

FY2014 – ARTS CATALYZE PLACEMAKING Grant Program Arts Leadership Guidelines

TABLE OF CONTENTS

PROGRAM OVERVIEW	Page 2
• Arts Catalyze Placemaking	
• ACP ~ Arts Leadership Category	
• Eligibility & Grant Amounts	
• Program Timeline	
• Funding Period	
GETTING STARTED	Page 3
• How to Apply	
• Intent to Apply	
• Data Collection Form	
• COA’s Goals & Priority Outcomes	
• Your Proposal	
○ General Information	
○ Making the Case	
○ Carrying Out the Plan	
○ Measuring Outcomes	
• Review Criteria	
FISCAL INFORMATION	Page 6
• Administrative Expenses	
• Matching Requirement	
• In-Kind Contributions	
• Eligible & Ineligible Expenses	
• Fiscal Sponsorship	
• General Fiscal Information	
CONTACTS, QUESTIONS & WRAP-UP	Page 8
• General Questions, FAQ & Resources	
○ Connecticut Office of the Arts Grant Overview Guidelines	
• Responsibilities & Additional Information	
• Regional Partners	

Important Note: These guidelines include embedded links which provide further program information and resources. Be sure to access the electronic version at www.ct.gov/cct.

PROGRAM OVERVIEW

ARTS CATALYZE PLACEMAKING

The **Connecticut Office of the Arts (COA)** along with the **State Historic Preservation Office (SHPO)** offer the Arts Catalyze Placemaking (ACP) grant program to invest in arts-based cultural projects, activities and infrastructure in ways that will advance the attractiveness and competitiveness of Connecticut cities, towns, and villages as meaningful communities in which to live, work, learn and play.

The ACP program was developed by the Connecticut Office of the Arts as a pilot in FY2013. COA has restructured the program following a review of program successes, challenges and the opportunity to enhance the program through a partnership with the State Historic Preservation Office which will offer HPACP as a pilot program for FY2014.

The FY2014 Arts Catalyze Placemaking program retains the underlying creative placemaking core elements but makes structural changes which aim to better serve the needs of our constituents. The FY14 ACP program includes three (3) distinct categories for which applicants may select only one (1) category to pursue in a single grant cycle. The categories are as follows:

- **Arts Leadership**
- **Historic Preservation**
- **Supporting Arts in Place**

Note: Education-based proposals are eligible in FY2014 through the Arts Leadership category. COA intends to offer education-specific grants in FY2015 (July 1, 2014 – June 30, 2015).

[FY2014 ACP ~ At-a-Glance](#) provides a snap-shot of the three (3) Arts Catalyze Placemaking grant categories. Applicants familiar with COA's FY2013 ACP pilot program may find it helpful to review an [overview of changes](#).

ACP ~ ARTS LEADERSHIP CATEGORY

The **ACP ~ Arts Leadership** category awards 6-month grants ranging from \$1,500 - \$25,000 for the planning and/or implementation of arts-based creative placemaking projects. This category requires partnerships, develops community engagement and positions the arts in a leadership role.

NOTE: In order to return to the state's fiscal year grant cycle, **FY2014 ACP ~ Arts Leadership grants will only be offered for a six (6) month funding period.** It is COA's intention that all ACP grants will be readjusted in FY2015 to offer a one-year grant period, aligned with the state's fiscal year.

ELIGIBILITY & GRANT AMOUNTS

ACP Arts Leadership - Eligible Applicant	Grant Amounts
<ul style="list-style-type: none">• Arts Organization• Municipal Department (Level C)• School District	\$1,500 – \$25,000
<ul style="list-style-type: none">• Arts program of a 501(c) (3) non-arts organization• Arts Organization with fiscal sponsor• Artist• Colleges and Universities• Municipal Department (Level A & B)• Pre K-12 school• Parent Teacher organization (PTO)• After school program	\$1,500 - \$10,000

