

## 2011 Arts Projects Guidelines

### Tacoma Arts Commission

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### About Arts Projects

The Arts Projects program financially supports a variety of high quality arts projects throughout Tacoma. This funding can be used for artistic presentations, activities, workshops or projects that are accessible to the general public. Admission may be charged to these programs, as long as the application demonstrates public benefit (see definition). The arts activity may be a one-time event or a small number of events that are closely related. It may also be an ongoing program or neighborhood public art project. Additional consideration will be given to projects that include other funding from individuals, businesses or organizations, and that pay professional artists for their professional services.

Funding for Arts Projects is determined through a competitive application process. Funding from year to year is not guaranteed. Contract awards will be based on budgetary factors and the evaluation criteria detailed in these guidelines. Of these, Artistic Quality and Artistic Merit are the most important factors in determining the competitiveness of an application.

### Dates to Note

Workshop: Tuesday, November 2, 2010, Noon – 1:30 pm, Tacoma Municipal Building, 747 Market Street, Room 1444 (14<sup>th</sup> floor)

Deadline: November 29, 2010, 5 pm (or postmark)

Notification: by December 31, 2010

Funded programs must take place after awards are announced, between January 1, 2011 and December 31, 2011.

## **Eligibility**

*You are eligible to apply if you answer 'yes' to one of these:*

- Are you are a private non-profit with any 501(c) designation (i.e. 501(c)3, 501(c)4)?
- Are you are an organized group of community volunteers such as a business district or neighborhood council with an advisory body, business license and organizational bank account? Submissions must come from an organization.
- Are you are a for-profit business with an arts mission wishing to produce a not-for-profit function?

*AND, if you answer 'yes' to one of the above, then you need to answer 'yes' to **all** of these questions:*

- Is your office located within the Tacoma city limits? Or, if you have no office, do a majority of your activities take place within the Tacoma city limits?
- Will the funded project be produced within Tacoma city limits?
- Is this the only contract that the applicant would have with the Community & Economic Development Dept. for 2011 for the same portion of the funded project?
- Will your organization match Arts Projects funding, at least \$1:\$1, with other sources of cash or in-kind support? Or, if you are a taxing authority, school, and school-based auxiliary organization, will you match Arts Projects funding at least \$1:\$1 with other sources of cash?
- Does your project support arts activities that are high quality and accessible to all audiences?

*AND, you need to answer 'no' to **all** of these questions:*

- Will the funded program be a fundraiser? • Will you receive funding from the Tacoma Arts Commission via any other funding program in 2011? Note: organizations selected to receive funding through the Arts Anchor Fund are not eligible to apply for Arts Projects funding.
- Are any administrative staff and/or artists, who will be paid with money received through Arts Projects funding, current members of the Tacoma Arts Commission or City of Tacoma employees?
- Is the organization officer and/or any executive board member a current member of the Tacoma Arts Commission?
- Is the organization officer and/or any executive board member a City of Tacoma employee?

## **Examples of Arts Projects**

Some examples of projects that have been funded by Arts Projects in the past:

- Free weekly training in traditional ethnic dance offered at a community center
- Public art
- Community based arts events and/or exhibitions
- A clearly defined arts component for a festival
- Poetry readings
- Free performances of plays in local parks
- Concerts of contemporary classical music in a community center
- Workshops that teach artists new skills, or that expand the public's understanding of and appreciation for the arts.

To see more examples of projects which have been funded in the past, please see [www.tacomaculture.org/arts/funding.asp](http://www.tacomaculture.org/arts/funding.asp). These examples are not the only options for

funded projects; these are meant to provide applicants with examples of the range and breadth of proposals that have been supported.

### **Arts Projects Does Not Support**

- Commercial enterprises
- Direct support to individuals
- General operating support for the applicant organization (planning, staffing, logistics or marketing not directly attributable to the proposed project)
- Purchases of equipment
- Expenses other than direct costs of producing or presenting the activity
- Organizations or agencies that receive funding for the same services directly from the City of Tacoma via other processes
- Lodging or travel costs, even those for participating artists
- Receptions or fundraisers, even those which include or benefit the arts
- Debt service, endowment building or scholarships
- Political or religious arts activities

### **About the Money**

Applicants can apply for anywhere between \$1,000 and \$5,000 for their project. Actual contract amounts will be based upon the review of each application as measured against the evaluation criteria detailed in these guidelines. Typically, contracts average around \$2,500.

