

**GOOD  
TO  
GREAT**

**PILOT GRANT PROGRAM**

**Program  
Application**

June 2015  
*(Revised 6.25.2015)*

**Table of Contents**

Good To Great Overview and Goals .....3  
Application Information .....4  
Scoring Criteria, Selection Process & Timeframe .....6  
Applicant Information Application.....7  
Application Checklist.....12

## Good to Great Grant Overview

The Good to Great Grant Program is a pilot program funded through Public Act 14-98 and provides grants to not-for-profit organizations that sponsor cultural and historic sites in Connecticut. This funding is targeted for small to medium sized 501(c)3 cultural organizations which have received limited state funding support in the recent past. Eligible organizations must promote the science, art, culture, and/or history of Connecticut.

“Good to Great” funds capital investments that link art, history and tourism in ways that enable cultural and historical sites to become much more compelling resident/visitor experiences. The Department of Economic and Community Development seeks applications which look beyond basic facilities repair or expansion towards new means of telling the stories of our cultural sites in engaging, meaningful, and relevant ways. We are prioritizing funding for collaborative projects which demonstrate a clear vision of how individual sites and organizations can effectively tie together local, regional or statewide cultural assets.

DECD anticipates award of up to \$2 million under this pilot program. We further expect to award 75% of the total available funds for project proposals submitted by small- to medium-sized organizations. At the Commissioner’s discretion, the targeted goal for funding distribution based on the size of the applicant organization may be adjusted where doing so is in the State’s best interests.

**Individual awards will range from \$50,000 to \$125,000.**

## Good to Great Program Goals:

- To fund projects/capital improvement that link art, history and tourism to enhance and transform the resident/visitor experiences of cultural and historical sites.
- To support projects that look beyond basic facilities repair or expansion towards new means of telling the stories of our cultural sites in engaging, meaningful, and relevant ways.
- To encourage collaborative projects which demonstrate a clear vision of how individual sites and organizations can effectively tie together local, regional or statewide cultural assets.
- To expand opportunities for small to medium sized 501(c)3 cultural organizations which have received limited state funding support in the recent past.
- To support organizations that promote the science, art, culture, and/or history of Connecticut.

## Requirements

This program has a 25% cash match requirement. The cash match must be non-state funds. In-kind match is not allowed under Good to Great. Applicants must demonstrate they have the cash match for the project at the time of application. **Funded projects must be completed within two years.**

**NOTE:** The use of state funds requires an open bidding process for the procurement of professional and construction services. Many potential applicants have existing relationships with contractors and consultants with whom they wish to engage for paid services under this program. Please note that

potential consultants cannot play a role in the design of the project or the development of any application for funding from which they may be subsequently compensated, except as follows:

Professional consultants selected through an open process consistent with DECD's procurement standards may participate. Applicants proposing the use of such consultants or contractors, or others parties who may be financially compensated through the use of "Good to Great" program funds or the required matching funds must provide the agency with justification for their selection at least two weeks prior to the application deadline. Justification may include documentation of the fair and competitive process used in the proposed contractor/consultant selection, such as documentation may include copies of Requests for Proposals (RFPs) and public notices or other postings announcing the contractor/consultant services opportunity. Approval of such contractors or consultants is at the discretion of the Commissioner and only when the previous selection is consistent with the State's best interest.

**This is a pilot program. Future grant cycles are dependent on additional funding allocations.**

### **Application Information**

#### **Please Email All Applications To:**

Att: Rhonda F. Olisky

**Rhonda.Olisky@ct.gov**

Office of the Arts, DECD

**Email subject line:** (Name of Organization) Good To Great Application

### **Eligible Applicants**

Applicants to this program must be **501(c)3 nonprofit organizations** that currently own or sponsor substantial programming at historic sites (properties listed in the State or National Register of Historic Places) or cultural sites (art museums, history/cultural museums or centers on non-historic sites, public art installations, science centers, and aquariums). Municipalities are ineligible applicants for this program. As stated above, priority for funding will be to small- to medium-sized nonprofit organizations with a three year average annual income of \$500,000 dollars or less.

