveness

- Degree to which the project will involve and reflect diverse/inclusive participants and/or audiences, based on the demographics of your service area
- Demonstrated efforts to have diverse representation in board, staff, and programming (organizations only)
- Plans for publicizing the project to reach a wide audience, as appropriate
- Artist and organizations should provide clear and cohesive audience engagement and evidence of an inclusive audience/participants based on the demographics of your service area.

HOW IMPORTANT IS DIVERSITY / INCLUSIVENESS?

Diversity/inclusiveness is very important. ArtsWestchester's Project Support grants are supported by public dollars. Therefore, we seek to support projects that demonstrate efforts to include people of all races, ethnicities, nationalities, socio-economic backgrounds, genders, sexual orientations, and religions, as well as those with disabilities. We expect funded organizations to reflect inclusiveness in the areas of policy, administration, programming, audience, and any others that may be relevant. At the same time, we recognize that an organization's service area informs its efforts to be inclusive, and that organizations will address diversity/inclusiveness in different ways.

IS APPLICATION ASSISTANCE AVAILABLE?

Yes. If you would like to speak to a program officer about your application, please contact grants@artswestchester.org

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

ArtsWestchester will announce awards in late June/early July 2021.

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 reviewers did not adhere to the criteria specified.
- ArtsWestchester provided incomplete or incorrect information to the Committee

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 Director of Grant Programs, Susan Abbott, 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 Committee.

REVIEW PROCESS

The review system is based on scores from Poor (1) to Extraordinary (10).

Rating	Description	Strengths/Weaknesses
10	Extraordinary	
9	Exceptional	Exceptionally strong (model and standard for field or discipline with essentially no weaknesses)
8	Outstanding	Extremely strong with negligible weaknesses
7	Excellent	Very strong with some minor weaknesses
6	Very Good	Strong but contains several minor weaknesses
5	Good	Strong but with at least one moderate weakness
4	Satisfactory	Some strengths but with some moderate weaknesses
3	Fair	Some strengths but with at least one major weakness
2	Marginal	A few strengths and a few major weaknesses
1	Poor	

“Weaknesses” are defined as follows:

- **Negligible:** A weakness that does not lessen impact but if improved could create a greater impact
- **Minor:** An easily addressable weakness that does not substantially lessen impact.
- **Moderate:** A weakness that lessens impact.
- **Major:** A weakness that severely limits impact.

WHAT ARE MY RESPONSIBILITIES AS A GRANTEE?

If ArtsWestchester’s Board of Trustees approves a grant to you, you will receive a contract for cultural services. The contract indicates the amount of your grant and the scope of service (based on your application) that you agree to provide during the contract year. The contract also states your responsibilities, the terms and conditions Westchester County Government requires of our subcontractors, and reporting requirements.

If your award is significantly lower than the amount requested, ArtsWestchester may require you to submit a revised scope of service and budget along with the contract for cultural services.

You will also receive an agreement to acknowledge ArtsWestchester’s support by using our logo and credit line on printed and electronic materials associated with your project (announcement cards, posters, programs, and your website), as well as under the appropriate category on your list of contributors. These acknowledgements are a requirement for all Mount Vernon Initiative awardees, and help build greater awareness of the importance of public support.

IV. COMPLETING THE MOUNT VERNON ARTS INITIATIVE APPLICATION FORM

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

Remember to click **“Save Draft”** at the bottom of the page periodically. Click **“Submit”** when you are finished.

ORGANIZATION / ARTIST INFORMATION

ORGANIZATION OVERVIEW: Provide a brief narrative describing your organization. Include information about its history; size; the community/region/audience it serves; programs and activities; and any efforts/accomplishments related to engaging a broad and diverse population. Use the following subheadings to organize your narrative (600 word maximum):

- History
- Audience
- Staff/Board Structure
- Programs and Activities
- Diversity Efforts/Accomplishments

ARTIST OVERVIEW: Describe yourself as an artist, your artwork and your creative process. Share your goals in making art and how you define your role as an artist within the community. Use the following subheadings to organize your narrative (600 word maximum):

- Background and Experience
- Creative Process
- Artistic Vision and Goals
- Role in the Community

PROJECT NARRATIVE

Please begin your narrative with the phrase “[Name of Organization/Name of Artist] seeks a \$[10] Mount Vernon Arts Initiative grant to [10X]. Then cover each of the points below, using them as subheadings. NOTE: If your project is an expansion/enhancement of your on-going activities, your answers should relate to the expansion/enhancement, which is the proposed project. (1,000 word maximum).

