2021 Community Arts Projects Funding Guidelines

ABOUT COMMUNITY ARTS PROJECTS FUNDING

The Community Arts Projects funding program financially supports a variety of arts projects happening throughout Tacoma anytime between January 1 – December 31, 2021. This funding can be used for artistic presentations, activities, kits, tutorials, workshops, experiences, or projects that are accessible to the general public – either physically (within state and local health regulations) and/or virtually. Admission may be charged to these projects, as long as the application demonstrates public benefit (see definition in 'About the Money' section on page 2). The proposal may be for a one-time project, a number of projects that are closely related, or an ongoing project. Collaborations between organizations and/or artists are encouraged but not required.

In alignment with Tacoma City Council Resolution 40622 (https://bit.ly/33JP1BT), the Tacoma Arts Commission is committed to sustained and transformational anti-racist work, including through the Community Arts Projects funding program. As stated by Mayor Victoria Woodards, "Dismantling more than 400 years of systemic racism will not happen overnight. This must be a sustained effort that invites the whole community to join us in radically reimagining our institutions and the services they provide."

We invite applicants to consider how their proposed project can help build a more Compassionate Tacoma (www.cityoftacoma.org/compassionate) with projects that are equitable and inclusive, offer opportunities for connection and relationship building, and contribute to the social, emotional, and physical well-being of our residents.

All projects must follow state and local health regulations; applicants should be prepared to adjust projects, as needed, in response to the current public health situation at the time of production.

FUNDING PRIORITIES

The Tacoma Arts Commission strongly supports justice, equity, inclusion, and access. We celebrate Tacoma's diversity of people, places, cultures, and artistic expression. The arts are uniquely positioned to touch every person and every part of Tacoma, and we are committed to supporting the entirety of our community.

The Tacoma Arts Commission is committed to investing in communities most impacted by racial, social, and economic inequity. This includes emerging and grassroots groups directly serving their communities. We are committed to addressing historic and structural inequity through our funding opportunities as we work toward justice for all.

Community Arts Projects funding will be prioritized for applicants who meet one or more of the following:

- Organizations whose primary intentions, practices, and mission are by, for, and about BIPOC (Black, Indigenous, People of Color)/ALAANA (African, Latinx, Arab, Asian, Native-American) communities
- Organizations that primarily serve low income communities
- Organizations that primarily serve LGBTQIA+ communities
- Projects/strategies that focus on racial justice and/or social justice
- Organizations that will use Community Arts Projects funding to directly pay BIPOC (Black, Indigenous, People of Color)/ALAANA (African, Latinx, Arab, Asian, Native-American) artists to create work that is central to the project
- Emergent community needs related to the global pandemic

ABOUT THE MONEY

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 to the residents 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 either free or low cost
- providing cultural experiences that are not otherwise available to residents of Tacoma
- projects that allow for arts experiences and/or creative expression during times of physical distancing
- allowing the public to access and witness the creation of new artistic work
- serving traditionally underserved neighborhoods or communities

Funding for Community Arts Projects is based on the availability of funds and is determined through a competitive application process. A panel of community members will review and score each application using the Evaluation Criteria detailed in these guidelines (see pages 6 & 7) and will make funding recommendations to the Tacoma Arts Commission. The Tacoma Arts Commission will review the panel's recommendations and make a final determination on which applicants to fund and at what level. Funding from year to year is not guaranteed. No funding is guaranteed until official approval of the budget by Tacoma City Council.

Organizations selected for funding will be required to sign a contract for services, which lays out the amount of funding the organization will receive and the public benefit that the organization will provide. The full amount of funding will not be paid up front. Funding will be broken into several payment phases spread out over the term of the funding contract. Organizations will receive final payment after all services have been provided and a report has been submitted. Organizations should be prepared to cover the costs of their programming in the meantime.