See [Glossary of Application Terms](#) for definitions

INELIGIBLE Applicants are:

- [COA/DECD Line Items](#)
- [COA Designated Regional Cultural Service Organizations](#)
- Individuals who are currently full time students in degree seeking programs
- FY13 ACP 2 & 3 grant recipients who were awarded 2-year funding
- FY2013 ACP-4 Sustaining Relevance grantees who selected 2-year funding are ineligible to submit an FY2014 ACP application. COA will honor 2-year commitments following the submittal and approval of an interim report. Two-year recipients will receive formal communication from COA regarding their funding options and have an opportunity to transition to the revised ACP program and funding period.

Important Note for Connecticut artists:

- An artist must apply with a fiscal sponsor or as a Connecticut business entity for any request equal to or above \$5,000 (*See Fiscal Sponsorship*)
- An artist employed by an arts organization may submit an application as an individual artist OR on behalf of his/her organization – but not both.

PROGRAM TIMELINE

Dates are subject to change

Intent to Apply:	on or before 12:00pm (noon), September 20, 2013
Notification to Proceed:	September 25, 2013
Submission Deadline:	on or before 11:59pm, October 11, 2013
Panel Review:	October 15 – November 15, 2013
Award Notification:	mid-December, 2013

FUNDING PERIOD

Projects must occur during the specified 6-month funding period and may be completed prior to the end of a grantee's funding period.

Funding Period:	January 15, 2014 – June 30, 2014
Final Report:	August 30, 2014 <i>or 60 days following completion of project if sooner</i>

GETTING STARTED

HOW TO APPLY

The ACP grant program is administered using an e-granting system; therefore, all applications must be submitted through the online portal at <https://coa.fluidreview.com/>. E-mail and paper submissions will not be accepted. Contact Tech Support at support@fluidreview.com for technical related questions.

INTENT TO APPLY

To assist COA with the process of reviewing and confirming eligibility, applicants are strongly encouraged to submit an *Intent to Apply* prior to submitting an *Arts Leadership* application. Submit your Intent to Apply by logging on at <https://coa.fluidreview.com/>. New users must “sign up” and create an account while returning users may simply “sign in.” Select **FY2014 Intent to Apply** from the drop down menu.

- *Intent to Apply* submittals must be received on or before **12:00pm (noon) on September 20, 2013**.
- COA will review applicants for eligibility.
- A notification to proceed will be emailed on or before **September 25, 2013**.

DATA COLLECTION FORM

The [National Standards for Arts Information Exchange Data Collection Form](#) is information collected for the National Endowment for the Arts and is used nationally to track states' grant-making activities and is not considered in the review process.

COA's GOALS & PRIORITY OUTCOMES

The ACP program was developed with research-based goals and priority outcomes at its core. COA's creative placemaking goals are:

1. Community Relevance & Civic Engagement – *The Arts are essential in the development of great places*
2. Arts Engagement, Artistic Excellence & Creativity – *High quality art and arts experiences stir creativity and critical thinking and advance cognitive, emotional and social health.*
3. Market Development – *The Arts are an essential component of Connecticut's environment and should be accessible to the greater community.*

Review the [Goals and Priority Outcomes Table](#) to familiarize yourself with COA's goals and priority outcomes before you begin your application. The purpose of the Table is to provide applicants with a clear understanding of COA's goals and priority outcomes so applicants may identify ways in which their project and COA's goals are aligned. **The Goals and Priority Outcomes Table is the foundation of the Arts Catalyze Placemaking application and review process.**

YOUR PROPOSAL

Applicants will be asked to supply the following:

