



2024-25 Funding Application Workshop

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AGENDA FOR TODAY

- Tacoma Creates Overview
- Eligibility Criteria
- Review Criteria
- Application Process & Timeline
- Application Questions
- Program Focus Areas
- Budget & Financial Info
- Application Support
- Q&A

Find complete Application Guidelines at:
www.tacomacreates.org/funding-opportunities



TACOMA CREATES OVERVIEW

Prop 1, 2018	Cultural Sector	Public Benefits
1/10 of 1%		Equity & Access
Sales tax increase	Arts	
		Education
	Culture	
67.2% Approval		Livability
Passed in every reporting district	Heritage	Collaboration
		Sustainability
	Science	

Tacoma Creates is part of the Arts & Cultural Vitality Division
Learn more at www.tacomacreates.org.



PRIMARY FUNDING GOALS

- Support public programs in Tacoma
- Increase access to these programs
- Support programming by and for underrepresented groups
- Expand access to youth education programs
- Support the sustainability of Tacoma's cultural sector organizations

See full text of Funding Goals in the Application Guidelines, on page 3.



ELIGIBILITY CRITERIA – COMPREHENSIVE ORGANIZATIONAL SUPPORT

- ✓ Organization's *primary purpose* is to advance and/or preserve arts, culture, heritage, and/or science
- ✓ Organization is a 501(c)(3) nonprofit
- ✓ Organization is based in Tacoma
- ✓ Organization provides programs/experiences for the general public in Tacoma
- ✓ Organization has a two-year track record

See the [Tacoma Creates website](#) for complete details, if your organization does not meet all of these criteria, check to see if Impact Funding might be a fit.



ELIGIBILITY CRITERIA – IMPACT FUNDING

- ✓ Organization's *primary purpose* is to advance and/or preserve arts, culture, heritage, and/or science
- ✓ Organization is a 501(c)(3) nonprofit, OR has a fiscal sponsor
- ✓ Organization is based in Tacoma, OR in Pierce County, with a two-year track record of a focus on Tacoma programming
- ✓ Organization provides programs/experiences for the general public in Tacoma

See the [Tacoma Creates website](#) for complete details, and for specific exceptions and additional requirements for active Business District Associations or Neighborhood Councils, Affiliate Cultural Programs within a larger non-profit, and organizations based in Pierce County.



FISCAL SPONSORSHIP

- For Tacoma Creates: a fiscal sponsor can be any nonprofit organization in Washington State that agrees to take on the legal and financial responsibilities of a funding contract on behalf of a group that does not have their own 501(c)(3) status
- Fiscal sponsors may charge a fee: no more than 10% of any Tacoma Creates funding contract
- The organization seeking a fiscal sponsor must
 - be a group of people working towards a specific mission
 - have an organizational bank account
 - have a City of Tacoma business license

ELIGIBILITY EXCLUSIONS

Based on state legislation, Tacoma Creates cannot fund:

- Any agency of the state or any of its political subdivisions
- Any municipal corporation
- Any organization that raises funds for redistribution to multiple cultural organizations
- Any radio or television broadcasting network or station, cable communications system, internet-based communications venture or service, newspaper, or magazine

WHAT WE CAN FUND



WHAT WE CANNOT FUND

- Programming that occurs outside of Tacoma city limits
- Work that is commercial in nature
- Charitable fundraisers or galas
- Debt service or endowment building
- Events or activities that promote a specific political agenda or religious practice
- Education programs exclusively for students at any public school outside of Tacoma Public Schools, at any private pre-K-12 school, or at any college, university or technical school
- Payment to anyone who is a member of the Tacoma Creates Advisory Board or a City of Tacoma employee

FUNDING CATEGORIES AT A GLANCE

	Comprehensive Org. Support	Impact Funding: Level A and B
Eligibility	Narrower requirements	Slightly looser requirements
Scope of Work	Public Programs, Neighborhood Programming, Access and Participation, Youth Education Programs – <i>ongoing programming</i>	Public Programs and/or Youth Education Programs – <i>one time OR year-round programming</i>
Funding Request	Up to 15% of annual budget*	\$3,000 – \$60,000 (match required)* Level A: \$3,000 – \$19,999 Level B: \$20,000 – \$60,000

* See Application Guidelines for details on funding requests.

FUNDING CATEGORIES AT A GLANCE

	Comprehensive Org. Support	Impact Funding: Level A and B
Application Deadline	March 11, 2024, 11:59pm	March 25, 2024, 11:59pm
Contract Period	July 1, 2024 – June 30, 2025	

ABOUT TACOMA CREATES FUNDING

How do Contracts for Services Work?

