FY24 COMMUNITY ARTS DEVELOPMENT GRANT

Overview, Guidelines, and Resources

OPENS: MONDAY, MAY 15, 2023
VIRTUAL SLIDEROOM WORKSHOP: SUNDAY, MAY 28, 2023 | 1:00 PM | Register Online
LAST DAY TO REQUEST REVIEW: FRIDAY JULY 7, 2023
SUBMISSION DEADLINE: FRIDAY, JULY 28, 2023

MISSION

The Carroll County Arts Council’s mission is to enrich our community, both culturally and economically, by presenting, promoting, and supporting a wide variety of arts opportunities for our residents, visitors, and artists.

OVERVIEW

Through Maryland State Arts Council resources, the Carroll County Arts Council is making funds available to non-profit organizations for the purpose of bolstering and expanding arts programing opportunities in the community.

PURPOSE

CAD Grants are designed to strengthen established, local arts organizations by providing holistic financial support to their general operating budget as well as assist local non-arts organizations with targeted financial support aimed at a specific arts-related events. The primary goal is to foster excellence, diversity, and vitality in arts offerings in Carroll County and ensure growth, sustainability, and awareness of local non-profit organizations.

ELIGIBILITY

Who May Apply

- 501 c3 Non-Profit Arts Organizations seeking funds for their general operating budget who present consistent arts programming for the community OR 501 c3 Non-Profit, Non-Arts Organizations presenting a targeted arts related program or activity.
- These organizations must:
  - Have at least two complete years of operating history,
  - Have an operating budget greater than $10,000,
  - Be based in and primarily serving Carroll County residents.

Who May Not Apply

- Commercial businesses, individuals, programs within the public school system, and For-Profit Organizations.
REQUIREMENTS FOR GRANT RECIPIENTS | *UPDATED

- Must comply with Title VI, Section 601, of the Civil Rights Act of 1964, which states that no persons, on the grounds of race, color, or national origin, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination related to, the arts.

- Must comply with Title IV, Section 1681, of the Education Amendments of 1972 and the Age Discrimination Act of 1975 Section 6101, which prohibit discrimination on the basis of sex or age.


- Recognize that the Carroll County Arts Council and Maryland State Arts Council are not responsible in any way for providing insurance coverage related to the organization or the proposed project(s).

- Must maintain complete and accurate records of all activities connected with the grant and its awarded funding for reporting purposes.

- All funds awarded must be spent within the organization’s fiscal year.

- Must give credit as follows: “Funded in part by a Community Arts Development Grant from the Carroll County Arts Council and Maryland State Arts Council,” whenever credit is given.

- Must notify the Grant Representative in writing if there is a significant change in the organization’s standing, strategic plan, programming, or project objectives and request for grant re-approval. If the request for re-approval is denied, grant funds already received must be returned within 30 days of the notification.

- *NEW: Must complete and return the CAD Grant Interim Report by:
  - Arts Organizations: General Operating Budget – Friday, February 2, 2024
  - Non-Arts Organizations: Project Support – Not required.

- *UPDATED: Must complete and return the CAD Grant Final Report by:
  - Arts Organizations: General Operating Budget - Friday, July 26, 2024
  - Non-Arts Organizations: Project Support – 60 Days from program’s completion date.

*All organizations must complete a final report whether they plan to apply for funding the following year or not. Failure to do so will make the organization ineligible for future grant opportunities.

USE OF FUNDS | *UPDATED

General Operating Budget funds are intended to encourage artistic growth and sustainable practices within the community. Common expenses include but are not limited to administrative costs, consulting fees, contractual services, equipment rental, exhibition costs, financial tools or planning, materials and supplies, marketing costs, payment to technical crews, fabricators, or collaborators, production costs, or website development. Any applicant with questions about eligible uses of funds is encouraged to reach out to the Grant Representative.

Project Support funds are intended to increase community engagement through a specific arts related event or activity. Common expenses include but are not limited to contractual services, equipment rental, materials and
supplies, marketing costs, payment to technical crews, fabricators, or collaborators. Any applicant with questions about eligible uses of funds is encouraged to reach out to the Grant Representative.

