

FY2013 Pilot – ARTS CATALYZE PLACEMAKING Program

**EXPANDED Guidelines for  
Arts Leadership (ACP-2 & ACP-3)**

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**OVERVIEW**

The **Arts Leadership Expanded Guidelines** contain category-specific details for ACP-2 and ACP-3. The expanded guidelines outline application elements and requirements IN ADDITION TO the full guidelines. Be sure to review the full guidelines in connection with the information herein.

Arts Catalyze Placemaking Arts Leadership grants provide funding for arts-based projects, activities and programs that engage partners and which will advance Connecticut cities, towns, and villages as meaningful communities in which to live, work, learn & play.

**SUMMARY PROPOSAL (for ACP-3 Implementation applicants ONLY)**

COA is aware that it takes time for applicants to develop strong partnership support for large-scale project-based work; therefore, the Summary Proposal has been developed to provide applicants with a preliminary screening process prior to approval to submit a full application. All eligible Summary Proposals will undergo an external and internal review process.

**Summary Proposal Deadline:** October 4, 2012  
**Notification/Approval on or before:** October 15, 2012

The Arts Catalyze Placemaking program Guidelines Application & Review section (pages 9 - 12) will be helpful in preparing your Summary Proposal. Likewise, the COA Outcomes Table (page 10 of the Guidelines) is a key ACP reference.

NOTE: The [Partnership Worksheet](#) and [Activities, Goals & Outcomes Worksheet](#) are not required at the Summary Proposal stage but are necessary elements should a full application be approved.

**Summary Proposal ~ Narrative & Budget Information** (*approximately 2 pages*)

**1. Make Your Case: What is your diagnosis of need or opportunity that makes a case for your project, activity or program?**

Describe the situation, opportunity, goal, need, issue, or innovative approach, etc. which your plan intends to address, leverage, advance, develop, improve, solve, etc. Be sure to define the intended community to be served and how they have been or will be engaged.

Summary Proposal continued...

**2. Project Description: List one or more major activities that will be undertaken by your project, activity or program.**

Briefly outline the major activity(ies) and, using the [COA Outcomes Tables](#), identify one or more COA priority outcomes that will be addressed by each major activity. Identify potential sources of evidence that you will measure to help gauge the effectiveness of your proposed major activity(ies).

**3. Realization: Describe how you plan to execute your project, activity or program.**

Outline major partners and their current level of commitment and describe the projected role of an artist(s). Submit sufficient budget and timeline information to provide the reviewers with a sense of the proposal's feasibility. Approximate or confirm a) the amount of the grant that will be requested and, b) sources of matching funds.

**Review Process ~ How will my Summary Proposal be scored?**

All proposals will undergo independent review. Scores will be assessed based on the following criteria:

**A. Quality of the Proposal ~ How well has the applicant outlined their case?**

*(10 points maximum)*

This score reflects the applicant's outline of the identified issue or opportunity and how the major activity(ies) will be employed to address it.

**B. Potential to Catalyze Placemaking ~ Is the proposed undertaking relevant?**

*(10 points maximum)*

This score reflects the alignment of the applicant's proposal with COA's priority outcomes.

**C. Quality of the Summary ~ What is the likelihood for successful implementation?**

*(10 points maximum)*

This score reflects the feasibility of the Summary Proposal and its artistic merit relevant to the community.

Summary Proposals must be submitted through the process outlined in the [Submission Process Overview](#).

## FISCAL INFORMATION

The fiscal information addressed in the Arts Leadership Expanded Guidelines outline specific requirements for ACP-2, ACP-3 Planning and ACP-3 Implementation. Be sure to reference the full guidelines for fiscal information applicable to all Arts Catalyze Placemaking categories.

### Budget

Arts Leadership applicants are required to submit a budget\* outlining their project. The budget must:

- provide anticipated and/or secured sources of income
- Identify the COA request:
  - **ACP-2** grant requests may range from \$5,000 and \$25,000
  - **ACP-3 Planning** grant requests may range from \$2,500 and \$10,000
  - **ACP-3 Implementation** grant requests may range from \$25,001 and \$100,000
- detail all project expenses
- indicate how COA funds will be allocated
- indicate how the required match will be met (*see Matching and % In-kind Requirements section below*)
- specify in-kind contributions if applicable (up to 25% of the required match may be satisfied through in-kind contributions)
- be submitted by uploading it through the e-grant submission system.

\*Applicants are encouraged to submit their own budget document. COA has provided sample budgets for applicants needing additional support. Sample budgets are available on the [FAQ and Resources](#) page.

**Matching and % In-kind Requirements**

All Arts Catalyze Placemaking grants require that the applicant provide a financial match of the requested amount. ACP-2 & ACP-3 match requirements are based on a graduated scale.

- ACP-2 applicants must provide a financial contribution to the project (a match) of no less than 50% of the grant amount requested of COA.
- ACP-3 Planning applicants must provide a financial contribution to the project (a match) of no less than 50% of the grant amount requested of COA.
- ACP-3 Implementation applicants must provide a financial contribution to the project (a match) of no less than 75% of the grant amount requested of COA.

**Arts Leadership Graduated Matching Requirements** (outlined in chart form)

Applicant's COA Grant Request		Required Minimum Match of COA grant award
ACP-2	\$5,000 - \$25,000	No less than 50%
ACP-3 Planning	\$2,500 - \$10,000	No less than 50%
ACP-3 Implementation	\$25,001 - \$100,000	No less than 75%

COA allows up to 25% of the required match amount to be identified as In-Kind contributions. Applicants claiming In-Kind contributions must submit an [In-Kind worksheet](#) by uploading it through the e-grant submission system.