DATES TO NOTE

- **Virtual Application Workshop (optional)**: Thursday, October 8, 2020, 5:30 - 7 pm, online at https://tinyurl.com/y3gk5zku. This workshop will be recorded and posted at www.cityoftacoma.org/artsopps. First time applicants are strongly encouraged to attend the workshop or watch the recording.
- **Preliminary Application Feedback Deadline (optional)**: October 28, 2020
- **Application Deadline**: November 9, 2020, 11:59 pm
- **Notification of Funding Decision**: by December 18, 2020
- **Contracting with Funded Organizations**: December 2020 – January 2021
- **Project Period:** January 1 - December 31, 2021

INSURANCE

Applicants are not required to carry insurance at the time of application. However, the City of Tacoma's Risk Manager will review all projects selected for funding and will determine if insurance will be required and what type(s) of insurance each organization needs. Please contact Naomi Strom-Avila at nstrom-avila@cityoftacoma.org or (253) 591-5191 with specific questions about insurance requirements.

Organizations MAY be required to obtain Commercial General Liability insurance, depending on the potential risk of the proposed project.

Organizations who will be working directly with youth under the age of 17, seniors, or people with disabilities as part of the proposed project will be required to obtain Abuse & Molestation insurance. This includes programming specifically for youth, seniors, or people with disabilities such as workshops, live virtual programming, and one-on-one programming. This does NOT include all-ages or general audience programming, or virtual programming that is completely pre-recorded where there will be no live virtual interaction with youth, seniors, or people with disabilities.

Organizations who will be performing work on or around water that includes the ownership, maintenance, and/or use of watercraft (includes rowboats, kayaks, paddle boards, sailboats, motorboats, etc.) as part of the proposed project will be required to obtain Marine General Liability insurance.

Organization who will use owned, rented, or leased automobiles to transport youth under the age of 17, seniors and/or people with disabilities as part of the proposed project will be required to obtain Commercial Automobile Liability insurance.

ELIGIBILITY

You are eligible to apply if you answer '**YES**' to <u>one</u> 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 a not-for-profit arts function?
- ☐ 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 <u>all</u> of these questions:

- ☐ Is your office located within Tacoma city limits? Or, if you have no office, does a majority of your activities take place within 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: https://wspdsmap.cityoftacoma.org/website/Finance/Verify/
- ☐ 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 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 2021 for the same portion of the funded project?
- ☐ Does your project comply with the laws of the Federal Government, the State of Washington, and the City of Tacoma, including non-discrimination, Americans with Disabilities Act, 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 Community 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?

Community 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 project
- Charitable fundraisers, even those which include or benefit the arts
- Debt service, endowment building, or scholarships
- Projects that promote a specific political agenda or religious practice
- Payment to anyone working on the project who is a current member of the Tacoma Arts Commission or City of Tacoma employee

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*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

HOW TO APPLY

Applications must be submitted through the Community Arts Projects Funding online application form at http://www.tacomaarts.submittable.com/submit. The application form will ask for the following items:

- Basic contact and project information including a brief (40 words or less) overview of your project and its intent
- Budget
- Narrative Responses
- Location Confirmation or Plan: 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 virtually or at a location they own.
- Letter of Commitment: If you are collaborating with any organizations or individuals whose role is central to your project's success, please provide written confirmation (letter or email) of their commitment to your project.
- Artistic Work Samples and descriptions

One-On-One Support (optional)
Applicants are encouraged to email or call Naomi Strom-Avila at nstrom-avila@cityoftacoma.org or
(253) 591-5191 with questions about or assistance with any part of this application.

Preliminary Application Feedback (optional)
Applications submitted by October 28, 2020 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. Staff will then open up the application for final edits by the applicant. Final edits must be made by November 9, 2020, 11:59 pm. Please note that staff does not vote on or select funding recipients. Applicants should use their own best judgement when deciding if or how to incorporate staff feedback.

Application Deadline: Applications must be received by **November 9, 2020, 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. No exceptions will be made.

