



2019 - 2020 Arts Anchor Fund Guidelines

ABOUT THE ARTS ANCHOR FUND

The Arts Anchor Fund supports a diversity of art forms by providing Contracts for Cultural Services to major not-for-profit arts organizations located in Tacoma. Applicants qualifying for the Arts Anchor Fund submit one application every two years to contract with the City of Tacoma to provide arts related services to the public.

An Arts Anchor is a community-based arts organization that significantly improves the quality of life for the citizens of Tacoma. These organizations “anchor” the cultural scene in Tacoma as a progressive, international city. They have a solid history of financial stability, offer artistic work of exceptionally high quality, draw artists to the community, and significantly strengthen the mix of artistic offerings available locally.

Funded programs must be open to the public and fully accessible to all audiences. A portion of the services resulting from the City’s funding must provide access to all citizens, reflecting the diversity of Tacoma’s citizenry and including people from many different socioeconomic groups and walks of life.

ABOUT THE MONEY

Contracts may range from \$10,000 to \$20,000 per year for two years (\$20,000 to \$40,000 for the total biennial contract.) This funding applies to 2019 – 2020, from January to December. Contracts will have an end date of December 31, 2020. Payments will be made in three phases. The contract with the organization will delineate specific deliverables to be fulfilled before payment can be made for each phase.

The panel will review applications and recommend funding levels based upon the availability of funds and review of each application as measured against the evaluation criteria detailed in these guidelines. Funding is determined through a competitive application process. Application to or previous funding from the Arts Anchor Fund does not guarantee funding. No funding is guaranteed until official approval of the budget by Tacoma City Council.

DATES TO NOTE

- **Pre-Application Meeting (optional):** Those who are new to the Arts Anchor Fund application process or those who have questions should contact Naomi Strom-Avila at 253-591-5191 for a one-on-one discussion
- **Application Deadline:** January 21, 2019, 11:59 pm
- **Panel Review:** Date TBD between Feb 18 – Mar 8, 2019
- **Notification of Funding Decision:** by March 15, 2019
- **Contracting with Funded Organizations:** March – April 2019
- **Funding Period:** April 1, 2019 - December 31, 2020

ELIGIBILITY

Organizations are eligible to apply if they answer 'YES' to all of these:

- Is the organization a private, non-profit 501(c)3?
- Is the organization headquartered in Tacoma with major venues located within Tacoma city limits? Check this map to verify that the organization and venue(s) are located within Tacoma city limits:
<http://bit.ly/2ftLUaM>
- Does the organization have a mission that is primarily arts centered?
- Does the organization have an annual operating budget of at least \$250,000?
- Does the organization have a record of at least five years of ongoing paid employment of professional administrative and artistic personnel?
- Does the organization have a strategic plan? New applicants, or if requested by City staff, must submit a current copy with this application.
- Is the organization's programming fully accessible to all audiences?
- Does the organization comply with the laws of the Federal Government, the State of Washington and the City of Tacoma, including ADA accessibility, non-discrimination, and equal employment opportunities?
- Does the organization have a City of Tacoma business license?
<https://www.cityoftacoma.org/businesslicense>
- Will the organization acknowledge the City's funding in all appropriate marketing and promotion?

AND, if they answer 'NO' to all of these:

- Will the organization receive funding for the same services directly from the City of Tacoma via other processes in 2019 or 2020?
- Will the organization receive funding from the Tacoma Arts Commission via any other funding program in 2019 or 2020? Organizations selected to receive funding through the Arts Anchor Fund are not eligible to apply for Arts Projects funding.
- Is the organization a school or school-based auxiliary organization (e.g., PTAs)?
- Is the organization's governance a taxing authority or is their primary purpose fundraising for such taxing authority?
- Are the organization's executive director and/or executive board members current members of the Tacoma Arts Commission?
- Will Arts Anchor Funds be applied to receptions; travel costs; fundraising events, even those for cultural services or those which include a public arts opportunity; debt service; endowment building; capital projects; or scholarships?