- Legal agreement with City to provide cultural services
- Payments made after services are provided
- Payment phases allow for multiple payments
- Organizations invoice along with reports and demonstration of completion of “deliverables,” - the key cultural programs to be delivered each quarter
- Payment phases vary by funding category and scope of work

PAYMENT PHASES

	Payment Amounts
Comprehensive Organizational Support	May invoice for up to 25% of total contract amount at the end of each quarter
Impact Funding <i>Year-round programming</i>	May invoice for 20% of total contract after contract is signed, then up to 20% at the end of each quarter
Impact Funding <i>One-time programming</i>	Can invoice for 33% of total contract after contract is signed, then 67% once programming and final report is completed

* See Application Guidelines for full details on payment phases.

APPLICATION REVIEW

Applications are reviewed by a panel comprised of 5-7 community members with diverse experiences and backgrounds, including members from the Tacoma Creates Advisory Board.

Comprehensive Org. Support	Impact Funding
Programming Merit and Value	Programming Merit and Value
Youth Education Programs	<i>(Youth Education Programs evaluated within other criteria areas)</i>
Community Engagement and Impact	Community Engagement and Impact
Equity and Access	Equity and Access
Management and Operations	Capacity and Feasibility

Read the complete Application Review Criteria section in the Application Guidelines.



REVIEW CRITERIA, preview

PROGRAMMING MERIT AND VALUE

At a minimum, all applications should demonstrate:

- How their organization's mission, goals, and key programming, are in alignment with Tacoma Creates primary funding goals (as listed on page 3)
- A range of programming throughout the year that advances arts, culture, heritage, and/or science, including public programs for adults/all-ages as well as youth education programs

The most successful applications will also demonstrate some or all of the following:

- How and why the arts, culture, heritage, or science programming is relevant and meaningful for the intended participants and audiences
- How the programming deepens, broadens, and/or diversifies cultural programs and services within Tacoma
- How the programming benefits or supports people and communities in Tacoma
- How the programming intersects with other priorities for the City of Tacoma, such as environmental justice, community safety, workforce development, or supports for mental and physical health
- How the organization is working to both sustain existing programming and to expand or improve their programming

Read the complete Application Review Criteria section in the Application Guidelines.



30-POINT SCALE

Exemplary	30	Meets or exceeds all criteria components
	29	
	28	
	27	
	26	
Superior	25	Majority/all criteria met, with significant strengths/expertise
	24	
	23	
	22	
	21	
Very Good	20	Majority of criteria met, with some areas of particular strength
	19	
	18	
	17	
	16	
Good	15	Most criteria addressed sufficiently or well
	14	
	13	
	12	
	11	
Acceptable	10	Some criteria addressed sufficiently, some areas missing
	9	
	8	
	7	
	6	
Marginal	5	There are critical gaps in addressing criteria
	4	
	3	
	2	
	1	
Unacceptable	0	Application does not address criteria at all

APPLICATION PROCESS AND SUBMITTABLE

Apply Online: <https://tacomaarts.submittable.com/submit>

Select “2024-25 Tacoma Creates – Impact Funding: Level A”

– *OR* –

“2024-25 Tacoma Creates – Impact Funding: Level B”

– *OR* –

“2024-25 Tacoma Creates – Comprehensive Organizational Support”



APPLICATION QUESTIONS

- Section 1: Organization Contact Information
- Section 2: Funding Eligibility
- Section 3: Organization Background
- Section 4: Proposal for Funding
 - General Public Programs
 - Youth Education Programs
 - Additional Support Materials
 - Equity and Access
 - Internal and Public-Facing Work
 - Neighborhood Programming / Community Engagement
 - Increasing Access and Participation
 - Budget/Financial Information, Draft Deliverables

Read the complete How To Apply and Application Components section in the Application Guidelines.



AS YOU COMPLETE YOUR APPLICATION...

Some advice:

- Compose responses in a Word document and copy/paste into online application
- Use our Application Worksheet!

At the end of the application, remember:

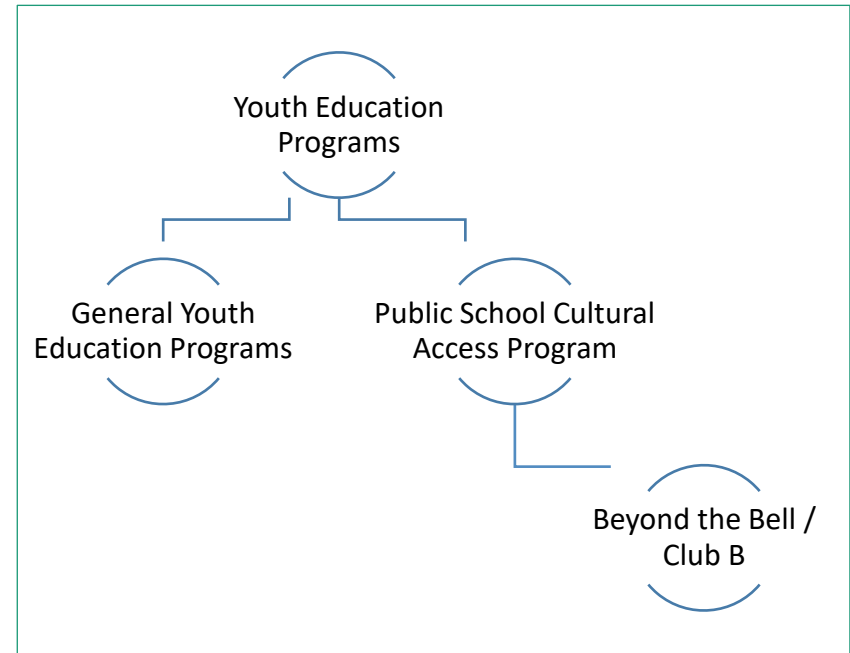
- Click on the “Save Draft” button at the bottom of the form
- You cannot edit once you click “Submit”

Read the complete How To Apply and Application Components section in the Application Guidelines.



YOUTH EDUCATION

- **General Youth Education:**
Education programs for youth under 18 – open to all
- **Public School Cultural Access Program:** Programs exclusively for Tacoma Public Schools/Chief Leschi students/teachers
- **Beyond the Bell / Club B:**
After-school programs at specific Tacoma Public Schools



OPTIONAL OPPORTUNITIES

- **Beyond the Bell / Club B**
 - After-school classes at selected elementary and middle schools
- **Programming at Tacoma Public Library (TPL) branches**
 - Present your program or workshop with TPL as co-presenter

See Application Guidelines for complete details about these optional opportunities.



EQUITY AND ACCESS

EQUITY: Ensuring equity means minimizing historical, systemic, and institutional disparities and maximizing opportunities for all people. Equity takes into account context: history, current realities, and future outcomes. The purpose of equity in Tacoma Creates programming is to foster greater inclusiveness, increase diversity, and broaden participation in arts, culture, science, and heritage experiences.

ACCESS is a key to equity, and for Tacoma Creates consider:

- Acceptance-Based Access
- Communications Access
- Disability Access
- Financial Access
- Geographic Access
- Interest-Based Access
- Public Access

EQUITY AND ACCESS

- In your application consider how equity and access is addressed:
 - Creating greater access for community members
 - Addressing internal work within your organization
 - The diversity of your staff and board
 - Including, sharing % of BIPOC leadership

In this application, we're using the term BIPOC (Black, Indigenous, People of Color). We recognize that all language is fluid and terminology is changing regularly; we intend for this term to be broadly inclusive of all racially and ethnically marginalized communities.



SAMPLE BUDGET - TACOMA CREATES - IMPACT FUNDING

PROJECTED CASH EXPENSES	
EXPENSE ITEMS	Total \$
Fees to Administrative Staff / Contractors	
Admin staff	\$ 5,000.00
Event coordinator	\$ 1,000.00
Fees to Program Staff, Artists / Creatives, Educators	
Choreographer (\$2,500) & Dancers (4@\$1,000)	\$ 6,500.00
Spoken word artists (3 x \$500), musicians (3 x \$500)	\$ 3,000.00
Stage Manager (\$500)	\$ 500.00
Program Expenses - Supplies, Rentals, etc.	
Community Place (venue; offered at 50% discount)	\$ 1,000.00
Table and chairs (5 tables x \$100; 75 chairs x \$30)	\$ 2,250.00
Promotion / Marketing / Communications	
Graphic design	\$ 750.00
Printing (programs and flyers)	\$ 250.00
Overhead / Insurance / Other	
Insurance	\$ 750.00
Banquet permit (2 days)	\$ 20.00
Subtotal - Cash Expenses (must match Cash Income)	\$ 21,020

Projected Expenses Covered by Donations	
EXPENSE ITEMS	Total Value
Volunteers (list what services they will provide)	
Marketing Volunteer	\$ 800.00
Event suport (set up and clean up)	\$ 1,750.00
Donated Services, Materials, Space	
Venue (offered at a 50% discount)	\$ 1,000.00
Food / refreshments	\$ 855.00
Subtotal - In-Kind Expenses (must match In-Kind Support)	\$ 4,405.00
TOTAL PROJECTED EXPENSES *	\$ 25,425.00

