



STRATEGIC INITIATIVE GRANT PROGRAM GUIDELINES - FY 2010

The purpose of the Strategic Initiative Grant program is to support and further the mission of the Connecticut Commission on Culture & Tourism: *to preserve and promote Connecticut's cultural and tourism assets in order to enhance the quality of life and economic vitality of the state.*

Strategic Initiative Grants support cross-discipline projects and activities that develop or expand the scope of current programming or represent fresh ideas/strategies that further the mission. Projects may be a one-time initiative with long-lasting impact or may be the germination of an innovation with potential for sequential annual growth.

This grant program does not support marketing efforts.

APPLICATION DEADLINE

MUST BE RECEIVED (NOT POSTMARKED) BY 4:00 P.M.

January 29, 2010

Funding Period: May 1, 2010 - June 30, 2011

Applicants will be notified of receipt of their application via e-mail within two (2) weeks from the deadline date.

PROGRAM TIMELINE

Application Deadline January 29, 2010
(All applications must be received (not postmarked) by 4:00 p.m. on or before January 29, 2010)

Review of Applications February, 2010

Award Notification Late March, 2010

Funding Period May 1, 2010 – June 30, 2011

Final Report Due August 30, 2011

PROGRAM INFORMATION

The Commission will award grants in two categories:

Category 1 – Local Impact: The Commission will award grants up to \$6,000 for projects, new or extended, that impact a local town, community, or area.

Category 2 – Statewide Impact: The Commission will award grants up to \$50,000 for projects, new or extended, with state-wide impact.

All grant awards must be matched on a dollar-to-dollar cash basis. The match cannot include any state or federal funds. Matching funds must be confirmed at the time of application. The project may not be a fundraiser.

PARTNERSHIP

Cross-discipline partnerships are strongly encouraged. Partners are entities that both contribute to and benefit from the partnership project. All partners must be engaged in the project – sharing the work, sharing the gain.

Each partner must provide a short paragraph about their organization, their contribution to the project and their anticipated gain.

**EXAMPLES OF
POSSIBLE PROJECTS**

The following are examples intended as a guide to assist in the development of an initiative, project or event.

Examples of local impact projects:

1. A non-profit historical organization partners with a Connecticut production company to create a documentary on a local, yet historically significant, event and distributes copies to libraries and schools state-wide.
2. A history museum replaces a static replica of a historic vessel by developing an interactive, computerized version of the vessel, which offers a hands-on experience to museum attendees.

Examples of state-wide projects:

1. Three contemporary art institutions collaborate and work with 40+ artists of different disciplines to create a three-part, multi-media exhibit focused on Connecticut tourism and the number of hotel rooms in the state. The exhibit is displayed simultaneously at three venues, hence encouraging exhibit-goers to travel from one venue to the next in order to view the entire exhibition.
2. A public television entity partners with a production company to create a show featuring several towns throughout Connecticut including the town's brief history, local attractions and restaurants.
3. An arts organization partners with local chambers of commerce and non-profit community/cultural organizations, raising awareness of the workforce contributions of every day citizens to American culture through a collaborative arts project that engages participants of all ages and which attracts visitors and contributors throughout the state and nation.

WHO MAY APPLY

Eligible applicants and partnering entities must be of the following disciplines:

1. Arts;
2. History, historic preservation, humanities;
3. Tourism.

Eligible applicants may partner with for-profit organizations or non-profit organizations, which represent a different discipline.

For example, if the lead is a historic preservation organization, the partner must be from the arts or tourism discipline.

Lead and Partnering organizations applying to the Commission for other funding cannot apply for the same portion of the same project in the same fiscal year.

**ELIGIBLE
APPLICANTS**

Must be 501(c)(3) non-profits incorporated in Connecticut and whose primary place of business is in Connecticut. These include:

- Arts organizations, local arts agencies
- Theater, dance, music, literary, design, visual arts, performance organizations
- History museums and sites, historical societies
- Historic preservation organizations, park conservancies
- Heritage and Humanities organizations
- Film organizations, local access stations, film-makers, documentarians

ELIGIBLE PARTNERS

Partnerships are strongly encouraged.