**All CAD Grant funds may NOT be used to** compensate for activities already presented, make contributions to any persons who hold, or are candidates for, elected office; to any political party, organization, or action committee; in connection with political campaign or referendum; or for any lobbying activities.

**PROCESS | *NEW**

- All applications are submitted via the secure, online grant management system SlideRoom. Applicants must Log In or create a free account at [carrollcountyartscouncil.slideroom.com](http://carrollcountyartscouncil.slideroom.com). When creating an organizational account, it is recommended that an organizational email be used rather than a personal email.

- Applicants are required to complete and submit their application by electronic means.

- **Please be advised:**
  - Arts Organizations are required to complete and upload the [CAD Grant – Detailed Financial Report](#) to their SlideRoom application when prompted. This editable .pdf document can be found on the CCAC website.

  - Non-Arts Organizations are required to complete and upload the [CAD Grant - Project Support Budget](#) to their SlideRoom application. This editable .pdf document can be found on the CCAC website.

  - General Technical Support for SlideRoom is available during regular Carroll Arts Center office hours by calling (410) 848-7272. For more immediate assistance, call or email the Grant Representative.

**APPLICATION | *UPDATED & *NEW**

Application review and funding approval is based on evidence of need as demonstrated through your responses to the application questions. Be clear, specific, and thorough when explaining your organization’s situation. The application is structured to provide a framework in which to present a cohesive picture of the organization’s operations, programming, and governance.

**Best Practices for successfully completing your grant include:**

- Assigning a primary individual responsible for managing the grant. This may not necessarily be the Executive Director, but rather an individual with whom both the organization’s team and the CCAC will be communicating for the duration of the grant’s performance period.

- Attending the **May 28th Virtual SlideRoom Workshop**. Anyone in the organization is invited to attend. It is recommended to have already created an organization account, reviewed the full application, and prepared any questions pertaining to the software or grant content. Individuals can register online through the CCAC website.

- Review the Glossary of Terms at the end of this document to ensure there is a clear understanding of budget categories and their value.

- Request a formal application review by CCAC Staff prior to submission. More information is below.
A full list of the Application’s Questionnaire can be found at the end of this document.

**All Applicants must provide** the organization’s EIN, mission or statement of purpose, board of directors with titles and affiliations, and leadership team.

**Mandatory Attachments:**

- Organization’s most recent IRS Determination Letter
- Arts Organizations are required to complete and upload the **CAD Grant – Detailed Financial Report**
- Non-Arts Organizations are required to complete and upload the **CAD Grant - Project Support Budget**

**Optional Attachments:**

- Two (2) Supplementary materials. This may include, but not be limited to, event programs, photo collages, video, student projects, or news articles.

**REVIEW PROCESS, NOTIFICATION, and DISBURSEMENT | *UPDATED**

- Applicants will receive an email confirmation after their application has been received.

- Applicants can make a formal request to the Grant Representative to have their completed application reviewed for quality and comprehensiveness prior to the deadline. All review requests must be made by **Friday, July 7, 2023**. Comments will be sent in the order review requests are made.

- The grant review panel comprised of CCAC Board and Staff will review all qualified, complete applications.

- All applicants will be advised electronically of the final status of their application.

- Successful grantees will be given a digital **Award Letter** and **Agreement of Terms**.

- Arts Organizations: General Operating Budget- The first payment installment of 50% will be mailed once the **Agreement of Terms** has been fully executed. The second payment installment will be mailed once the **CAD Grant Interim Report** has been received and reviewed. A link to this separate, SlideRoom report will be sent to the organization in tandem with the first payment installment.

- Non-Arts Organizations: Project Support – A payment installment of 100% will be mailed once the **Agreement of Terms** has been fully executed.

**CONFLICT OF INTEREST POLICY | *NEW**

To ensure that all Carroll Arts Center review panels are free from conflicts of interest and the appearance of such conflicts, panelists are required to disclose any current or prospective affiliations they or their immediate family members have with an actual or potential applicant.