EVALUATION CRITERIA AND NARRATIVE RESPONSE GUIDELINES

Provide complete written responses to the following items. Do not expect the panelists to be familiar with your project or your intentions; you must be very clear about what your project is 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. Artistic Merit can include:

- Arts projects and strategies that center racial justice and/or social justice

- Positive impact on artists and arts organizations, particularly BIPOC (Black, Indigenous, People of Color)/ALAANA (African, Latinx, Arab, Asian, Native-American) artists and organizations, including payment of fees for their services

- Centering of and meaningful engagement with LGBTQIA+, low income, and/or BIPOC (Black, Indigenous, People of Color)/ALAANA (African, Latinx, Arab, Asian, Native-American) communities

- Centering artistic or cultural forms that are underrepresented in Tacoma

- Potential to reach underserved populations such as those whose opportunities to experience the arts are limited

- Creation or refinement of new work or creative reinterpretation of existing work

- Collaborations between artists, particularly those from different disciplines

- Broadening and/or deepening public knowledge, understanding, and appreciation of and access to the arts

- Projects that represent an artistic challenge or stretch

- Alignment of the art project to the organization's mission, audience, community, and/or constituency

When evaluating applications for Artistic Merit, the panel will be looking at answers to the following narrative questions; fees paid to artists as listed in the proposed budget; confirmation from any organizations or individuals whose role is central to the project's success; and artistic work samples that demonstrate skill, purpose, and ability to communicate through the proposed artistic media.

Please address the following in 400 words or less:

- Describe the project including dates, times, locations, and cost for participants.

- Which specific parts of the project will Community 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 means minimizing historical, systematic, and institutional disparities and maximizing opportunities for all people. Equity takes into account context: history, current realities, and future outcomes. Equity advances social justice, which is about the distribution of social and economic resources and opportunities to create a more just society. The purpose of equity in Arts Projects programming is to foster greater inclusiveness, increase diversity, and broaden participation in arts programming. 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. When evaluating applications for Equity, the panel will be looking at answers to the following narrative questions and confirmation from any organizations or individuals whose role is central to the project's success.

Please address the following in 400 words or less:

- What cultural and aesthetic traditions or underrepresented art forms will your project present?
- How does the producing organization involve, represent, and center people and communities that have been most impacted by structural racism and other social and economic inequities?
- 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 the 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 residents. When evaluating applications for Community Impact, the panel will be looking at answers to the following narrative questions.

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?
- How will you measure the success of your project?
- Who are the target audiences? How will you reach these audiences effectively?
- What is the estimated attendance for the project and how does this number compare to actual numbers from previous years, if applicable?

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. When evaluating applications for Capacity to Complete the Program, the panel will be looking at answers to the following narrative questions, the feasibility of producing the project with the proposed budget, confirmation of a location or a location plan, and confirmation from any organizations or individuals whose role is central to the project's success.

Please address the following in 250 words or less:

- What relationship and/or connection do you have to the content and community involved in the project?
- Briefly describe the organizational and community support for this 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. Select one of the following work sample formats.

- **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 2020 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 above 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 2020 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

The project budget provides an opportunity for the applicant to demonstrate that they have a financial plan for completing the proposed project, and to demonstrate the additional resources and community support that will help ensure success. Applicants should employ a variety of revenue sources and/or donated support to fund their project. Applicants are allowed and encouraged to consider donated goods and services such as volunteer time, donated space, and donated materials and/or supplies.

The online application form will provide a budget spreadsheet to fill out with projected amounts for cash expenses, cash income, expenses covered by donations, and donated goods and services. Provide as much detail as possible within the spreadsheet. Please note that Total Projected Resources must equal Total Projected Expenses. Projecting a profit would constitute a fundraising event, which cannot legally be funded with public dollars.

To view a sample budget, please visit www.cityoftacoma.org/artsopps.

Projected Income

In the Projected Income column, please list all sources of support associated with the proposed project, separated into the "Projected Cash Income" and "Projected Donations of Good and Services" sections, as appropriate. 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 $33 per hour (based on the Independent Sector Value of Volunteer Time in Washington State)
- Donated services, materials, or space

Projected Expenses

In the Projected Expenses column, please list all costs associated with the proposed project, separated into the "Projected Cash Expenses" and "Projected Expenses Covered by Donations" sections, as appropriate. 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
- Space
- Equipment
- Printing
- Promotion/marketing
- Postage/distribution
- Food
- Phone/internet

QUESTIONS?

Applicants are encouraged to email or call Naomi Strom-Avila at nstrom-avila@cityoftacoma.org or (253) 591-5191 with questions about or assistance with any part of this application.