

COMMUNITY ARTS DEVELOPMENT GRANT APPLICATION GUIDE

The purpose of this guide is to provide directions and clarity for the applicant. If there are additional concerns or questions regarding the application process, call us at 410-848-7272.

Ultimately, the Carroll County Arts Council wants all grantees to be successful organizations. The application process is designed to elicit careful reflection and planning, not merely highlight successes.

In general, an excellent application will:

1. answer each question thoughtfully
2. answer each question honestly, even if the truth “looks bad”
3. be as specific and complete as possible
4. demonstrate awareness and responsiveness to the organization’s changing needs
5. stay within the specified page limits for each section.

To improve consistency for our reviewers, please review the following table:

<u>Section</u>	<u>Explanations / Definitions</u>
A.3: Participation Statistics	<p><u>Participants</u> are individuals who actively engage, regardless of payment arrangement, in the artistic product, such as singers, actors, students, etc.</p> <p><u>Audience Members</u> are individuals who attend a unique event or performance with or without paid admission. An individual can be counted multiple times for attendance at multiple events.</p> <p><u>Volunteers</u> are individuals who assist with or administer the operations of an organization or its artistic product, but cannot be defined as a <i>participant</i>.</p>
B. Narrative	<p>Answers to narrative questions should be thoughtful and thorough enough to inform the reviewers, but without superfluous content. See the 5 points listed above for guidance.</p>
C.1: Financial History	<p>A <u>Reserve</u> is the total accumulated net assets (assets minus liabilities) of a nonprofit organization; the accumulated surplus/deficit throughout the organization’s life.</p> <p>Figures from <u>Most Recent Year</u> marked with ⁱ, ⁱⁱ, or ⁱⁱⁱ should match the figures in the respective fields in section C.2.</p>
C.2: Detailed Finances	<p><u>Income Definitions</u></p> <p><u>CAD Grant</u> - the awarded or projected amount from CCAC.</p> <p><u>Government Grants</u> – funds from municipal/state/fed agencies.</p> <p><u>Foundation Grants</u> - funds from private or public foundations or service clubs.</p> <p><u>Business Donations</u> - monetary gifts from a business.</p> <p><u>Individual Donations</u> - monetary gifts from private citizens.</p> <p><u>Fundraisers</u> - non-program income from a special event/activity, i.e. selling calendars, silent auction, etc.</p>

	<p><u>Other Contributions</u> – total of other non-program income/gifts. <u>Tuition/Registration</u> – revenue derived from <i>participants</i> in exchange for the right to participate. <u>Ticket Sales</u> – revenue derived from <i>audience members</i> in exchange for the right to attend an event/performance/product. <u>Concession Sales</u> – revenue from sale of food, beverage, etc. <u>Advertisement Sales</u> – revenue from the sale of ads in programs, brochures, or any other type of publicity material. <u>Investment/Interest</u> – revenue from interest-bearing accounts. <u>Other Earned Income</u> – total of other revenue received in exchange for goods or services.</p> <p style="text-align: center;"><u>Expense Definitions</u></p> <p><u>Programming</u> – any direct expense of mission-related programming <i>not</i> suitable for another category (i.e., licensing, talent agent, performer, etc.). <u>Awards/Contributions</u> – any scholarship, grant, donation, or other gift to an individual or organization. <u>Administration Fees</u> – any fees from professional organizations, accountants, lawyer, consultants, or other non-programmatic operational expenses. <u>Marketing</u> – any publicity cost associated with the acquisition or retention of <i>participants</i> or <i>audience members</i>. <u>Salary/Payroll/Stipends</u> – any expense related to personnel (i.e. staff or contractor) compensation, payroll taxes, benefits, etc. (i.e., office manager, cleaners, FICA, music director, etc.). <u>Materials/Supplies</u> – any expense related to consumable items, but not concessions, for programmatic or administrative purposes; consumable items are not intended for prolonged use/reuse. (i.e. paperclips, stamps, copy paper, etc.) <u>Facility/Rent</u> – total expenses from utilities, mortgage, lease and nonrecurring expenses related to capital/leasehold improvement. <u>Equipment</u> – any expense related to non-consumable (item with expected reusability) items for programmatic or administrative purposes; includes depreciation and purchases of non-facility fixed assets. (i.e. uniforms, vehicles, technology, etc.). <u>Fundraising</u> – any expense associated with soliciting non-program income or contributions not already in another category. <u>Concession Supplies</u> – any expense for food and beverage items intended to be resold. <u>Other Expenses</u> – total of all expenses not included in another category.</p>
C.3 Budget Narrative	OPTIONAL, 1-page maximum. An explanation of any unusual figures or changes in figures that would give the reviewers a more complete understanding of your organization’s financial position.

Contact Eric Kerchner at Eric@CarrollCountyArtsCouncil.org or at 410-848-7272 if you have further questions.