“Affiliations” applies to employment, board memberships, independent contractual relationships, substantial contributor relationships, or other relationships. In addition, panelists are required to disclose any past or current adversarial relationships with actual or potential applicants. Panel members, as well as board members, are not permitted to participate in discussions or votes relating to any applicant with whom they have an affiliation.

**APPEALS PROCESS | *NEW**

The Carroll County Arts Council takes great care during the grant review process to ensure fair and equitable distribution of grant monies. Therefore, dissatisfaction with the denial of an award or with the amount of an award is not
sufficient reason for an appeal. However, a grant appeal request may be reconsidered if a procedural impropriety or error has affected its review.

Based on the above, if an applicant believes there is legitimate reason for an appeal, the following steps must be taken:

1. The applicant must write a letter to the Executive Director within 15 days following receipt of the grant award or denial letter requesting a reconsideration of CCAC’s decision and stating the grounds for the request.
2. The applicant will receive written notification on the determination of the appeal within 30 days of the receipt of the written request for reconsideration.

GLOSSARY OF TERMS

GENERAL

Audience Members 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.

Participants are individuals who actively engage, regardless of payment arrangement, in the artistic product, such as singers, actors, or students.

Volunteers are unpaid individuals who assist with or administer the operations of an organization or its artistic product but cannot be defined as a participant.

INCOME DEFINITIONS

Advertisement Sales are revenue from the sale of ads in programs, brochures, or any other type of publicity material.

Business Donations are monetary gifts from a business separate from Advertisement Sales.

CCAC CAD Grant is the awarded or projected amount of Community Arts Development funds from the Carroll County Arts Council

Foundation Grants are funds from private or public foundations or service clubs.

Fundraisers are non-program income from a special event or activity including selling calendars and silent auctions.

Government Grants are funds from municipal, state, or federal agencies.

Individual Donations are monetary gifts from private citizens.

In-Kind Donations are non-monetary contributions of goods or services.

Investment/Interest is revenue from interest-bearing accounts.

Lobby Sales are revenue from the sale of concessions and/or merchandise.

Organizational Funds are monies provided directly by the organization towards a specific project.

Ticket Sales are revenue derived from audience members in exchange for the right to attend an event, performance, or program.

Tuition/Registration is revenue derived from participants in exchange for the right to participate.
EXPENSE DEFINITIONS

Accessibility is any expense related to diversifying community engagement not listed elsewhere including greater handicap or disability access, increased outreach to marginalized communities, and inclusivity efforts.

Administrative Supplies are any expenses related to the organization’s general operations outside of programming or events including letter head, business cards, and office supplies.

Awards/Contributions are any scholarship, grant, donation, or other gift to an individual or organization.

Concession Supplies are any expenses related to the re-selling of food and beverage to participants or audience members.

Contractor Hospitality/Travel is any expense related to the Contractor, outside of their stipend, including meals, travel, and hotels.

Contractor Supplies are any expenses related to the contractor performing their services including presentation software, media files, or poster printing.

Contractual Stipends are any payments made to third-party contractors including instructors, artists, designers, authors, or lecturers.

Digital Marketing is any expense related to virtual publicity including social media ads and television commercials.

Equipment is any expense related to non-consumable items for programmatic or administrative purposes; includes depreciation and purchases of non-facility fixed assets including uniforms, vehicles, and technology.

Equipment Rental is any expense related to contracting third-party, non-consumable items.

Event Supplies are those expenses that correlate directly with audience-attending events including crafting materials, media files, gallery hardware, and costumes.

Facility/Building Insurance includes any payments made for the protection of any facility/rental structure and the belongings inside.

Facility/Rental Events is any expense associated with acquiring or utilizing a space for performance or public viewing including theaters or galleries.

Facility/Rental Programming is any expense associated with acquiring or utilizing a space for general programming including classes, studios, or rehearsals.

Fundraising is any expense associated with soliciting non-program income or contributions not already in another category.

Liability Insurance includes any payments made for the protection of your organization and its employees.

Miscellaneous Marketing is any publicity expense that is not categorized by Print or Media.