Applicants must employ a variety of revenue sources to fund their project.

Applicant must match Arts Projects funding at least \$1:\$1 with other sources of cash or in-kind support. Taxing authorities, schools, and school-based auxiliary organizations must match Arts Projects funding at least \$1:\$1 with other sources of cash.

A broad funding base indicates both community support for, and the financial stability of, the project and organization. The Commission will not be the only funder for any project. Instead, it provides a 'seal of approval' that artists and organizations may use to leverage additional support from the public and private sectors.

Money will not be available to the applicant until the completion of the funded project. Recipients must be prepared to cover the costs of the program until this time.

### **Legal Requirements**

#### *Location*

All funded projects must take place within Tacoma city limits. Applicants must have both offices and primary performance venues located within Tacoma city limits.

#### *Access*

Funded programs must be open to the public and fully accessible to all audiences.

#### *Audit*

Contractor shall manage all of its operations in accordance with a policy of keeping books and records open to the City. The City shall be and they are hereby authorized, at such times as they may deem necessary and proper, to perform periodic audits of and monitor Contractor's activities to ensure Contractor's compliance with the requirements of this agreement.

#### *Legality*

Programs must comply with the laws of the Federal Government, the State of Washington and the City of Tacoma.

### *Non-Discrimination*

The contractor agrees to take all steps necessary to comply with all federal, state and City laws and policies regarding nondiscrimination and equal employment opportunities. The contractor shall not discriminate in any employment action because of race, religion, color, national origin or ancestry, sex, gender identity, sexual orientation, age, marital status, familial status, or the presence of any sensory, mental or physical handicap. In the event of non-compliance by the contractor with any of the non-discrimination provisions of this agreement, the City shall be deemed to have cause to terminate this agreement in whole or in part.

### *Public Benefit*

The City of Tacoma cannot use public funds in any way that may be construed as a gift to an individual or organization. Each contract will specify a specific 'deliverable' that will be provided to the citizens of Tacoma.

Examples include but are not limited to:

- ensuring that the artistic project is accessible and affordable
- providing cultural experiences that are not otherwise available to citizens of Tacoma
- producing a component that is free to the public
- producing free publications with significant artistic content
- allowing the public to access and witness the creation of new artistic work
- providing special outreach within the neighborhoods or business districts

### *Acknowledgment*

Arts Projects recipients must acknowledge the City's funding in all appropriate publications and media. City of Tacoma's Arts Commission logo placement is also requested where appropriate. Appropriate sponsor recognition may include curtain speeches, programs, signage, websites, advertisements, press releases, public service announcements, print previews or reviews, season brochures, flyers, postcards, newsletters, letters, posters and other publications and media. Refusal to fully acknowledge the City's funding may be grounds for termination of a contract.

## **Evaluation Criteria**

Funding is not guaranteed. The review process is competitive and the Tacoma Arts Commission routinely receives applications with requests totaling more than the money available. Evaluations are based on three factors (percentages indicate the weight of each factor in relation to the final score):

- Artistic Quality & Merit (40%)
- Community Impact (35%)
- Capacity to Complete the Program (25%)

### ***Artistic Quality and Merit***

Artistic Quality & Merit is the most important criteria in reviewing each application. The Commission may use site evaluations of previously funded projects, if applicable, when considering each application. The strength of the projects proposed must be clearly demonstrated in the application narrative and supported by the work sample submitted. The goal and expected outcome of the project must be clearly defined by the organization. The Arts Commission's funding decisions are based solely on the content of the application; they cannot make inferences. Be very clear

about your project proposal. Artists and works selected should represent diverse cultural and aesthetic traditions.