HOW TO APPLY

Please submit the following at www.tacomaarts.submittable.com/submit

- Basic organization information including leadership contacts, locations of primary activities, operating expenses for last three fiscal years, non-profit status, and mission statement
- Financial Information Form - 3 pages total (download the budget form at www.cityoftacoma.org/artsopps, fill out, and attach to the electronic application)
- Event Information Form - 2 pages total (download the form at www.cityoftacoma.org/artsopps, fill out, and attach to the electronic application)
- Narrative Responses
- Operating Deficit Explanation (if applicable)
- Current Board of Directors list
- List of key artistic and managerial staff
- Current operating budget
- Final financial statement (audited, if possible) for most recently completed fiscal year
- Current strategic plan (for all new applicants, or if requested by the Tacoma Arts Administrator)
- Artistic Work Samples and descriptions

Application Deadline: Applications must be received by January 21, 2019, 11:59 pm. Applications received after this date will not be reviewed and will be deemed ineligible for funding regardless of the merit of the organization.

Panel Review: Each application goes before a funding panel comprised of peers, Arts Commissioners and other qualified members. Panel members will review and discuss each application. An informed representative from each organization must be available in person or by conference call on the date of the panel review to clarify questions posed by the panel. The panel review is planned for **Date TBD between Feb 18 – Mar 8, 2019**; staff will notify applicants of the time of each organization's application review schedule ahead of time.

EVALUATION CRITERIA AND NARRATIVE RESPONSES GUIDELINES

Provide narrative responses to the following evaluation criteria. Possible questions to consider when addressing the evaluation criteria are listed. Applicant does not need to answer every question as listed, as long as applicant is fully addressing the criteria. Applicant must be very explicit about how the organization addresses the evaluation criteria.

Artistic Excellence (40%)

Artistic Excellence will count for 40% of the applicant's score. Only organizations that produce work of exceptionally high quality will be recognized as Arts Anchors. Artistic excellence is illustrated by the artistic mission of the organization and excellent programming that enhances public knowledge, understanding and appreciation for art forms, specific art works or artists. It is also seen in how the applicant strengthens the mix of artistic offerings available locally, elevates quality, and makes advancements and takes leadership in their field.

Please address Artistic Excellence in 1000 words or less. Questions to consider:

- What programs and services does the organization provide to the citizens of Tacoma and how do these strengthen the mix of artistic offerings in the community?
- How does the organization ensure artistic quality?
- How does the organization enhance public knowledge, understanding and appreciation for the art form(s) they present?
- What were the organization's artistic successes and challenges in the last fiscal year and how is the organization addressing the challenges and building on the successes?

Equity (20%)

Equity will count for 20% of the applicant's score. Equity is the fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. The Tacoma Arts Commission and its staff are dedicated to promoting equity and social justice through the arts. We encourage applicants to address how they are representing diverse racial/ethnic identities, gender identities, ages, and abilities within their organization and in their programming, and/or how and why they are focusing on an underrepresented segment of the community.

Please address Equity in 1000 words or less:

- How does the organization address diversity, equity, and inclusion in its attendees, staff (senior staff, mid-level staff, and junior staff), volunteers, and board members? Provide any known demographics for these groups.
- What specific steps has the organization taken, is currently taking, or will take to diversify organization attendees, staff, volunteers, and board members?
- If the organization does not currently have this data, please explain why not, and how the organization has otherwise demonstrated a meaningful plan for progress in equity work at the organization.
- If applicable, what cultural and aesthetic traditions or underrepresented art forms does the organization present?
- If the organization focuses on a specific cultural community, please describe how attendees, staff, volunteers, and board members reflect that community.

Management Performance (20%)

Management Performance will count for 20% of the applicant's score. Management Performance is illustrated through best practices in organizational stability, fiscal responsibility, a clear and balanced budget, qualifications of key participants, and a participatory board. The strongest applications will document a diverse mix of funding sources, including confirmed donations from individuals, foundations, corporations and other jurisdictions. Final report forms from the previous year may be considered to evaluate management performance. These are on file with the City and do not need to be submitted with this application.

