



2020 Arts Projects Funding Guidelines

ABOUT ARTS PROJECTS FUNDING

The Arts Projects program financially supports a variety of 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 projects, as long as the application demonstrates public benefit (see definition in 'About the Money' section). The arts activity may be a one-time event or a number of events that are closely related. It may also be an ongoing project or neighborhood public art project.

ABOUT THE MONEY

NEW for 2020: Applicants can apply for a flat amount of either \$6,000 or \$3,000 for their project. If the applicant applies for \$6,000 of funding but is not selected for funding at that level, they have the option of being considered for funding at the \$3,000 level. There is no advantage to applying for one level of funding over the other. Applicants are encouraged to apply for what they need to successfully complete their project, with the knowledge that funding at either level is not guaranteed.

Funded projects must provide a specific public benefit that will be provided to the citizens of Tacoma in exchange for the funding. Examples of public benefit 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
- allowing the public to access and witness the creation of new artistic work
- providing special outreach within neighborhoods or communities

Funding for Arts Projects is determined through a competitive application process. The number of contracts awarded will be based on the availability of funds and review of each application as measured against the evaluation criteria detailed in these guidelines. Funding from year to year is not guaranteed. No funding is guaranteed until official approval of the budget by Tacoma City Council.

The full Arts Project funding amount will not be available to recipients until after their project is completed. Recipients should be prepared to cover the costs of the project until that time, but the City will work with each awardee to stagger payment phases to lessen financial strain.

DATES TO NOTE

- **Application Workshop (optional):** Thursday, October 3, 2019, 5:30 - 7 pm, Tacoma Municipal Building, 747 Market Street, 2nd floor, Room 243. First time applicants are strongly encouraged to send a representative to the workshop.
- **Preliminary Application Feedback Deadline (optional):** October 23, 2019
- **Application Deadline:** November 4, 2019, 11:59 pm
- **Notification of Funding Decision:** by December 13, 2019
- **Contracting with Funded Organizations:** December 2019 – January 2020
- **Project Period:** January 1 - December 31, 2020

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 an organized group of community volunteers? Submissions must come from an organized group, not an individual.
- Are you a for-profit business wishing to produce an arts function, outside your normal line of business, for public benefit?
- Are you an educational institution wishing to produce a not-for-profit arts function?
- Are you a federally-recognized tribe or Native non-profit?

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? Staff will verify addresses against official City limit map. Check this map to verify that your organization and project are located within Tacoma city limits: <http://bit.ly/2ftLUaM>
- If applying under an umbrella 501(c) organization, is the producing organization based in Tacoma? The umbrella 501(c) can be located outside of Tacoma but the producing organization must be located within the Tacoma city limits.
- Will the funded project be produced within Tacoma city limits and open to the public?
- Is this the only contract that the applicant would have with the City of Tacoma in 2020 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/donated support? Or, if you are a taxing authority, school, or 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 fully accessible to all audiences, including individuals with disabilities?
- Does your project comply with the laws of the Federal Government, the State of Washington and the City of Tacoma, including non-discrimination and equal employment opportunities?
- Does your organization have a City of Tacoma business license? If not, are you prepared to get a business license if Arts Projects funding is awarded? <https://www.cityoftacoma.org/businesslicense>
- Does your organization have a bank account?
- Will you acknowledge the City's funding in marketing and promotion of the project?

DID YOU KNOW? The Tacoma Arts Commission also offers the Tacoma Artists Initiative Program (TAIP) that provides funding to individual artists. Find out more at <http://www.cityoftacoma.org/funding>

Arts Projects Does Not Support:

- Commercial enterprises
- General operating support for the applicant organization (planning, staffing, logistics or marketing not directly attributable to the proposed project)
- Expenses other than direct costs of producing or presenting the activity
- Charitable fundraisers, even those which include or benefit the arts
- Debt service, endowment building or scholarships
- Political or religious arts activities
- Payment to anyone working on the project who is a current member of the Tacoma Arts Commission or City of Tacoma employee

HOW TO APPLY

Please submit the following at <http://www.tacomaarts.submittable.com/submit>

- Basic contact and project information including a brief (40 words or less) overview of your project and its intent
- Budget
- Narrative Responses
- Written permission (email or letter) from the property owner to indicate their willingness to host the proposed project. Or, a written explanation of the preferred location along with a clear plan to secure the necessary sites/partnerships should funding be awarded. A letter is not needed if applicant organization is hosting project at a location they own.
- Artistic Work Samples and descriptions

Preliminary Application Feedback (optional)

Applications submitted by October 23, 2019 are eligible for preliminary review and feedback from staff, by request. Complete your application in Submittable and check the box to request feedback. Staff will offer feedback by email to the best of their abilities based on past funding panel experience. However, they do not vote on or select funding recipients. Staff will then open up the application for final edits by the applicant. Final edits must be made by November 4, 2019, 11:59 pm.

Application Deadline: Applications must be received by November 4, 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 project.