1) General Information

- a. Title of project (*up to 10 words*)
- b. Is this request for an ongoing or new project?
- c. Grant Request (*\$.00*)
- d. Does this request include funds for planning? If so, provide a break-out of:
 - i. The amount (*\$.00*) of the grant request allocated toward planning.
 - ii. The approximate number (#) of calendar days associated with planning.
- e. Total project budget (*\$.00*) (*includes your grant request*)
- f. Provide the project Start Date.
- g. Provide the project End Date.
- h. Provide applicant's Mission Statement or an Artist Statement. (*up to 150 words*)
- i. Will the project be made accessible to persons with disabilities? Consider physical and programmatic access, sign language interpretation, assistive listening devices and transportation services. [Accessibility Resources](#) are available on COA's website. (*up to 250 words*)

2) Making the Case (*Narrative Responses*)

Creative Placemaking proposals challenge applicants to identify need(s) and opportunity(ies) which can catalyze the community through intentional arts and cultural projects.

- a. Describe the need(s) and opportunity(ies) the project will address and briefly explain how and why you and your partners came to this conclusion. (*up to 675 words*) Be sure to include:
 - How you and your partners come to be aware of this situation
 - The major factors that informed the design of the proposal
 - The particular need or opportunity that the proposal will address; specifically, what will the proposed activities leverage, advance, develop, improve, solve, etc.?
- b. Define the community that will be served by the proposed activities. (*up to 500 words*) Be sure to describe the people, organizations or groups that were:
 - engaged in the planning process
 - involved in the development of the proposal; as well as those who the project is designed to serve

Use demographic data, descriptive information, history, number of persons served, locale, etc.
- c. Provide a summary of your proposed project. **What** do you plan to do, **where** and **when** will it take place? (*up to 350 words*)

3) Carrying Out the Plan

- a. **Connecticut Artist(s):** All projects MUST engage at least one Connecticut artist. Additional artists, including non-CT artists, may also be engaged. Applicants must:
 - Describe the role(s) and responsibilities of the artist. If the artist is not selected at the time of application, include a description of the selection process. *(up to 150 words)*
 - Explain why the artist selected is appropriate for the project. If the artist is not selected at the time of application, then describe the type of artist anticipated and why. *(up to 150 words)*
 - Upload the artist's resume or bio *(no more than 2 pages)*
 - Upload no more than four (4) samples of the artist's related work *(see e-granting system for file size restrictions)*
- b. **Project / Program Manager:** All applicants MUST identify a project contact person.
 - Provide the job description, including key roles and responsibilities *(up to 100 words)*.
- c. **Budget:**
 - Complete the [FY2014 Project Income & Expense Budget Worksheet](#) provided
 - Provide a brief narrative to explain any uncertain elements of the budget. *(up to 300 words)*
 - If applicable, complete the [FY2014 In-Kind Budget Worksheet](#).
- d. **Additional Supporting Documentation:**
 - Applicants may upload up to three (3) files and provide a brief description that will help the reviewer to better understand the project. Document files may not exceed two (2) 8.5" x 11" pages in length. Video / audio files may not exceed 5 minutes in length.
- e. **Marketing and Publicity - Telling Your Creative Placemaking Story:**
 - Describe your plans to promote the project. *(up to 150 words)*
- f. **Partnerships:** Applicants MUST engage one or more partners. There are no restrictions on partnerships.
 - Include contact information for each partner, identify their role and responsibilities and indicate funding they may contribute or receive as part of the project.

4) Measuring Outcomes

Applicants will be required to have a well-thought plan with steps in place to measure the project's relevance to the community it is intended to serve and for capturing and reporting results. Applicants will use the [Goals and Priority Outcomes Table](#) as a reference when completing the Measuring Outcomes section of the application.

- **Activities:** List each of the project's major activities. Applicants should enter activities reasonable to accomplish within the grant period.
- **Goal and Priority Outcome Alignment:** For each activity you enter, reference the Table and identify one (1) GOAL and one (1) PRIORITY OUTCOME associated with your selected GOAL which aligns with your activity.
- Reference the Table for suggested POTENTIAL INDICATORS OF SUCCESS and SOURCES OF EVIDENCE. Develop and identify your own Indicators and Sources of Evidence appropriate for your project. List as many or as few as needed to document the success of the project.
 - **Indicators of Success:** Observable signs of progress toward the intended goals and outcomes. (Things you can see, hear, experience, etc.)
 - **Sources of Evidence:** Information, facts, stories and data collected and documented to gauge the project's success and effectiveness.