*Artistic Quality* may include:

- Presentation of artists or art forms not readily available to Tacoma audiences
- Presentation of a variety of artists and art forms
- Creation or refinement of new work or creative reinterpretation of existing work created in a public forum
- Collaborations between artists, particularly those from different disciplines
- Presentation of accomplished artists with strong performance or exhibition history

*Artistic Merit* may include:

- Broadening and/or deepening public knowledge, understanding and appreciation of and access to the arts
- Positive impact on artists and arts organizations, including payment of fees for their services
- Perpetuating and promoting artistic or cultural forms that are underrepresented
- Reaching special populations, such as shut-in senior citizens or culturally diverse and/or ethnically specific communities through the artwork or activity

### ***Community Impact***

The financial need of an applicant organization is not considered when evaluating applications. The most successful applicants will document that proposed activities will reach large audiences and/or underserved/underrepresented segments of the community (can include underrepresented art forms).

Projects that are taking place in a public or private location must have a letter of agreement from the property owner to indicate their acceptance of the proposed project.

Funding should help meet an important community need and contribute to the richness and vitality of Tacoma. All arts activities supported by the Tacoma Arts Commission must be accessible to the full breadth of Tacoma's citizenry.

### ***Capacity to Complete the Program***

A successful application must demonstrate that the organization has the capacity and commitment to produce the proposed project. Applications must demonstrate:

- Clear planning—the application refers to the project's goals, and organization's strategic and/or business objectives
- Skilled leadership of board and key staff, paid or unpaid
- Effective marketing to target audiences—demonstrated by marketing work samples
- Fundraising skill—as demonstrated by a well-prepared application and diverse mix of confirmed funders

## **Application Process**

### ***Step 1 – Pre-Application Workshop***

The Tacoma Arts Commission will host a free application workshop specific to Arts Projects on Tuesday, November 2, 2010 from Noon – 1:30 in Room 1444 (14<sup>th</sup> floor) of the Tacoma Municipal Building, 747 Market Street. All applicants are strongly encouraged to send a representative to the workshop.

### ***Step 2 – Submit Application by November 29, 2010***

Applications are due on November 29, 2010 at 5 p.m. Applications may be delivered to the Community & Economic Development Department at 747 Market Street, 9<sup>th</sup> Floor, by 5 p.m. or postmarked by this date. Applications received in person after this date or including a postmark after November 29 will not be reviewed and will be deemed ineligible for funding regardless of the merit of the program. No faxed or e-mailed materials will be accepted.

***Step 3 – Staff Review***

Staff will review each application for completeness and legal compliance. Organizations may be asked to supply corrections, clarification and missing material. Failure to respond by the deadline given will disqualify the application. Incomplete applications or applications with material deficiencies may be rejected at the discretion of staff or review panel.

***Step 4 – Selection Process***

Each application goes before a review panel comprised of peers, Art Commissioners and other qualified members. Panel recommendations will be forwarded to the Tacoma Arts Commission for approval at its December 13, 2010 meeting. Applicants will be notified by December 31, 2010. An award notification letter is not a contract. Funding is not guaranteed for a particular project until the contract has been fully executed.

***Step 5 - Contracting***

Staff will contact each recipient to formalize the contract and accompanying documents and deliverables. Payment will not be made if the contract is received after the project has begun or if the organization does not return the contract.

***Step 6 – Site Evaluation***

An Arts Commissioner and/or staff member may perform a site evaluation for each recipient. If an organization's programs do not clearly reflect the content of the application or violate any of the above requirements, the City may withhold payment for the contract. The City of Tacoma will not execute additional contracts with the organization through the Arts Projects program unless and until the contract disagreement is resolved. Information gathered in the site evaluation will be used in evaluating subsequent applications to this program.