### **Eligible Activities and Costs**

The following activities and costs are eligible for funding through this program:

- Costs associated with the planning and/or implementation of capital projects to transform the visitors' experience of historic and cultural sites, including:
  - Consultants fees (planning, engineering, historic preservation, and architect)
  - New Construction
  - Rehabilitation/Adaptive Re-use of existing facilities

- Site work associated with rehabilitation projects or new construction
  - Exhibit Design
  - Exhibit Installation
  - ADA Accessibility
- Collaborative planning for enhancing the local/regional visitor's experience of cultural and/or historic sites\* including:
    - Consultants fees (planning, engineering, historic preservation, architect, other qualified professionals)
    - Artist fees
    - Community Development consultants' fees
    - Facility rental fees for stakeholder planning/community outreach meetings
    - Website/Social Media/Broadcast Media costs directly associated with community outreach, stakeholder planning, and/or program presentation.
- \* *Regional planning proposals MUST include as a deliverable product the development of one or more capital projects which are consistent with the Good to Great program goals.*

### **Ineligible Activities and Costs**

- General Operating Expenses of the Grantee (including but not limited to salaries, employee benefits, rental/lease payments for existing facilities, etc.)
- Any activity that would adversely affect a historic property including, but not limited to: inappropriate construction, alteration, and demolition. DECD will apply the US Secretary of the Interior's *Standards for the Treatment of Historic Properties* in assessing any such activity.

### **Application Components**

- Clear narrative responses to each application question presented in a single project narrative
- Proposed project timeline including major milestones and completion date
- IRS determination letter stating the organization is a 501(c)3 nonprofit organization
- Last three years financial statements including the most recent IRS 990 form
- Photographs and street addresses of any buildings that will be altered by the project

## Scoring Criteria

The following criteria are the basis for the review of Good to Great applications:

- **Project is Responsive to Well-Defined Community Needs/Opportunities (30%)**
  - *What are you proposing to do and why does the project make sense for the applicant's community, not just the applicant's organization?*
- **Project is Strategically Located to Leverage Other Community Assets (15%)**
  - *How does the project leverage other cultural assets that can enhance a visitor's experience?*
- **Project is Ready for Investment (25%)**
  - *Thoroughness and appropriateness of the project budget*
  - *Qualifications of key staff members*
  - *The financial and technical capacity of the applicant(s) to execute the proposed project*
  - *Applicant Capacity and Past Performance on comparable projects*
  - *Why is the state's investment needed to implement the project (the "But For" rationale, whereby applicants demonstrate that but for the State financial assistance the project would not proceed)?*
- **Funding would be Transformational to the visitors' experience and the Applicant has identified appropriate methods to measure the project impacts (30%)**
  - *How is the current visitor's experience affected by the existing facilities/conditions at the site(s)?*
  - *Why, specifically, do you believe this project would substantially improve the current visitors' experience?*
  - *What specific data will you collect and analyze to assess the results of the project on the visitors' experience? May include attendance data, surveys, interviews, and/or other well-defined solicitation of visitor feedback relevant to the project goals.*

## Selection Process

All complete applications will be reviewed by the staff of the Offices of Culture and Tourism at DECD. Staff will prepare recommendations and preliminary scoring of all eligible and complete applications for review by the Culture and Tourism Advisory Committee (Committee). The Committee will review the staff recommendations before convening to discuss and vote on final scores and award recommendations for the Commissioner. The Commissioner must approve all recommended awards prior to the agency request for the projects to be included on the State Bond Commission agenda for allocation.