EVALUATION CRITERIA AND NARRATIVE RESPONSES GUIDELINES

Provide complete written responses to the following items. The panel cannot make assumptions about your proposed project; you must be very explicit about your project and how it addresses the evaluation criteria. The financial need of an applicant organization is not considered when evaluating applications. Evaluations are based on the following factors:

Artistic Merit (40%)

Artistic Merit will count for 40% of the applicant's score and is the most important criteria in reviewing each application. Artistic Merit could include:

- Presentation of artists or art forms not readily available to Tacoma audiences
- 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
- 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 or culturally diverse and/or ethnically specific communities through the artwork or activity

Please address the following in 250 words or less:

- Describe the project including dates, times, and locations.
- Which specific parts of the project will Arts Projects funding support?
- Who are the artists involved? Why were they selected or how will they be selected? Will they be paid and, if so, how much?
- How does the project meet the evaluation criteria (examples listed above) for Artistic Merit?

Equity (30%)

Equity will count for 30% 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, and abilities within their organization and in their proposed project, and/or how and why they are focusing on an underrepresented segment of the community.

Please address the following in 250 words or less:

- What cultural and aesthetic traditions or underrepresented art forms will your project present?
- How does the producing organization address equity in its project, staff, and board?
- What specific steps have you taken, are you taking, or will you take to diversify project attendees, staff, volunteers, and board members? Provide data on improvements made over time, if available. If your organization focuses on a specific cultural community, please describe how attendees, staff, volunteers, and board members reflect that community.
- Please list any known demographics of project attendees, staff, volunteers, and board members. If data is not available, explain what plans you have in place to collect it in future.

Community Impact (20%)

Community Impact will count for 20% of the applicant's score. The most successful applicants will explain how proposed activities will reach intended audiences and/or underserved/underrepresented segments of the community (can include underrepresented art forms). All arts activities supported by the Tacoma Arts Commission must be open to the public and accessible to the full breadth of Tacoma's citizenry.

Please address the following in 250 words or less:

- What community need does this project address?
- What are the goals and expected outcomes for the project?
- What is the estimated attendance for the project and how does this number compare to actual numbers from previous years, if applicable? If high attendance is not your goal, address alternative means of measuring success.
- Who are the target audiences? How will you reach these audiences effectively?
- How will you track attendance and community impact?

Capacity to Complete the Program (10%)

Capacity to Complete the Program will count for 10% of the applicant's score. A successful application will demonstrate that the organization has the capacity and commitment to produce the proposed project. This includes feasibility of producing the project with the proposed budget.

Please address the following in 250 words or less:

- Briefly describe the organizational and community support for this project.
- How will you document and self-evaluate the project?

Program Adjustment Explanation

If you apply for \$6,000 of funding but are not selected for funding at that level, you have the option of being considered for funding at the \$3,000 level. In this situation, please address the following in 250 words or less:

- How will you adjust programming to account for the reduced level of funding?
- How will you meet your goals with the reduced level of funding?

ARTISTIC WORK SAMPLES

Please select samples that illustrate the artistic merit and quality of your proposal or past work that shows the artistic component you would like to have funded. Please follow the instructions for the specific artistic work sample format you are submitting.

- **Visual Art**

Maximum of 10 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 December 2019 for the application review process. If you only want 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 a video sample, please submit any combination of the following support documents:

- Up to 6 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 December 2019 for the application review process. If you only want 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 your interdisciplinary work and select one or two formats to submit work samples in. Follow the instructions for each format you choose.

BUDGET

Applicants should employ a variety of revenue sources and/or in-kind support to fund their project. Applicants are allowed and encouraged to consider in-kind donations of volunteer time, space, materials and/or supplies.

The application form will provide a budget spreadsheet to fill out with Projected Income and Projected Expenses. Please note that Total Projected Income must equal Total Projected Expenses. Projecting a profit would constitute a fundraising event, which cannot legally be funded.

Projected Income

In the Projected Income column, please list any and all sources of cash income and/or in-kind/donated materials and services associated with the proposed project. Projected Income sources can include, but are not limited to:

- Admission fees
- Corporate/small business support
- Civic groups/associations support
- Foundation support
- Registration fees
- Advertising
- Concessions sales
- Individual donations
- City/County/State/Federal funding
- Applicant's own cash
- Volunteer time - volunteer hourly rates are currently estimated at \$31.72 per hour (based on the Independent Sector Value of Volunteer Time in Washington state)
- In-kind/donated materials and services

Projected Expenses

In the Projected Expenses column, please list any and all expenses associated with the proposed project. Projected Expenses can include, but are not limited to:

- Artist fees
- Production fees
- Materials/supplies
- Permits
- Insurance
- Access services
- Administrative coordinators
- Contractors/consultants
- Event staffing
- Security equipment
- Space
- Equipment
- Printing
- Promotion/marketing
- Postage/distribution
- Food
- Phone/internet

QUESTIONS?

For assistance, please contact Naomi Strom-Avila at (253) 591-5191 or nstrom-avila@cityoftacoma.org