Please address Management Performance in 1000 words or less. Questions to consider:

- Summarize the organization's long term plans and where is the organization at in realizing these?
- How is the organization meeting the demands of a changing market?
- What adjustments have been made in the past two years to maintain viability? What adjustments does the organization foresee making in the next two years?
- How is the board involved in overseeing the overall direction, function, and financial stewardship of the organization?
- What are the organization's strategies to generate contributed income? What has proven successful in fund development, and what has not?
- If the organization has recently, is currently, or will soon be undergoing senior, mid-level, or junior staff changes, what is the organization doing to maintain stability and continuity of programming?

Audience Development & Community Impact (20%)

Audience Development & Community Impact will count for 20% of the applicant's score. Audience Development is more than just selling more tickets. Audience Development & Community Impact is measured in a number of ways: through an organization's efforts to grow and deepen its audience from both local patrons and visitors; by its success participating in the community beyond the walls of the institution; through the provision of opportunities for artists to experience, learn, and work; in economic impacts; in efforts to reach and serve a diverse group of people from youth to seniors; through engagement in arts education; and in a marketing plan that includes a well-defined target audience and an accurate means of evaluating key performance measures.

Please address Audience Development & Community Impact in 1000 words or less. Questions to consider:

- Who are the organization's primary target audiences? How does the organization reach these audiences effectively?
- What does the organization do to reach new audiences (i.e. underserved communities, communities who don't yet visit the institution, cultural tourists)?
- How does the organization participate with the community and other organizations, both within the 'walls' of the institution and beyond it?
- How does the organization track attendance?
- How does the organization define and measure community impact?
- What educational programming does the organization provide?
- How does the organization market itself and evaluate performance?
- What percentage of audience is expected to come from outside the city limits? From where?
- What positive economic impacts does the organization have on the city? How has the organization's economic impact been measured?

ARTISTIC WORK SAMPLES

Please select samples that demonstrate artistic excellence and communicate the range and quality of the organization's services. Panelists generally spend no more than two to three minutes reviewing the work samples of each applicant. Organize and cue submissions accordingly. Please follow the instructions for the specific artistic work sample format submitted.

- **Visual Art**

Maximum of 20 images of artwork or art related activities may be submitted. Submit only high quality JPEG files.

- **Performance or New Media**

If it is legally viable, please submit URLs or digital video files for up to three samples of work. Please make sure that work sample URLs remain live through March 2019 for the application review process. If the organization only wants a portion of the work samples to be reviewed, indicate in the Description field of the online application form what time into the start of the samples the panel should begin review. The panel will view a minimum of 1 minute and a maximum of 3 minutes of the work samples.

If it is not legally feasible to submit URLs or digital video files, please submit any combination of the following support documents:

- Up to 10 digital still images from previous performances (see the Visual Art section for formatting instructions)
- Up to 3 critical reviews of previous performances

- **Music/Sound Art**

Please submit URLs or digital audio files for up to three samples of work. Please make sure that work sample URLs remain live through March 2019 for the application review process. If the organization only wants a portion of the audio samples to be reviewed, indicate in the Description field of the online application form what time into the start of the samples the panel should begin review. The panel will review a minimum of 1 minute and a maximum of 3 minutes of the work samples.

- **Literary Arts**

Provide a manuscript of up to 10 pages for poetry and fiction, or a maximum of 26 pages for plays, film scripts, and teleplays. The manuscript should be in an 8 ½" x 11" sized document, with a minimum font size of 11 points, and saved as a PDF or Word document.

- **Interdisciplinary Art**

Applicants using this format must demonstrate the use of two or more disciplines in their work samples. Review the above formats to see which best demonstrates the applicant's interdisciplinary work and select one or two formats to submit work samples in. Follow the instructions for each format chosen.

QUESTIONS?

For assistance, please contact Naomi Strom-Avila at 253.591.5191 or nstrom-avila@cityoftacoma.org