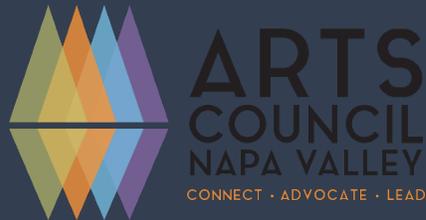


NAPA COUNTY ARTS & CULTURE GRANT PROGRAM

Grant Workshop #2
January 23, 2020

In Partnership with



PRESENTATION OUTLINE

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



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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



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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



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GRANT PROGRAM FUNDING

Transient Occupancy Tax, also known as the “hotel tax,” funds the grant program and approximately **\$294,268** in funds will be available for Fiscal Year 2020-21.

Tourism Generating Arts and Culture Grants: \$156,328

General Arts and Culture Grants: \$137,940



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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



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ELIGIBILITY & EVALUATION

Multiple Grant Applications: Choose 1 of 2 Main Categories (Tourism or General) and apply for a maximum of 2 subcategories plus one additional request for Leadership & Professional Development. Subcategories include: Capacity Building, Special Programs & Projects, and Capital Improvement.

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



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WHAT WE DO NOT FUND

- Normal operating expenses (e.g. salaries, equipment, marketing, etc.)
- Organizations not in compliance with the Grant Program requirements
- Individuals
- For-profit organizations
- Government agencies
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Trust or endowment funds
- Purchase of land or buildings
- Out-of-state travel activities, except under Leadership & Professional Development
- Hospitality events
- Expenses incurred before the start or end date of the grant (7/2020 – 6/30/2021)
- Funding for fundraising events
- Gifts
- Administrative costs associated with fiscally sponsored groups or projects



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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



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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.



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NOTABLE CHANGES TO THE 2020-21 GUIDELINES

Travel Expenses: Applicants may now request funding for travel expenses under the *Leadership & Professional Development* subcategory

Special Programs & Projects: Additional clarification was provided under this subcategory.



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TIPS FOR SUCCESSFUL REQUESTS

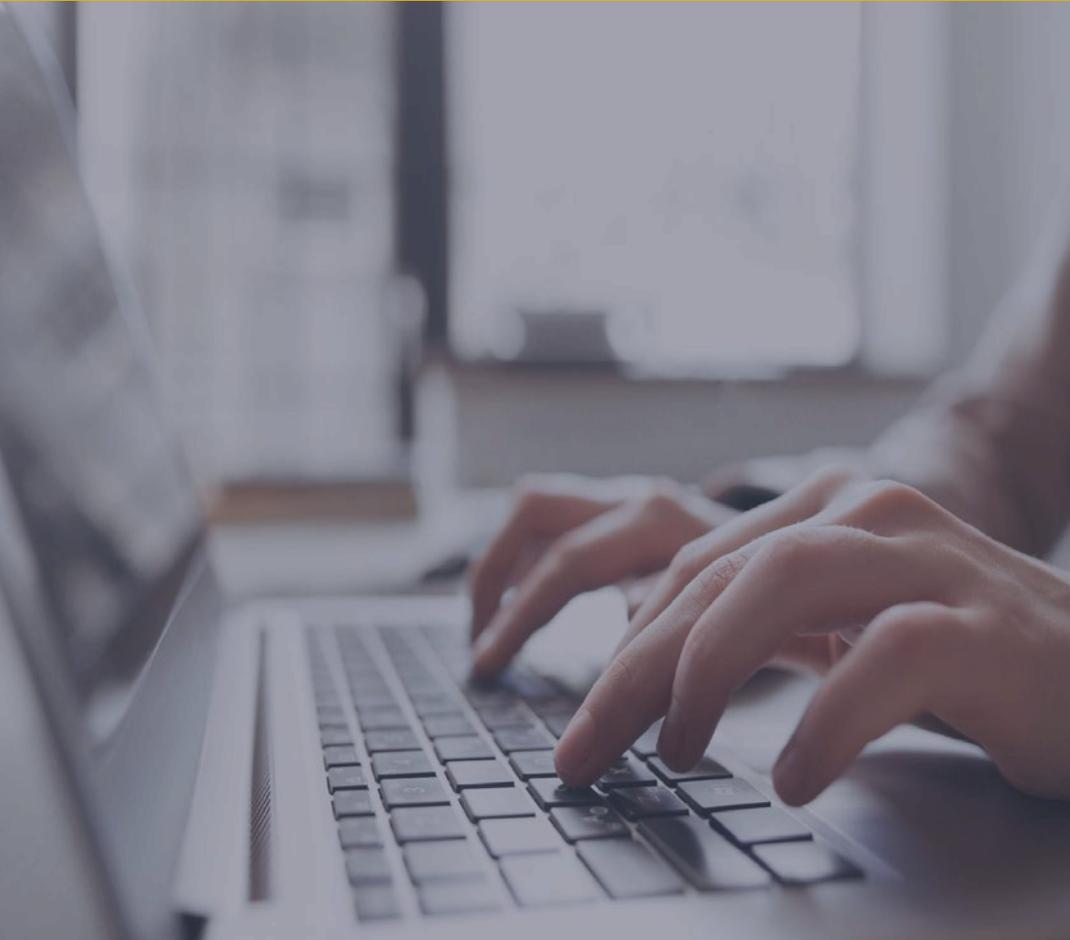
- ✓ Don't just tell, SHOW! Take advantage of supplemental media
- ✓ Be clear about your target audience – don't try to serve *everyone*
- ✓ Read the evaluation criteria when writing your narrative (pgs. 5-8 of the guidelines)
- ✓ Use data to demonstrate metrics of success and need.



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HOW TO APPLY



- Use the link bit.ly/ArtsCultureGrants to access the application & create an account with Submittable
- Best Practices: Use updated browser version, ensure attachments are uploaded, and fill out all areas (use n/a if necessary)
- General questions about the application? Contact Jesus Tijero at Jesus.Tijero@CountyofNapa.org or (707) 253-6170
- Technical issues with the website? Contact Submittable Tech Support at support@submittable.com or (855) 467-8264

TIMELINE

- Jan. 7 | Grant Application Available
- Jan. 23 | Grant Workshop #2
- **Mar. 2 | Deadline for Completed Grant Applications**
- Apr. 27 | Committee Meeting to Recommend Funding to Board of Supervisors
- May | Recommendations Submitted to BOS for Approval
- June – July | Organizations Notified of a Grant Award, Contract Agreement Signed, & Check Mailed to Grantees
- Jun. 30, 2021 | Deadline for Completed Post-Grant Form

VISIT THE COUNTY'S ACAC WEBPAGE

HERE YOU'LL HAVE ACCESS TO THE FOLLOWING:

- **2020-21 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



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