A Tradition of Stewardship
A Commitment to Service

NAPA COUNTY ARTS & CULTURE ADVISORY COMMITTEE

2018-2019 GRANT GUIDELINES

APPLICATION DEADLINE: March 22, 2018

Primary Purpose of Napa County Arts & Culture Committee

The primary purpose of the Napa County Arts & Culture Committee is to provide needed support to help strengthen the local arts and culture community for the economic and social benefit of Napa County's residents and businesses and provide a more enriching experience for Napa's visitors.

Priority Goals of County for the Arts, Culture, & Heritage Grant Program

- Invest in strong programs that benefit the community
- Invest in strong programs that 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

The grant program is not large enough to support every worthy proposal and organization. A grant is not intended to replace existing funding or to cover ordinary operating expenses. All grant monies derive from the County's Transient Occupancy Tax (TOT) that is mostly tourism generated. A percentage of the TOT is designated for arts and culture by the Napa County

Board of Supervisors. Half of the grant funding is designated for arts and culture organizations that demonstrate a positive impact on Napa's tourism industry.

This grant process is designed to provide a fair opportunity for major institutions, grassroots, and volunteer organizations to apply.

Funding Categories and Subcategories

Arts, culture, and/or heritage organizations must choose one category of the two main categories and may apply for any subcategory within that main category for a maximum of two application requests plus one additional application request for the new category of Leadership and Professional Development. The maximum award amount per organization is determined by the size of the applicant's annual operating budget (see tables on Page 5):

Main Category 1: Tourism Generating Arts and Culture Organization

This category is for organizations that earn at least 20 percent of their income from visitors or generate 20 percent of their patronage/attendance from zip codes outside of Napa County and can submit data that demonstrates this. Examples of data to be submitted include: ticket sales, membership data, audience survey or other metrics or documents from the 2017 calendar year.

Subcategories:

1) Capacity Building
2) Special Programs and Projects
3) Capital Improvement (technical equipment and facility maintenance or upgrades)

Main Category 2: General Arts and Culture Organization

This category is for organizations that primarily focus on arts and culture activities for residents of Napa County.

Subcategories:

1) Capacity Building
2) Special Programs and Projects
3) Capital Improvement (technical equipment and facility maintenance or upgrades)

Leadership and Professional Development

This new subcategory is intended to provide support for nonprofit staff and boards in governance and management training, skills development, and professional coaching. Both Tourism Generating and General Arts and Culture Organizations may apply, in addition to their two other application requests.

> 1) Maximum award is $2,500, regardless of budget size

Eligibility & Evaluation Guidelines

Local Nonprofits: Organizations submitting an application must be a Napa County-based 501(c)3 nonprofit organization with a primary purpose of arts, culture and/or heritage programming as demonstrated by their mission, vision and budget of the organization.

Fiscal Sponsors*:* Use of a fiscal sponsor is allowed in these programs. An applicant without nonprofit status may use a fiscal sponsor that has nonprofit status, federal 501(c)(3) designation, and which will provide the fiscal and administrative services needed to complete the grant. If a grant is awarded, the fiscal sponsor becomes the legal contractor. The fiscal sponsor *shall not* receive administration or other fees from the County grant funds.

Grant Limits: Grant requests cannot exceed 25 percent of the organization's annual operating budget. Applicants utilizing a fiscal sponsor will be judged based on their independent annual budget, not their fiscal sponsor's operating budget.

Multiple Grant Applications: Each organization must choose one category of the two main categories and may apply for any subcategory within that main category for a maximum of two application requests plus one additional application request for the new category of Leadership and Professional Development. An individual organization, however, will only be eligible for a maximum award amount per grant cycle based on their annual operating budget (e.g. $27.5k, $17.5k, $7.5k maximum; see below for breakdown by budget category). Leadership and Professional Development grants, limited to $2,500, will not be counted toward the maximum award cap.

Collaborative Grants: Collaborative requests, 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. (for a cumulative maximum of $37.5k, $27.5k, $17.5k based on their budget tier).

Maximum Grant Requests: Organizations cannot ask for more than their allotted amount as delineated on Page 5, or their grant requests WILL NOT BE considered (i.e. if an organization, by budget size, can receive up to $27,500 per granting cycle, DO NOT submit applications for $27,500 in each of the three outlined categories, NONE of them will be considered for an award).

Grant Application Scores: To be considered for the Committee's recommendation for funding, an application must score a combined minimum of 50 percent of total possible points.

Grant Acceptance: Once an organization receives notification of a NCACAC grant award, the contractual agreement must be signed and returned to the County within 10 business days or the award may be withdrawn. Organizations must be responsive to all County requests, in a timely manner, with regards to the grant applications and awards.