REVIEW CRITERIA

Independent reviewers will evaluate and discuss applications based on the following criteria:

- A. Clarity of the Case ~ (35 points maximum)**
Aligns with Making the Case. This score reflects the applicant's knowledge of the community and its need(s) and opportunities, the level of collaborative planning and the overall clarity of the proposal.
- Is the proposal relevant to the intended community or communities described?
 - Will the identified need or opportunity be successfully addressed by the activities proposed?
 - Was the planning and design process appropriately collaborative?
- B. Quality of the Plan ~ (35 points maximum)**
Aligns with Carrying Out the Plan. This score reflects the likelihood for success given the plans outlined in the proposal.
- Is the plan realistic and feasible?
 - Does the applicant (and its partners) demonstrate the ability to carry out the intention and scope of the proposal?
 - Is the artistic merit fitting for the context and the community served as outlined in the proposal?
 - Does the proposal include a suitable plan to market and promote the project?
- C. Potential to Catalyze Placemaking and Measure Outcomes ~ (35 points maximum)**
Aligns with Measuring Outcomes. This score reflects the alignment of the applicant's proposal with COA's Goals and Priority Outcomes.
- Is the proposal aligned with COA's Goals and Priority Outcomes?
 - Are the goals and outcomes outlined in the application realistic?
 - How feasible is the applicant's plan to measure and report outcomes?

The panel assessments are the primary consideration in determining Arts Leadership awards. COA intends broad geographic reach through its grants programs and may consider such in its funding decisions. Following panel review, COA staff will present funding recommendations to COA's Arts Council for review. The COA Arts Council presents funding recommendations to COA's Advisory Committee for final decision.

FISCAL INFORMATION

ADMINISTRATIVE EXPENSES

Up to 20% of your grant request can be used for administrative expenses. The applicant and its partner(s) may share funds from a grant to cover these costs. COA defines administrative expenses as costs which are not directly associated with a specific program or department but which are necessary to support the funded ACP project. Administrative expenses include staff salaries, general products or services (such as accounting), office rental, supplies, telephone, electric service, general insurance, postage, etc. *NOTE: A project or program manager may be a current staff member or a contracted individual. In either case, the manager's time that is directly associated with the project may be regarded as an administrative expense.*

MATCHING REQUIREMENT

ACP grant awards require a match (a minimum financial contribution) of no less than 50%. While matching funds do not need to be confirmed at time of application, proposals that can verify funding sources at the time of application are favorably reviewed. **COA funding CANNOT be matched with other Connecticut state funds.** Applicants may use in-kind contributions to meet up to 25% of their match.

IN-KIND CONTRIBUTIONS

[In-Kind contributions](#) are goods or services that are donated and not paid for by the applicant with cash, e.g. volunteer time by a professional, office space, facilities, goods, etc. Applicants claiming an in-kind match are required to complete the [FY2014 In-Kind Budget Worksheet](#).

ELIGIBLE EXPENSES

The following eligible expenses must be DIRECTLY related to the project:

- Materials
- Space rental; occupancy costs (maintenance, security, insurance, utilities, etc.)
- Payments to contracted artistic, technical or administrative professionals
- Supplemental project insurance
- Project-specific permits and fees
- Artist fees
- Legal Fees directly associated with the project
- Hospitality expenses which are directly related to the project
- Evaluation services and documentation (photo, video, audio, collection of statistical information, etc.)
- Printing, advertising and marketing costs
- Limited brick and mortar expenses directly associated with the project and which will be implemented during the funding period
- Travel and conference registration expenses for staff and/or volunteers to attend local, regional or national relevant industry conferences, workshops, retreats, clinics, etc. that support the planning and/or implementation of the project