***Step 7 – Reporting & Payment***

As soon as the contracted programming is completed, the organization must submit a Project Report and invoice to the Community and Economic Development Department in order for the payment process to begin. A Project Report form will be provided which requests the following information:

- Number of people served (volunteers, artists, students, seniors, Tacoma citizens, cultural tourists)
- Brief programmatic evaluation
- Accessibility and accommodation for people with disabilities
- Educational components
- Marketing and publicity summary
- Matching funds
- Budget reconciliation

All Project Reports are due to the Community & Economic Development Dept. on or before December 31, 2011. Typically, payment is mailed approximately four weeks after the report and invoice is received. **Awarded funds will not be dispersed until the funded project has been completed.** Applicants must be

prepared to cover their expenses before requesting payment. The Community & Economic Development Dept. will issue payment only upon timely receipt of an invoice and Project Report.

## 2011 Arts Projects Application

Please read all information carefully. Incomplete or illegible applications will be returned. We will confirm applicant eligibility for an Arts Project award.

### Format

To assist the processes of application preparation and evaluation, please:

- Type all application materials.
- Use black ink and an 11 -point or larger font.
- Do not reduce or condense type or line size.
- Restrict responses to the spaces provided. Don't add pages or write on the backs of pages.
- Submit all material (excluding work samples) on 8-1/2" x 11" white paper.
- Do not use colored paper.
- When photocopying material, please make double sided copies.
- Use only paper clips and rubber bands to fasten materials. Do not bind or staple.
- Do not submit anything that is not on the checklist. It will not be reviewed.

### Submission

Label and send your application to:

Tacoma Arts Commission

Arts Projects

Community & Economic Development Dept.

747 Market Street #900

Tacoma WA 98402

### Help

For assistance, please call Cultural Arts Specialist Naomi Strom-Avila at 253.591.5191 or email [nstrom-avila@cityoftacoma.org](mailto:nstrom-avila@cityoftacoma.org)

### Application Checklist

The Master Packet is the complete packet that contains all the requested materials listed below. The Master Packet should be on top of the stack of applications. In total, you will be submitting 8 packets - 1 Master Packet and 7 Panelist Packets

The **Master Packet** should include in this order:

- One completed copy of this Application Checklist
- One complete General Information Form **with original signatures**
- One complete Budget Page
- One Application Narrative
- One copy of the organization's business determination (i.e. 501(c) letter or business license)
- A letter of agreement from the property owner indicating their compliance with the submitted proposal
- List of key project personnel and their credentials
- Current Board of Directors list (for non-profits)
- One of each of the following Work Samples (see work sample submission guidelines for details)
  - Marketing sample



- Press clipping
- Artistic Work Sample
- Work Sample Description Sheet

Seven ***Panelist Packets*** of application materials in this order:

- Copy of General Information Form
- Copy of Budget Page
- Copy of Application Narrative
- Copy of manuscript (if submitting literary samples)

### **Application Narrative**

Please attach a two-page narrative answering the following questions. Submit the narrative section on 8 1/2" x 11" white paper and type in a clearly legible font with a minimum size of 11 points. Please check that you have answered all questions completely. The panel cannot make assumptions about your proposed project; you must be very explicit about your project and how it addresses the evaluation criteria.

#### *Artistic Quality & Merit*

Artistic Quality & Merit will count for 40% of the applicant's score.

- Briefly describe the project proposed. Include dates, times and locations. How will the proposed activity meet the Commission's evaluation criteria for Artistic Quality & Merit?
- What are your primary goals for the artistic event or activity and for the organization as a whole? How will you know if you are successful?
- Who are the artists involved and why? If you have not chosen your artists, how and when will you make this decision? If there are both paid and volunteer artists, please clarify which positions will be paid and how much. If this project was previously funded in this program, please indicate which artists participated last year.
- If you are a for-profit business, how is this project different from your daily endeavors?

#### *Community Impact*

Community Impact will count for 35% of the applicant's score.

- What is the estimated attendance for the activity proposed? If applicable, how many people attended this event or program before?
- Who are the target audiences? How will you reach these audiences effectively?
- Are there particular audiences, especially underserved audiences, which will be served by the proposed activity? What steps will the organization take to ensure access?
- Summarize how you have and will track attendance and community impact.

#### *Capacity to Complete the Program*

Capacity to Complete the Program will count for 25% of the applicant's score.