Partial Grant Awards: Grant awards may not be fully funded. If an organization is recommended for partial funding, applicant must demonstrate ability to complete the request goals.

What We Do Not Fund

Grants will not be awarded to the following groups or for the following activities/uses:

- Normal operating expenses, staff, salaries, ongoing marketing and advertising expenses, or equipment purchases that do not directly pertain to a Capital Improvement request
- Organizations not in compliance with Napa County Arts & Culture Fund grant requirements (as stipulated in the grant agreement)
- Individuals
- For-Profit Organizations
- Other Government Agencies
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges or universities
- Trust or Endowment Funds
- Purchase of land or buildings
- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the start or end date of the grant
- Funding for special events or fundraising events
- Gifts
- Administrative costs associated with fiscally sponsored groups or projects

Maximum Grant Requests By Category

Tourism Generating Arts and Culture Organization; General Arts and Culture Organization:

Applicants may submit up to two application requests within one main category for a maximum total based on the organization's most recent fiscal year's annual operating budget.

Collaborative requests, 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.

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 and Professional Development

Applicants may submit one request per year, per organization, in addition to applications in the subcategories above.

Annual Operating Budget	Maximum Request Amount
Any	$2,500

Please note:

- *Applicants requesting more than their allotted amount will not be considered.*
- Total requests for the year may not exceed 25 percent of the applicant's annual operating budget.
- DO NOT submit applications that exceed your budget tier allocation as below in following boxes. NONE of them will be considered for an award.

Napa County Arts & Culture Advisory Committee Decision-making

The final authority for grant decisions is made by the Napa County Board of Supervisors. Subsequent to receiving and reviewing the ACAC's ranking recommendations, the Board of Supervisors will consider the Committee's recommendations and make final funding decisions at a public meeting. If approved by the Board of Supervisors for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand on that funding, and/or the rank a proposal receives from the Committee review. Should a grant award be made for an amount less than the request amount, the applicant will be required to confirm that the goals expressed in the application can be met or modified with a lesser grant award than the original request. *Percent of overall grant funds awarded to each subcategory will depend on the quality and volume of grant requests.*

GRANT SUBCATEGORIES & EVALUATION CRITERIA

1) Special Programs and Projects

This subcategory is intended to provide start-up funds for new arts, culture and/or heritage programs, innovation and/or change capital for existing programs, or one-time support for special projects. This fund is not for ongoing support of regular programming nor for fundraising activities or events.

Evaluation Criteria:

- *Artistic/Cultural Merit (15 PTS):* The application demonstrates merit of the project or program through the quality and scope of the program; expertise and experience of key artistic, curatorial and technical personnel; reputation and history of the organization, its programs and services; track record of providing high quality programs.
- *Project Community Impact (10 PTS.):* Project or program demonstrates reach and/or depth of engagement in an identified community. Project is responsive to the community to be served. Execution and evaluation strategy involves significant community participation in accordance with the identified project outcomes.
- *Project Design (10 PTS):* Project design indicates realistic timeline, clear artistic and community-based objectives and achievable outcomes. Design articulates methods to evaluate and measure success, collect and analyze data, and document activities. Design demonstrates depth of participant involvement and clear plans for community outreach and marketing.
- *Relevance to County Program Priorities (10 PTS)*: The degree to which the request serves the overall priority goals of the grant program, including: serving a strong program that benefits the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity through the request and/or organizations.
- *Capacity to Manage & Implement (10 PTS)*: The organization has demonstrated the ability to implement the proposed project or program through: the expertise and experience of the project team; financial stability of the organization and/or previous project(s); ability to document/provide evidence of participation and outcomes; ability to document/provide evidence of committed partners or collaborators; board and/or volunteer support of the organization; and, as necessary, capacity to attract additional outside support – financial, in-kind, volunteer, etc.
- *Project Budget (5 PTS)*: The budget has been well thought-out and separated into appropriate line items. The budget is adequate for the program success.

2) Capital Improvements

These funds are available for the capital and technological expenses in two subcategories:
  A. *Facility Improvements* (LIMITED TO FACILITY MANAGEMENT): This is intended to provide for property or structural improvements for organizations who own/operate their own facilities, i.e. museums, performing arts centers, theaters, etc. Funds are available for maintenance, adaptive changes, upgrades and other facility issues related to maintaining or enhancing publicly available space for artistic/cultural/heritage programming.
  B. *Technology Upgrades*: This is intended to provide for technological, software, and technical equipment upgrades necessary for the growth, efficiency, or program expansion of a nonprofit arts/culture organization.