- Major project activities
- Target population and how you will engage them
- Need for the project and impact on the community
- Role of key individuals, partner organizations, artists and their qualifications (bios are required as attachments)
- Goals and anticipated outcomes, as appropriate
- Plans for publicizing/promoting the project

IN ADDITION, ARTISTS SHOULD INCLUDE:

- Proposal focus – New work or Community Engagement project (see page 3)
- How the project relates, or advances your creative work, artistic vision and goals.
- How your background/experience prepared you to execute this project
- Any other relevant information of interest to the panel such as: recurring artists and planned or confirmed community participants.

PROJECT BUDGET

Enter anticipated income and expenses for the proposed project and provide details in the “Description” column as needed. For example – if there are staff costs, indicate staff position and percentage of staff time allocated to the project; indicate how many tickets you expect to sell; indicate whether anticipated income has been secured in the description column. The more information you give the committee, the fewer questions they will have when reviewing the project budget.

BUDGET FOR ORGANIZATIONS:

For detailed description of income and expense budget items that will appear in the ORGANIZATION application, please see page 10-11.

BUDGET FOR ARTISTS:

For detailed description of incomes and expense budget items that will appear in the ARTIST application, please see page 12.

Reminder: Artist fees are an appropriate budget expense.

BUDGET NOTES (Recommended):

Please use the Budget Notes field to add any details or further explanation to your project’s budget. If your project is showing a deficit (expenses are greater than the income, resulting in a loss) then please explain how that deficit will be addressed.

USE OF FUNDS:

Please indicate how the Mount Vernon Initiative funds will be allocated, if awarded.

THE COMPONENTS OF A COMPLETE MOUNT VERNON CULTURAL INITIATIVE SUPPORT APPLICATION

DEADLINE: Your application must be completed and submitted online by **11:59 p.m. Tuesday, April 6, 2021.**

The application consists of the application form and the required materials described below, including work samples.

REQUIRED MATERIALS: The following items are required. If any are missing, your application is considered incomplete and may be determined ineligible for review.

- 1) **Completed online application form**
- 2) **Resumes or bios of key personnel and artists involved in the project**
- 3) **Work samples** that indicate the artistic merit of your/your organization's programming during the past two years and of the proposed project in particular. These may include, but are not limited to:
 - **Artwork** uploaded as JPG and MP4 files; include an explanatory list in a separate PDF file
 - **Performances/Presentations** uploaded as MP3 and MP4 files. You may also include Web links to clips hosted on external sites (YouTube, etc.). The Committee is unlikely to review more than 3 minutes; cue to the correct chapter or time stamp.
 - **Manuscripts, Catalogues, and other Printed Materials** uploaded as PDF files.

All support materials are to be submitted online with your application form. The "upload" portal is at the end of the application form.

NOTE: If materials are in the form of URLs, please create a separate PDF file titled "URL Materials," including a description of the work sample/content and the URL (link) embedded in the text document. URLs cannot be password protected and must remain live through June 30, 2022. ArtsWestchester reserves the right to review any/all of the online sources.

IMPORTANT: Remember to "**Save Draft**" at the bottom of the page. Click "**Submit**" when you are finished.

Good Luck!

PROJECT BUDGET FOR ORGANIZATIONS

Income: Each income item should be entered in the fiscal year in which the project occurs or will occur, regardless of the year in which the revenue is received. Show the gross revenue amount received in each category. Do not report loans or prior year's surplus as income.