- Who is in charge of making key decisions for this project? What are their skills and relevant experiences?
- Briefly describe the community support for this project. What structure is in place to ensure the long-term viability of the program? If this project is meant to be one-time-only, what structure is in place to support it?
- For the proposed activity, please list confirmed funders and requests pending. Include specifics about non-cash expenses/in-kind support.
- Is the proposed location for the event/program firm? Has the location been confirmed with proper parties? (letter to be included in application packet)

- If the project receives less funding than requested from the City of Tacoma, how will you accomplish your project and meet your goals?

### **Definition of Work Samples**

*Marketing sample:* printed materials that represent the project's ability to connect with the public and any target audiences, including acknowledgment of past funding from the Tacoma Arts Commission (if applicable). If web marketing is used, please print out examples of the web pages.

*Press clipping:* (preview, review, feature or editorial) preferably about the arts project or program, otherwise about the success of the organization producing the project. If it is a brand new program/organization, indicate that press clippings are not available.

*Artistic Work Sample:* The artistic work samples you submit are crucial to illustrate the artistic merit of your proposal. Please take time to select samples that communicate effectively the range and quality of the art component you are proposing or past work that shows the artistic component you would like to have funded. Please submit work samples that give the panel the best information about the art component. You may choose any format for your work sample. You may submit work samples in up to two different media if your proposal is interdisciplinary. Please follow the instructions for the specific artistic work sample format you are submitting.

### **Artistic Work Sample and Work Sample Description Sheet**

#### **Visual Arts**

##### ***Digital Images***

Maximum of 10 images of artwork or art related activities must be submitted on a CD-R. Disc must be labeled with the applicant's name and number of images submitted. Do not embed the images into PowerPoint or submit moving image or audio files.

##### ***File Format***

Submit only "High" quality JPEG files (do not use GIF, TIFF, or other formats.)

##### ***Image Size***

Images must be at least 72 ppi resolution. Images smaller than 600 pixels per side are not recommended.

##### ***File Size***

Files must be less than 5 MB each.

##### ***File Labeling***

Files must be titled with a number indicating the viewing order, followed by the applicant's name. The numbers must correspond to the accompanying Work Sample Description Sheet. Use a "0" in front of single digit numbers and use only letters, numbers, and underscores. For example: 01\_Dance; 02\_Dance. If using Mac OS 8 or later, include a ".jpg" extension at the end of each image title.

##### ***Work Sample Description Sheet***

One copy of a Work Sample Description Sheet (one page or less) including:

- Applicant's name (upper right corner)
- Numbered order in which the images are to be viewed
- Title of each the work represented in the image or activity depicted

- Media & dimensions (H x W x D”), if applicable, or description of activity

### **Performance or New Media**

#### ***One DVD***

Please submit the portion of the work that you want the panel to view. If the DVD contains several pieces, please indicate which ‘chapter’ you want to be viewed. The panel will view a minimum of 1 minute and a maximum of 3 minutes.

#### ***Work Sample Description Sheet***

One copy of a Work Sample Description Sheet (one page or less) including:

- Applicant’s name (upper right corner)
- Titles of pieces
- Description of the sample

### **Music/Sound Art**

#### ***One Audio CD***

Please submit the portion of the work that you want the panel to listen to. If the CD contains several pieces, please indicate which one you want the panel to review. The panel will review a minimum of 1 minute and a maximum of 3 minutes.

#### ***Work Sample Description Sheet***

One copy of a Work Sample Description Sheet (one page or less) including:

- Applicant’s name (upper right corner)
- Numbered order in which CD tracks should be heard.
- Titles identifying the performance and the performers

### **Literary Arts**

#### ***Manuscript***

A manuscript format is suggested for literary arts, playwriting, screenwriting and poetry. Provide eight copies of a manuscript bound with binder clips, staples or paper clips (no folders please). They should be double sided, with the applicant’s name on the upper right corner of each page. All manuscripts must be typed with an 11 point font size or larger. Submit a maximum of 5 double-sided pages (10 pages total) for poetry and fiction and a maximum of 13 double-sided pages (26 pages total) for plays, film scripts, and teleplays.