One Match and In-kind example for each category are provided below.

ACP-2 (example)		COA request	Minimum Required match	Allowable in-kind
Applicant COA grant request	\$20,000			
Applicant match must be	\$10,000 (50% of COA request)	\$20,000	\$10,000	\$2,500
Allowable in-kind	\$ 2,500 (25% of the \$10,000 minimum match)			

ACP-3 Planning (example)		COA request	Minimum Required match	Allowable in-kind
Applicant COA grant request	\$5,000			
Applicant match must be	\$2,500 (50% of COA request)	\$5,000	\$2,500	\$625
Allowable in-kind	\$ 625 (25% of the \$2,500 minimum match)			

ACP-3 Implementation (example)		COA request	Minimum Required match	Allowable in-kind
Applicant COA grant request	\$70,000			
Applicant match must then be	\$52,000 (75% of COA request)	\$70,000	\$52,000	\$13,125
Allowable in-kind	\$13,125 (25% of the \$52,000 minimum match)			

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:

- an accounting of actual expenses including the actual allocation of all COA grant funds.
- confirmation of the match by providing the sources of both dollars and in-kind contributions.

NOTE: Grantees that select a two-year funding period must also submit an interim report to update the COA as to progress toward goals. See Page 6 of the ACP Program Guidelines for further timeline information.

## ELIGIBLE AND INELIGIBLE EXPENSES

Arts Leadership (ACP-2 & ACP-3) grant funds should be applied to the specific activities outlined in the grantee's proposal, intended to advance Connecticut cities, towns and villages as meaningful communities in which to live, work, learn and play.

### Eligible expenses include but are not limited to:

- Up to 35% of your COA request may be allocated to administrative expenses.

COA defines an Administrative Expenses as: costs incurred on a more general basis and which are not directly associated with a specific program or department. These expenses include staff salaries, the cost of general services such as accounting along with office supplies, telephone, electric bills and postage. NOTE: All applicants to ACP must name a project or program manager. That manager may be a current staff member or a contracted service. In either case, the project/program manager's time associated with a specific project, activity or program may be regarded as an administrative expense.

### The following eligible expenses must be directly related to the project, activity or program:

- Direct project, activity and program expenses are defined by COA as "hard cost" expenses which are necessary to the project, activity or program. "Soft costs" such as insurance and applicable fees which are a requirement for the execution of the project are allowable (*see Glossary of Application Terms for further definition of hard and soft costs.*).
- Artist fees
- Project documentation (photo, video, audio, collection of statistical information, etc.) and evaluation (hiring of evaluation consulting services).
- Marketing, promotional and printing expenses.
- Technology expenses which are specific to and considered a necessary component of the project, activity or program. These expenses may include: hardware, software, professional services, installation, staff training, etc.
- Limited brick and mortar expenses associated ONLY with the direct needs of the proposed project, activity or program that will be implemented during the funding period (general construction costs are NOT an eligible expense).

For ACP-3 Planning ONLY:

- 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 of a project (may not exceed 25% of the COA grant request).

### Ineligible Expenses include:

- Any project, activity or program whose membership and/or participation policies do not comply with non-discrimination laws
- Interest expenses paid on loans or payments to reduce or eliminate deficits
- Activities to eliminate or reduce existing deficits
- Political contributions
- Lobbying activities & lobbying fees
- Activities that have already been completed
- Any project, activity or program that is already funded by another COA program during the same fiscal year
- Religious programming, activities or paraphernalia
- General brick and mortar expenses
- Travel and conference registration expenses (except as noted for ACP-3 Planning)
- Hospitality expenses
- Expenses not related to the project, activity or program

Please consult the [COA Grant Overview Guidelines](#) for additional information regarding funding restrictions.

## **SUPPORTING DOCUMENTATION**

Arts Leadership (ACP-2 & ACP-3) applicants are required to submit supporting documentation as part of their application. All supporting documents must be uploaded through the e-grant system as outlined in the [Submission Process Overview](#).

### **Connecticut Artist**

All Arts Leadership (ACP-2 & ACP-3) proposals must include a Connecticut Artist\* as an integral part of the planning and/or implementation phase of the proposed project, activity or program. Applicants must supply a one-page resume and/or bio of the Connecticut Artist to be engaged and a brief outline of how the artist is involved in the project, activity or program. In cases where the project artist is retained for their specific discipline expertise, applicants must also submit 2-4 samples of the artist's work (digital materials may include photographs, video, recordings, etc.). If the Artist will not have been selected prior to submission of your grant, please provide a description of the qualifications, roles and responsibilities you will use to select this individual and what criteria you will use to gauge the quality and appropriateness of his/her work.

\* Applicants may engage more than one Connecticut Artist and may engage additional artists who are not Connecticut residents.

### **Project / Program Manager**

Applicants must supply a one-page resume and/or bio of the project manager and a brief outline of the roles and responsibilities that individual will assume. If the Project Manager is not selected at time of application, please provide a description of the roles and responsibilities of the position.

### **Other Materials**

Applicants may choose to submit up to 3 additional support materials that will help the reviewer to gain a better understanding of your proposed project, activity, or program. Other materials may be but are not limited to newsletters, photographs, site plans, surveys, recordings or videos (limited to 3 minutes each). All support materials must be in digital format.