Salary is any expense related to paid personnel within the organization, including hourly employees.

Participant Supplies are expenses related to material that the participant directly interacts with including craft supplies, books, handouts, or merchandise.

Payroll Services is any expense related to salary fulfillment including fees or contributions.
Print Marketing is any expense related to hard copy publicity material including brochures, newspaper advertisements, or posters.

Programming Supplies are those expenses that correlate directly with arts programming and its participants including crafting material, workbooks/scripts, certificates, or awards.

Utilities are any expenses not included in Facility/Rental categories including telecommunications, electricity, and water.

Website Hosting/Service is related to any expense made to acquire, maintain, or service an organization website.

Application Questionnaire

This is NOT the application. Applications can be completed by visiting: https://carrollcountyartscouncil.slideroom.com/#/login

*Indicates Required Response

CAD Grant: Organization Information

1. Organization Name (Doing Business As):*
   a. As listed on the organizations IRS filings.
2. Employer Identification Number (EIN):*
   a. Please be advised, this will be used to confirm Non-Profit status and eligibility.
3. Organization Street Address 1*
4. Organization Street Address 2
5. Organization City*
6. Organization State*
7. Organization Zip Code*
8. Organization Website
9. Year the Organization was founded*
10. Please attach a copy or your organizations most recent IRS Determination Letter*
   a. You can download copies of determination letters (issued January 1, 2014 and later) using the on-line search tool "Tax Exempt Organization Search (TEOS)." To otherwise request a copy of the determination letter, submit Form 4506-B, "Request for a Copy of Exempt Organization IRS Application or Letter" using the email featured on the form. You can also fax Form 4506-B to 855-204-6184 or mail to: Internal Revenue Service, Attn: Correspondence Unit, P.O. Box 2508, Room 6-403, Cincinnati, OH 45201
11. Organization’s Mission and/or Statement of Purpose*
12. Organization’s Diversity Statement
13. Please list the Organization’s Board of Directors, titles, and affiliations
14. Please list the Organization’s Leadership Team
15. Organization’s Primary Contact*
   a. This may or may not be the person completing the application.
16. Primary Contact’s Title*
17. Primary Contact’s Phone Number*
18. Primary Contact’s Email Address*
19. The Primary Contact is a: Select One: Paid Staff Member, Volunteer
CAD Grant: General Operating Budget Application

This Form is specifically for Non-Profit Arts Organizations looking to supplement their annual, general operating budget. Application review and funding approval is based on evidence of need as demonstrated through your responses to the application questions. Be clear, specific, and thorough when explaining your organization’s situation. Read through all the questions carefully. An ineligible answer could result in the application being rejected.

1. Are you an Arts Organization applying for General Operating Budget funds?* Select One: YES, NO
   a. If “NO,” continue to the CAD Grant: Project Support Application Form
      If “YES”, continue complete the following questions:

1.1 Please describe the organization's artistic programming goals for next season. What specific changes or improvements are being made compared to previous years?*

1.2 Please describe how your organization's programming directly responds to the cultural needs of Carroll County.*

1.3 Please describe your organization's process for identifying and creating opportunities for community partnerships and provide at least one (1) example of successful implementation.*

1.4 Please describe in detail any significant accomplishments or achievements from the past year and explain how the organization has/will capitalize on those accomplishments.*

1.5 Please describe the specific marketing, publicity, or recruitment methods used to attract and expand both your participants and your audience. Describe in detail the success or lack of success of each.*

1.6 Please describe the major challenges and/or concerns faced by the organization and explain what steps are being taken to address these issues.*

1.7 Please describe the organization’s long term financial goals and how your current strategic plan is helping to achieve these benchmarks.*

1.8 What current fundraising, development, or fiscal sustainability initiatives are being used to supplement earned income?*

1.9 Please describe the organization’s efforts to address community accessibility to programming. This can include, but not be limited to, greater handicap or disability access, increased outreach to marginalized communities, admissions/fees, or inclusivity efforts.*