#### ***Work Sample Description Sheet***

Each manuscript must have a cover page that includes:

- Applicant’s name (upper right corner)
- For poetry: the titles of poems included in the work sample
- For manuscripts: description/synopsis of the included work

### **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 your

interdisciplinary work and select one or two formats to submit work samples in. Follow the instructions for each format you choose.

## **Clarifications of Project Budget: Income**

*Admissions*—income expected from ticket sales or entrance fees from participants. Example: Tickets to the evening contra-dance cost \$5 each. 200 people are expected. Total projected income for this arts activity is \$1,000.

*Corporate/ Small Business Support*—revenues from small businesses and the marketing department of corporations, either as grants or sponsorships. Example: The organization receives \$2,500 from The Boeing Co. as a sponsorship for its programming.

*Foundation Support*—income from all kinds of private foundations, such as family foundations and certain kinds of corporate foundations. Example: The Greater Tacoma Community Foundation supports the proposed arts activity with \$1,500.

*Contracted Services*—fees earned by providing specific services. Examples: advertising in festival programs or booth registration fees.

*Concessions & Other Revenue*—income generated by direct sales or a percentage of sales. Examples: The producers sell hamburgers at a food booth, or charge a restaurant 10% of sales to sell hamburgers at the event.

*Individual Donations*—donations – not loans – of any amount from individuals, except for the person completing this application (see line below). Example: passing the hat during a concert is expected to generate \$200 in donations from the crowd.

### **Other Government Support**

*City*—the total amount of all City contracts to support this project excluding this application

*County*—the total amount of Pierce County contracts to support the event (such as the Pierce County Arts Commission).

*State*—the total amount of funding from the State of Washington to support this event (such as Washington State Arts Commission).

*Federal*—the total amount of funding from the federal government to support this event (such as the National Endowment for the Arts).

*Applicant's Own Cash*—the amount of income the applicant has personally committed to the event.

*Amount Requested for Arts Projects*—the amount of funding requested in this application. This number should agree with the number on the General Information Form.

*Total Income*—all of the above sources of income, totaled. Please note that Total Projected Income must equal Total Cash Expenses. Projecting a profit would constitute a fundraising event, which cannot legally be funded.

## **Clarifications of Project Budget: Expenses**

### **Arts Activity**

*Artist Fees*—those fees directly associated with the artist's own performance or service.

*Technical Fees*—those fees related to the production of the performance or service. Example: payment of the sound engineer's fee.

*Production Costs*—those fees associated with the creation of an arts event or activity. Example: material costs to construct a set or produce an artistic work on site.

*Access Services*—those fees associated with activities to accommodate people with special needs. Example: hiring an American Sign Language interpreter for a theatrical performance.

*Other*—those fees not fitting into the above categories. Example: percentage of paid administrative staff time allocated specifically to the production of the proposed artistic activity.

### **Project Administration**

*Administrative Coordinator(s)*—salary or stipend for the primary event staff person or people.

*Contractors or Consultants*—many organizations rely on a mix of short-term help to produce the project. Examples: a part-time public relations manager or security personnel for the event. Sometimes specialists are required to help organizations refine or reach their goals. Example: A session with a public relations specialist to help the organization develop a public relations plan.

### **Rentals**

*Security*—rentals for security equipment (not personnel) such as barricades or lighting.

*Space*—fees to rent offices and/or event venues for this arts activity.

*Equipment*—fees to rent equipment necessary to produce the project. Examples: Portable toilets, tents.

### **Marketing**

*Printing*—design and printing costs for flyers, brochures, posters, newsletters and other marketing tools.

*Advertising*—fees paid to the media to purchase space in newspapers, on radio or television.

*Postage/Distribution*—these are the costs of disseminating your marketing and communications tools. Examples: poster or brochure distribution, mail house fees, Bulk Mail permit.

### **Consumables**

*Food*—this refers to the purchase of concession supplies, water for volunteers, etc.

*Phone*—local and long-distance phone costs, including e-mail and internet providers.

*Other*—if the project requires major consumables other than food, phone or supplies, please summarize them here.