

NAPA COUNTY ARTS & CULTURE GRANT PROGRAM

Grant Workshop #1
January 29, 2019

In Partnership with



ARTS COUNCIL NAPA VALLEY

Connect. Advocate. Lead.



PRESENTATION OUTLINE

- OVERVIEW OF GRANT PROGRAM
- ELIGIBILITY & EVALUATION
- FUNDING CATEGORIES
- KEY DATES & DEADLINES
- HOW TO APPLY
- Q&A



NAPA COUNTY ARTS & CULTURE COMMITTEE

Established by the Napa County Board of Supervisors in 2012

Composed of 8 representatives whom conduct and oversee the grant program and make recommendations to the Board of Supervisors on grant awards

Napa County partners with Arts Council Napa Valley to advise on and implement the grant program



GRANT PROGRAM GOALS

- Invest in strong programs that benefit the community & draw visitors to Napa
- Support organizations that demonstrate viability and dedication to the public interest
- Support organizations that promote a diverse array of objectives, including:
 - Populations Served
 - Artistic Discipline and/or Genre Representation
 - Cultural Representation
 - Geography
 - Public Impact
 - Accessibility
 - Impact of County Funds on Proposed Project



GRANT PROGRAM FUNDING

Transient Occupancy Tax, also known as the “hotel tax,” fund the grant program and approximately **\$264,524** in funds will be available for Fiscal Year 2019-20.

Tourism Generating Arts and Culture Grants: \$125,678

General Arts and Culture Grants: \$138,846



ELIGIBILITY & EVALUATION

Local Nonprofits: Napa County-based 501(c)3 nonprofit organization in operation for at least 12 consecutive months with a primary purpose of arts, culture and/or heritage programming

Fiscal Sponsors: Applicant without nonprofit status may use a fiscal sponsor that has nonprofit status

Grant Limits: Requests may not exceed 25% of the organization's annual operating budget



ELIGIBILITY & EVALUATION

Multiple Grant Applications: Choose 1 of 2 Main Categories and apply for a maximum of 2 subcategories plus one additional application request for the subcategory of Leadership and Professional Development

Collaborative Grants: Two or more organizations partnering on a request, may be eligible to receive additional funds up to a total of \$10,000 per participating organization, above their individual maximum

Application Scores: An application must score a combined minimum of 50 percent of total possible points



FUNDING CATEGORIES

Main Category 1 – Tourism Generating Arts & Culture Organization: For organizations that earn at least 20% of their income from visitors or generate 20% of their patronage/attendance from zip codes outside of Napa County.

Subcategories:

- Capacity Building
- Special Programs and Projects
- Capital Improvement

Main Category 2 – General Arts & Culture Organization: For organizations that primarily focus on arts and culture activities for residents of Napa County.

Subcategories:

- Capacity Building
- Special Programs and Projects
- Capital Improvement

Leadership & Professional Development: Provides support for nonprofit staff and boards in governance and management training, skills development, and professional coaching. Maximum award is \$2,500, regardless of budget size



MAXIMUM REQUEST AMOUNT

Main Categories 1 & 2: Up to two application requests within one main category may be submitted for a maximum total based on the organization's most recent fiscal year's annual operating budget. Collaborative requests may be eligible to receive up to \$10,000 in additional funds per participating organization.

Annual Operating Budget	Maximum Request Amount
Small: up to \$100,000	\$7,500 (\$17,500 collaboration)
Mid-Sized: greater than \$100,000 but less than \$500,000	\$17,500 (\$27,500 collaboration)
Large: above \$500,000	\$27,500 (\$37,500 collaboration)

Leadership & Professional Development: Maximum request amount is \$2,500, regardless of budget size.



NOTABLE CHANGES TO THE 2019-20 GUIDELINES



IDENTIFYING THE RIGHT PROJECT

What will be helpful in solidifying your organizational position, or contribute to your organization in a way that helps achieve your mission?

Why are you considering this grant program? Is it just money for operating, is it to address a core issue, strengthen your organization, or to create a new project?

Time to properly prepare application vs. potential return – what other value may come from preparing an application?



TIPS FOR SUCCESSFUL REQUESTS

- ✓ Don't just tell, SHOW! Take advantage of supplemental media
- ✓ Be clear about your target audience – don't try to serve *everyone*
- ✓ Read the evaluation criteria when writing your narrative (pgs. 5-8 of the guidelines)
- ✓ Use data to demonstrate metrics of success and need.



TIMELINE

- Jan. 7 | Grant Application Available
- Feb. 6 | Grant Workshop #2
- Mar. 1 | Deadline for Completed Grant Application (@ 5 p.m.)
- Apr. 22 | Committee Meeting to Recommend Funding to Board of Supervisors
- May – June | Recommendations Submitted to BOS for Approval
- July | Organizations Notified of a Grant Award, Contract Agreement Signed, & Check Mailed to Grantees
- July | Post-Grant Forms Emailed to Grantees
- Jul. 31, 2020 | Deadline for Completed Post-Grant Form (@ 5 p.m.)

HOW TO APPLY



- Use the link bit.ly/ArtsCultureNapaCounty to access the application & create an account with Submittable
- Here you can upload required & optional documents
- General questions about the application? Contact Jesus Tijero at Jesus.Tijero@CountyofNapa.org or (707) 253-6170
- Technical issues with the application? Contact Submittable Tech Support at support@submittable.com or (855) 467-8264, ext. 2

VISIT THE COUNTY'S ACAC WEBPAGE

HERE YOU'LL HAVE ACCESS TO THE FOLLOWING:

- **2019-20 GRANT GUIDELINES**
- **LINK TO THE GRANT APPLICATION**
- **CONTACT INFORMATION**
- **REGULAR MEETINGS DATE/TIME**
- **THIS POWERPOINT PRESENTATION**



A Tradition of Stewardship
A Commitment to Service

QUESTIONS