INELIGIBLE expenses:

- Interest paid on loans or payments to reduce or eliminate deficits
- Activities to eliminate or reduce existing deficits
- Scholarship assistance for academic or non-academic programs
- Fundraising
- Political contributions
- Lobbying activities & fees
- Legal fees not associated with the project
- Religious programming, activities or paraphernalia
- General brick and mortar construction costs, facility construction or capital improvements
- Activities that have already been completed
- Activities already funded by another COA program during the same fiscal year
- Expenses not related to the project

FISCAL SPONSORSHIP

[Fiscal sponsorship](#) is an arrangement where a legal entity manages the project budget and expenses. When an artist or organization engages a fiscal sponsor, the applicant must identify the fiscal sponsor at the time of application and complete the Fiscal Sponsorship section of the application. Applications must provide: (1) fiscal sponsor name and contact information, (2) an outline of the agreement including insurance requirements and (3) a copy of the formal agreement.

Important Fiscal Sponsorship information for Connecticut artists:

- For a grant request equal to or above \$5,000 an artist MUST apply with a named fiscal sponsor or as a business entity.
- A Connecticut artist who operates as a legal, Connecticut business entity (a sole proprietor, sub chapter S corporation, limited liability corporation, etc.) may apply without a fiscal sponsor.
- An individual artist applicant, who also serves as director of a non-profit arts organization, may not use her / his non-profit arts organization as a fiscal sponsor.

GENERAL FISCAL INFORMATION

- Grant funds must be applied toward arts-based creative placemaking projects that impact Connecticut towns and communities and benefit Connecticut residents as indicated in your application.
- COA intends to fully fund those requests that are awarded.
- COA may issue multiple grant payments. A payment schedule will be defined by COA in the grant contract. The first installment will be issued following the processing of a fully executed contract.
- The amount of COA grant funds is dependent on state and federal annual appropriations as allocated by the Governor and the Connecticut General Assembly and as awarded by the National Endowment for the Arts. This amount varies from year to year; therefore, COA's funding varies.
- Grantees will not receive funding for a newly approved FY2014 Arts Leadership grant until: 1) any prior COA funded project is complete, and 2) the mandatory final report has been received.
- COA may utilize Guide Star or other such services to access financial records of non-profits.
- COA reserves the right to request additional financial documents from applicants.
- At the end of the funding period, grantees must complete a final report. As part of the final report, grantees will be required to provide:
 - accounting of actual expenses including the allocation of COA grant funds
 - confirmation of the match by providing the sources of both dollars and in-kind contributions
 - required evaluation and assessment data

CONTACTS, QUESTIONS & WRAP UP

GENERAL QUESTIONS & RESOURCES

Review responses to ACP questions on the [Frequently Asked Questions \(FAQ\)](#) webpage along with general placemaking information. Submit ALL questions by email to ACP.Questions@ct.gov. ACP program staff will review and post responses on an ongoing basis.

Contact Tech Support at support@fluidreview.com for technical related questions.

The [COA Directory of Performing and Teaching Artists](#) and the [COA Artist Registry](#) are two databases maintained by the Connecticut Office of the Arts and serve as a resource in seeking Connecticut artists. Applicants may also engage the services of [local and regional arts agencies](#) when seeking local artists.

RESPONSIBILITIES / ADDITIONAL INFORMATION

Review the [Connecticut Office of the Arts Grant Overview Guidelines](#), as all guidelines are strictly enforced. In addition, all grantees must comply with:

- [The Department of Economic and Community Development Ethics Statement](#)
- Applicable state single audit requirements
- When planning a project in a specific community be sure to research municipal, state and federal ordinances and laws (if applicable) prior to submitting an application.
- Applicants should note that all information collected is considered public record.

REGIONAL PARTNERS

The Office of the Arts partners with [Designated Regional Service Organizations](#) that serve as local field offices to constituents and citizens. Towns served by the service organizations are provided on the DRSO webpage.