## Time Frame

- Application Due Date: **Friday, July 10, 2015**
- Staff Review Period: **mid July through early August**
- DECD's Culture and Tourism Advisory Committee Review: **mid July through early August**
- Commissioner Review Period: **mid July through early August**
- Projected State Bond Commission Meeting for Allocation: **August 28, 2015**

<b>APPLICANT INFORMATION</b>		
Applicant Organization:		
Executive Director:		
Federal Employer ID Number:XX-XXXXXXX		
Street Address:		
Municipality:	State:CT	ZIP Code:
Contact Name:		
Daytime Phone:		
Email Address:		
Website:		
Mailing address:		
Municipality:	State:	ZIP Code:
Daytime Phone:		
<b>PROJECT SUMMARY</b>		
Please describe your proposed project. [Maximum of 350 words]		
Grant Amount Request: \$		
<b>ORGANIZATION INFORMATION</b>		
Please describe the mission of your organization, the facilities owned/maintained, and your current staffing.		

Has your organization ever received funding from DECD?  yes  no  
If yes, please list the program, amount, contract date, and current status:

Has your organization participated in any funding programs managed by other State of Connecticut agencies?  yes  no  
If yes, please indicate the agency name, program, amount, contract date, and current status:

Is this a collaborative regional planning project or a collaborative planning/implementation for a single capital project to enhance local/regional visitors' experience? [Maximum of 200 words]

**COMMUNITY NEEDS AND OPPORTUNITIES**

What unmet need or new opportunity within your community does your proposed project address?  
Why is your organization a good fit to meet this need or take advantage of this opportunity?  
[Maximum of 200 words]

Describe how your organization identified and defined this unmet need or opportunity. Include descriptions of community meetings, collaborative planning sessions, research or studies supporting this need/opportunity as an important priority. [Maximum of 200 words]

**LEVERAGE OTHER CULTURAL ASSETS**

Describe how this project leverages other arts, historic, and cultural assets within your municipality/region or fills a gap in current services or programming offered within your community. How does your project help connect your site(s) with other cultural assets in your region? [Maximum of 300 words]

**READY FOR INVESTMENT**

Please list the project team members (key staff, planners, architects, board members, etc.) and indicate the level of experience the team has with similar projects. For previous projects, summarize the project size, scope, and whether completed on time and within budget. [Maximum of 250 words]

Please describe how the State’s financial investment is required to advance this project (i.e. the “but for” rationale). What non-state sources of funding have you identified to support your proposed project? [Maximum of 250 words]

**POTENTIAL TO BE TRANSFORMATIVE**

Describe how the proposed project will be transformative to the visitors’ experience of your site(s). Include a detailed description of how the project would build on your current successes in meeting your mission. [Maximum of 350 words]

How will you assess the impact of this project? May include attendance data, surveys, interviews, and/or other well-defined solicitation of visitor feedback relevant to the project goals. [Maximum of 250 words]

Does your project include alteration to a historic building listed in the State or National Register of Historic Places? If yes, please describe how it will contribute to the long-term preservation of the building and please include no more than three (3) photographs at 300dpi of the building exterior.  
 yes     no [Maximum of 250 words]

How many permanent jobs will be created by this project?

How many temporary jobs will be created by this project?

Has your organization applied to the State for this project in the past?     yes     no

**FINANCIAL INFORMATION**

Please describe the source and amount of non-state matching funds for this proposed project. Are those funds available and restricted for the purpose of this grant?     yes     no

\*Please include your project timeline on a separate sheet.

**AUTHORIZATION**

Name of Authorized Official:

Title

Signature:

Date:

## Good to Great Grants Application Checklist

Required Items	Included	N/A	Comments
Completed Application (Pages 7-11)	<input type="checkbox"/>	<input type="checkbox"/>	
501(c)3 IRS tax status determination letter	<input type="checkbox"/>	<input type="checkbox"/>	
Project Timeline	<input type="checkbox"/>	<input type="checkbox"/>	
Last three years financial statements & Current 990	<input type="checkbox"/>	<input type="checkbox"/>	
Photographs	<input type="checkbox"/>	<input type="checkbox"/>	

Applicant Name: \_\_\_\_\_

Project Name: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_