  Evaluation Criteria:
  ● *Project Relevance to Organizational Need (15 PTS):* Proposal demonstrates the fundamental merit, potential for success and/or effectiveness of the project request. Applicant clearly demonstrates how the capital improvement or technology upgrade will address an important organizational need and improve audience service. Successful applications will demonstrate the proposed impact to the organization as well as the end-user.
  ● *Project Viability & Leadership (10 PTS):* How convincingly does the proposal communicate the ability of key personnel and any consultants to manage and administer change and growth. Applicant clearly demonstrates ability to implement project and its potential for improvement to the organization's operation, efficiency and/or sustainability.
  ● *Relevance to County Program Priorities (10 PTS)*: The degree to which the request serves the overall priority goals of the grant program, including: serving a strong program that benefits the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity through the request and/or organizations.
  ● *Organization's Service to the Community (10 PTS):* The organization clearly demonstrates a priority to serving the community as evidenced by program design, outreach strategies, and communications such as website, newsletters, and other such initiatives.
  ● *Application Completeness & Clarity (10 PTS):* The narrative and support materials clearly demonstrate a thoughtful and complete project design. Project clearly relates to the Grant Guidelines for Capital Improvements.
  ● *Project Budget (5 PTS):* The budget has been well thought-out and separated into appropriate line items. The budget is adequate for the program success.

3) Capacity Building

This is intended to help provide a means for an organization to improve its sustainability, governance and internal operations. Examples include, strategic planning, developing a

comprehensive and realistic marketing plan, developing a fundraising plan, board development, etc.

Evaluation Criteria:
- *Project Relevance to Organizational Need (15 PTS):* Proposal demonstrates the fundamental merit, potential for success and/or effectiveness of the project request. Applicant clearly demonstrates how capacity-building project will address an important organizational need. The project clearly serves the organization's strategic goals. Successful applications will demonstrate the proposed impact to the organization that will be made during the grant period.
- *Project Viability & Leadership (10 PTS):* How convincingly does the proposal communicate the ability of key personnel and any consultants to manage and administer change and growth. Applicant clearly demonstrates ability to implement project and its potential for improvement to the organization's operation, efficiency and/or sustainability.
- *Relevance to County Program Priorities (10 PTS)*: The degree to which the request serves the overall priority goals of the grant program, including: serving a strong program that benefits the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity through the request and/or organizations.
- *Organization's Service to the Community (10 PTS):* The organization clearly demonstrates a priority to serving the community as evidenced by program design, outreach strategies, and communications such as website, newsletters, and other such initiatives.
- *Application Completeness & Demonstration of Capacity Building (10 PTS):* The narrative and support materials clearly demonstrate a thoughtful and complete project design. Project clearly relates to the Grant Guidelines for Capacity Building.
- *Project Budget (5 PTS):* The budget has been well thought-out and separated into appropriate line items. The budget is adequate for the program success.

Applicants may, independently or in addition, apply for the following subcategory:

1) Leadership and Professional Development

These funds are intended to provide support for nonprofit staff and boards in governance and management training, skills development, and professional coaching.

Evaluation Criteria:
a. *Quality of Learning Activity* (30 PTS):
    i. Strength of the professional development activity and institution that are central to the outcomes of the proposed learning activity;

ii. Degree to which the participant's learning activity is appropriate for the individual and to the organization.

b. *Organizational Impact* (20 PTS): Degree to which the organization demonstrates the short and long term impact and benefits of the activity on the individuals and organization

Required Documents

Each grant subcategory will have an individual application form that is required for submission; please see the application forms for full list of required documents, information and narrative questions. The following supporting documents are required for any and all requests and must be submitted as individual PDF documents:

1. 2018-19 Basic Applicant Information Cover Form
2. Program Category Application Form(s)
3. Required Program Category Documents, as necessary
4. IRS Letter of Determination
5. Current fiscal year's annual budget and statement of current status within that budget
6. 2 Years of Most Recent 990 Tax Return OR Current Year Board Approved Annual Budget*
7. Statement of Non-discrimination Policy
8. If applying for a collaborative grant, provide written letter of support from request partner(s)

For 2017-2018 grant recipients only: For applicants who received funding in the 2017-2018 grant cycle, please submit a brief (100 words) overview of how you used the funds received, and please include metrics of success. This brief statement is required even if you have already submitted your post-granting report form.

How to Apply

Submit the completed required and optional documents as PDFs the County of Napa by emailing Michael Karath at Michael.Karath@countyofnapa.org.

APPLICATION DEADLINE: March 22, 2018

Late applications will <u>not</u> be considered.