1.10 How many total Artistic Participants came to the organization in the most recent completed year?*

1.11 What was the average cost for Artistic Participants in the most recent completed year?*

1.12 How many total unique program offerings did the organization present in the most recent completed year?*

1.13 How many total Audience Members attended events in the most recent completed year?*

1.14 What was the average cost to Audience Members to attended events in the most recent completed year?*

1.15 How many total volunteers did the organization engage in the most recent completed year?*

1.16 How many total Artistic Participants came to the organization in the previously completed year?*

1.17 What was the average cost for Artistic Participants in the previously completed year?*

1.18 How many total unique program offerings did the organization present in the previously completed year?*

1.19 How many total Audience Members attended events in the previously completed year?*

1.20 What was the average cost to Audience Members to attended events in the previously completed year?*

1.21 How many total volunteers did the organization engage in the previously completed year?*

1.22 Financial Snap-Shot for the Most Recent Completed Year* Complete the following table including: Total Income, Total Expenses, Net Gain / (Loss).

1.23 Financial Snap-Shot for the Previous Completed Year* Complete the following table including: Total Income, Total Expenses, Net Gain / (Loss).

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1.25 OPTIONAL: Please provide a financial narrative outlining any aspects of the budget that would assist in fully understanding the organization’s financial standing.
1.25.1 Consider explaining any significant losses or major changes in allocation between one year and the next.

1.26 OPTIONAL: Supplementary Material (1/2)
1.26.1 Supplementary Material could include, but not be limited to, event programs, photo collages, video, student projects, news articles

1.27 OPTIONAL: Supplementary Material (2/2)
1.27.1 Supplementary Material could include, but not be limited to, event programs, photo collages, video, student projects, news articles

**CAD Grant: Project Support Application**

*This Form is specifically for Non-Profit, Non-Arts Organizations looking to program an arts related event or activity outside of their normal operating budget. Application review and funding approval is based on evidence of need as demonstrated through your responses to the application questions. Be clear, specific, and thorough when explaining your organization’s situation. Read through all the questions carefully. An ineligible answer could result in the application being rejected.*

1. Are you a Non-Arts Organization applying for Project Support Funds? Select One: YES, NO
   a. If “NO,” continue to the CAD Grant: Project Support Application Form
   If “YES”, continue complete the following questions:

1.1 What is the title of the arts project?*

1.2 Is this the first time the organization has presented a program of this nature?*

1.3 What is the start date, date range, or timeline for the arts project?*

1.4 Will the participants of this arts project be required to pay a fee in any way?*
   1.4.1 This includes, but is not limited to, registration fees, self-supplied materials, or tickets

1.5 If the answer to 1.4 is YES, How much will participants pay?

1.6 If the answer to 1.4 is YES, Is the organization providing reduced pricing in any way?
   1.6.1 This could include, but not be limited to, scholarships, promotions, grants, or discounts

1.7 Please describe, in detail, the arts project seeking financial support.*
   1.7.1 Please consider including goals, desired outcomes, and an outline of the experience participants will receive.

1.8 Who is the primary audience this arts program is targeting?

1.9 What marketing strategies does the organization plan to engage in order to reach a broader demographic?*

1.10 How many patrons are estimated to engage with this project?

1.11 How does this arts project directly support the organization’s mission and strategic plan?*

1.12 Please describe any challenges for administering this project and how the organization plans to address them*

1.13 Please describe the organization’s process for identifying and creating community projects and provide one (1) example of a previously successful event.*

1.14 Please upload your completed CAD Grant – Project Support Budget document here.

1.15 OPTIONAL: Please provide a financial narrative outlining any aspects of the budget that would assist in fully understanding the projects funding needs.
   1.15.1 Consider explaining any significant losses or major changes in allocation between one year and the next.

1.16 OPTIONAL: Supplementary Material (1/2)
1.16.1 Supplementary Material could include, but not be limited to, event programs, photo collages, video, student projects, news articles

1.17 OPTIONAL: Supplementary Material (2/2)

1.17.1 Supplementary Material could include, but not be limited to, event programs, photo collages, video, student projects, news articles