*This number MUST match TOTAL PROJECTED RESOURCES

PROJECTED CASH INCOME		
INCOME SOURCES	Total \$	confirmed? (yes/no)
Earned Income		
Ticket sales (80 x \$20)	\$ 1,600.00	No
Ticket sales (40 @ \$50)	\$ 2,000.00	No
Drink bar (60 drinks @ \$10.00)	\$ 600.00	No
Contributed Income		
Individual donations	\$ 500.00	Yes
Frankie's Deli (\$300); Tom Lee DDS (\$700)	\$ 1,000.00	Yes
XYZ Foundation Sustaining Org Grant	\$ 500.00	Yes
NEA Dance Grant	\$ 1,000.00	No
Organization's Own Cash		
Org savings	\$ 1,820.00	Yes
Other City of Tacoma Funding		
Special Events Funding	\$ 2,000.00	Yes
Tacoma Creates Funding Request	\$ 10,000.00	No
Subtotal - Cash Income (must match Cash Expense)	\$ 21,020.00	

Projected Donations of Goods and Services		
SOURCES	Total Value	confirmed? (yes/no)
Volunteers (list approx. # of people and approx. hrs)		
Marketing: 1 person, 20 hrs, \$40/hr	\$ 800.00	Yes
Event support: 5 people, 14 hrs each, \$36/hr	\$ 1,750.00	No
Donated Services, Materials, Space (who is providing these things?)		
Community Place: 50% discount on venue	\$ 1,000.00	Yes
Rainy Restaurant: providing food / refreshments	\$ 855.00	Yes
Subtotal - In-Kind Support (must match In-Kind Expense)	\$ 4,405.00	
TOTAL PROJECTED RESOURCES *	\$ 25,425.00	

*This number MUST match TOTAL PROJECTED EXPENSES

COMPREHENSIVE ORGANIZATIONAL SUPPORT FINANCIAL INFORMATION

Tacoma Creates - Organizational Budget - Three-Year History			
Name of Organization:		Fiscal year ends:	
	Most Recently Completed Year - Actuals (2022-23 or 2023)	Two Years Ago Actuals (2021-22 or 2022)	Three Years Ago Actuals (2020-21 or 2021)
Operating Expenses:			
Employees (incl. payroll & benefits, if applicable)			
Contractors			
Production / Exhibition / Public Programs			
Education Programming			
Marketing / Promotion			
Fundraising Expenses			
Occupancy / Rent			
General Administrative / Other Expenses			
In-Kind Expenses			
TOTAL OPERATING EXPENSES	\$ -	\$ -	\$ -
Earned Income:			
Tickets / Admissions			
Tuition / Education Workshop Fees			
Concessions Sales / Merchandise			
Rentals			
All Other Earned Income			
TOTAL EARNED INCOME	\$ -	\$ -	\$ -
<i>Earned income percentage</i>	#DIV/0!	#DIV/0!	#DIV/0!
Contributed Income:			
Federal Government			
State Government			
County Government			
City Government (Incl. Tac. Creates / Tac Arts Comm.)			
Corporations / Businesses			
Foundations			
Individuals			
Transfer from Endowment			
All Other Contributed Income			
In-Kind Contributions			
TOTAL CONTRIBUTED INCOME	\$ -	\$ -	\$ -
<i>Contributed income percentage</i>	#DIV/0!	#DIV/0!	#DIV/0!
GRAND TOTAL INCOME	\$ -	\$ -	\$ -
SURPLUS (OR DEFICIT)	\$ -	\$ -	\$ -
3-Year Average Income	\$ -	15% of Avg. Income	\$ -

- Three-year organizational budget history
- Audited Budget from most recently completed fiscal year

APPLICATION ASSISTANCE

www.tacomacreates.org/application-assistance

- Application Workshops
- One-on-one support with staff
 - Schedule a meeting at www.calendly.com/tacomacreates
 - Attend drop-in conversation hours:
 - Wednesday, February 28th, 10:30am-Noon, Campfire Coffee
 - Tuesday, March 5th, 1-2:30pm, Tacoma Municipal Building, room 243
 - Thursday, March 14th, 3-4:30pm, Red Elm Café
- Past application excerpts document
- Q&A section, updated as needed

CLOSING ADVICE

- Give yourself LOTS of lead time
- Have internal process deadlines; review drafts with others
- Whole application should tell a cohesive story
- Read the guidelines and review criteria
- Application deadlines are FIRM, no exceptions!
 - **Monday, March 11, 2024, 11:59pm** for Comprehensive Organizational Support
 - **Monday, March 25, 2024, 11:59pm** for Impact Funding
- **Ask us questions!!** (The earlier the better)

QUESTIONS?

Lisa Jaret, Tacoma Creates Program Manager
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Elm McCrummen, Tacoma Creates Program Assistant
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To schedule a phone or Zoom meeting, go to:
calendly.com/tacomacreates