Partnering Entities may include:

- Any entity that qualifies as a lead applicant, yet represents a different discipline from that of the lead applicant
- Arts/cultural commissions, historic district commissions, tourism districts
- Chambers of commerce and municipalities
- Business associations, travel associations
- Production companies, media studios, public access television, local cable stations
- Libraries and bookstores
- Attractions, lodgings, restaurants, tourism-related entities
- Arts, cultural, history, or humanities programs affiliated with colleges or universities

**INELIGIBLE
LEAD APPLICANTS
OR PARTNERS****Ineligible Applicants or Partners include:**

- Individuals
- State agencies or "friends" groups of state agencies
- Organizations whose programs for which the application is made are sectarian in purpose and focus
- Entities whose primary place of business is not in Connecticut
- Service organizations or clubs
- Organizations that discriminate in their membership
- Entities outside of the disciplines of art, history, historic preservation, humanities or tourism
- Political organizations

**ELIGIBLE COST OR
EXPENSES****Eligible**

May include:

- Administrative expenses such as administrative staff time and supplies. Not to exceed 20% of grant request
- Planning, Research, Development, Production, and Design costs, including web design
- Artists' and consultant fees, including mileage and travel expenses for artists/performers

Please carefully review the ineligible activities and costs listed below.

**INELIGIBLE COST OR
EXPENSES**

- Marketing expenses: for photography, printing, or graphic design related to marketing;
- Hospitality expenses: food, catering, flowers and other hospitality expenses;
- Capital expenses: building restoration or rehabilitation; equipment;
- Travel expenses: mileage, for staff of lead organization and partners; or
- Saleable items: production of resale items or production of items to be sold for fund-raising purposes.
- Other: fund-raising costs; scholarships; lobbying; and legal fees.

**ELIGIBLE SOURCES
OF MATCHING
FUNDS**

Matching funds must be confirmed at the time of application.

Eligible sources of matching funds include:

- Direct grants (not state or federal funds)
- Monies raised through memberships
- Past sales of promotional items
- Fund drives
- Corporate sponsorships
- Money raised through past ticket sales
- Net profits

REVIEW PROCESS

Strategic Initiatives Grants will be reviewed by an inter-divisional staff team and the Special Projects Committee. There will be no meetings, site visits or telephone interviews.

CRITERIA

Strategic Initiative Grants will be reviewed based on the following criteria:

1. Creativity and innovation (20 points)
 - Creativity of the program or project design, structure, and activities
 - Innovative approach to combining arts, history, historic preservation, humanities or tourism
2. Project Impact (30 points)
 - Evidence that the proposed project or program will do one or more of the following:
 - Enhance quality of life and economic vitality of town, region, state
 - Expand the scope of current programming or jump-start creative new programming
 - Broaden, deepen and diversify audiences/participants/visitors/customers
3. Partnership (30 points)
 - Evidence of quality and depth of partnership
 - Leverage the talents, expertise, and resources of the partners
 - Evidence that the partnership will last beyond the activity proposed
4. Ability to carry out the project (20 points)
 - Thoroughness and appropriateness of project budget
 - Feasibility of the project's success based on planning described in the narrative
 - Clearly defined benchmarks for measuring success and target goals

FINAL REPORT

The grantee shall submit a final report within sixty (60) days of the end of completion of the grant period. A detailed budget, expenses related to the project and samples of acknowledgements of CCT's support shall be included in final report. Failure to submit a final report may void eligibility for future CCT funding.

Final reports must be submitted to:

Rhonda F. Olisky, Program Associate
Connecticut Commission on Culture & Tourism
One Constitution Plaza, 2nd Floor
Hartford, CT 06103.

ASSEMBLY

Applications must include six (6) sets of materials in the following order:

1. Application (including timeline) and budget. Must be signed and dated, with an original signature.
2. Partner information, signed and dated, for each partner
3. Application narrative (no more than 4 pages)
4. Documentation confirming match

Behind the original set (marked "Original"), please add the following items:

5. Certification of Authorized Official (a.k.a. Certified Resolution)
6. Nondiscrimination certification
7. A copy of the organization's Internal Revenue Service 501(c)(3) determination letter (tax-exempt certification)
6. W-9 Form

HOW TO APPLY

Applications must be received (not postmarked) by 4:00 p.m. on or before January 29, 2010. If hand-delivered, applications must be received by 4:00 p.m. on January 29, 2010 and applicants must request and retain a receipt from the CCT staff person accepting the hand-delivered application, regardless of delivery date. No application will be accepted after January 29, 2010 at 4:00 p.m. E-mail and fax submissions will not be accepted. Incomplete applications will not be considered.

For any questions regarding Strategic Initiative Grants, please contact: Rhonda F. Olisky at (860) 256-2752 or via e-mail at Rhonda.Olisky@ct.gov.

Send completed applications to:

Rhonda F. Olisky
Connecticut Commission on Culture & Tourism
Strategic Initiative Grant Program
One Constitution Plaza, 2nd Floor
Hartford, CT 06103

Applicants must follow all instructions and provide accurate and complete information in all sections and supporting materials as stated in the guidelines. Failure to do so will render your application ineligible for review.