Earned income includes the following:

1. Tickets/Admission: Revenue derived from the sale of admissions tickets, subscriptions, etc.
2. Classes/Workshop Fees: Fees earned from classes or workshops
3. Fundraising Events/Activity: Gross proceeds from fundraising events such as a gala, benefit, golf-outing, etc.
4. Other Earned Income: Gross income derived from concessions, sales, parking, publications, rentals, etc. (specify)
5. Total Earned Income: Total of lines 1–4 (this should total automatically)

Contributed income includes the following:

6. Corporate/Business Support: Cash contributions from businesses, corporations, and corporate foundations
7. Foundation Support: Cash contributions from private foundations
8. Individual Support: Cash contributions from individual donors
9. Government Support – Federal: Cash contributions from federal agencies such as the National Endowment for the Arts, 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
10. Government Support – State: Cash contributions from the New York State Council for the Arts and/or any other division of New York State government received directly by your organization
11. Government Support – Municipal: Cash contributions from any local municipal government received directly by your organization
12. Other Unearned Support: Any other unearned income (specify)
13. Total Contributed Income: Total of lines 6 through 13 (this will fill in automatically)
14. Total Income: Total of lines 5 and 14 (this will fill in automatically)

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.

15. Personnel – Administrative: (Personnel salaries are those for which your organization files a W-2 Wages Statement.) Administrative employees include executive and supervisory administrative staff, clerical and other front-of-the-house and box-office staff, maintenance and security staff
16. Personnel – Artistic: Employee salaries and wages (W-2 form) for artistic directors, curators, and artists
17. Personnel – Technical: Employee salaries and wages for technical or production staff and management

18. Contract Fees/Services — Artistic: Fees (reported on Form 1099), including payments to firms or persons for artistic services of individuals who are not ordinarily considered employees of the organization
19. Contract Fees/Services — Other: Fees (reported on Form 1099) 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, accounting, advertising, or design consultants).
20. Marketing/Advertising: All costs for marketing/publicity/promotion directly associated with the project. Do not include payments to individuals or firms that belong under Personnel or Contract Fees/Services.
21. Fundraising Expenses: Expenses from fundraising events directly related to the project
22. Printing: All costs for mailings and/or printing directly associated with the project
23. Travel: All costs for the travel of individuals, directly related to the project
24. Space Rental: All costs specifically identified with rental of office, rehearsal, theater hall, gallery, and other spaces directly related to the project
25. Equipment Rental: All costs for rental of equipment directly related to the project
26. Materials/Supplies: All costs for purchase of materials and supplies directly related to the project
27. Other: All expenses directly related to the project not entered in other categories (specify)
28. Total Expenses: Total of lines 17–28 (this will fill in automatically)
29. Income less Expenses: Lines 16 minus 29 (this will fill in automatically)
30. Mount Vernon Arts Initiative Grant Request Amount
31. Balance: Lines 30 plus 31 (this will fill in automatically)

PROJECT BUDGET FOR ARTISTS

Expenses:

- 1) Artist Fees: Fees for artistic services directly related to the project. (Remember, paying yourself artist fees is an appropriate expense).
- 2) Consultant Fees (specify): Fees for consultants or employees of other organizations, whose services are specifically identified with the project (for example: legal, accounting, advertising, or design consultants).
- 3) Materials and Supplies: All costs for purchase of materials and supplies directly related to the project
- 4) Space Rental: All costs specifically identified with rental of office, rehearsal, theater hall, gallery, and other spaces directly related to the project.
- 5) Equipment Rental: All costs for rental of equipment directly related to the project
- 6) Marketing/Advertising: All costs for marketing/publicity/promotion directly associated with the project.
 - a. Do not include payments to individuals or firms that belong under Consultant Fees.
- 7) Other (Specify): All expenses directly related to the project not entered in other categories (specify)
- 8) Total Expenses: Total of lines 1-7. This will total automatically.

Income:

- 1) Admission/Ticket Sales: Revenue derived from the sale of admissions tickets, subscriptions, etc.
- 2) Tuition/Class/Workshop Fees: Fees earned from classes or workshop fees
- 3) Individual Donations: Cash contributions from individual donors
- 4) Other Grant Funds: Other grants funds that you have applied for to complete this project. Please indicate if other grant funds are confirmed to tentative.
- 5) Other Income: Gross income derived from concessions, sales, parking, publications, rentals, etc. (specify).
- 6) Total Income: Total of lines 9-13. This will total automatically.
- 7) Balance: Line 14 minus line 8.
- 8) Mount Vernon Arts Initiative Grant Request Amount