NAPA COUNTY ARTS & CULTURE ADVISORY COMMITTEE

2021-2022 GRANT GUIDELINES

APPLICATION DEADLINE: March 12, 2021

Primary Purpose of Napa County Arts & Culture Advisory Committee

The primary purpose of the Napa County Arts & Culture Advisory Committee (NCACAC) is to provide needed support to help strengthen the local arts and culture community for the economic and social benefit of Napa County's residents and businesses and provide a more enriching experience for Napa's visitors.

Priority Goals for the Arts, Culture & Heritage Grant Program

- Invest in the survival and sustainability of organizations~~strong programs~~ that benefit the community
- Invest in the survival and sustainability of organizations~~strong programs~~ that draw visitors to Napa County
- Support organizations that demonstrate viability and dedication to the public interest
- Support the survival and sustainability of organizations that promote a diverse array of objectives, including:
  - ➤ Populations Served
  - ➤ Artistic Discipline and/or Genre Representation
  - ➤ Cultural Representation
  - ➤ Geography
  - ➤ Public Impact
  - ➤ Accessibility
  - ➤ ~~Impact of County Funds on Proposed Project~~

Funding & Acknowledgment

All grant monies derive from the County's Transient Occupancy Tax (TOT) that is mostly tourism generated. The Napa County Board of Supervisors designates a percentage of the TOT for arts and culture. However, Napa County is projecting a significant loss in TOT due to the

pandemic and the recent Hennessey and Glass fires, which have led to a reduction in tourism. Longer-term impacts on tourism are also possible.

As a result, the Arts, Culture & Heritage Grant Program will see a reduction in the amount of funds available for award compared to previous years. Significant changes have been made accordingly to the grant program for the 2021-22 cycle. Historically, funds were made available in the following subcategories: Capital Improvement, Capacity Building, Special Programs & Projects and Leadership & Professional Development. However, these subcategories will not be available for the 2021-22 cycle. Rather unrestricted operating funds will be offered with the goal to provide eligible organizations with a path for survival, sustainability and recovery. Napa County is investing in organizations with flexibility and trust to aid their strength and resilience. Please read the following sections for more details.

All grantees shall acknowledge Napa County as a funding source and include the County seal, in accordance with the Napa County Graphic Standards manual, where the grantee's logo is used. This is required for any related articles, news releases, playbills, or other publicity materials for the organizations funded in this grant program. All such media and communication materials must include the statement: "This organization is funded, in part, by the Napa County Board of Supervisors."

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~~The grant program is not large enough to support every worthy proposal and organization. A grant is not intended to replace existing funding or to cover ordinary operating expenses. All grant monies derive from the County's Transient Occupancy Tax (TOT) that is mostly tourism generated. A percentage of the TOT is designated for arts and culture by the Napa County Board of Supervisors. Half of the grant funding is designated for arts and culture organizations that demonstrate a positive impact on Napa's tourism industry.~~

~~This grant process is designed to provide a fair opportunity for major institutions, grassroots, and volunteer organizations to apply~~.

Funding Categories ~~& Subcategories~~

Applicants must select one of the two main categories, which matches their audience make-up. ~~Applicants may then submit requests for a maximum of two subcategories plus a request for Leadership and Professional Development. Please note Leadership and Professional Development funds are distributed separate from other requests and do not count against your request limit.~~ The maximum award amount per organization is based on a~~determined by the size of the applicant's~~ 3-year average of annual ~~annual~~ operating budget~~s~~ (see *Maximum Grant Request by Budget* ~~tables on pages 4~~ on page 3~~4~~ for more details ~~5~~):

Main Category 1: Tourism Generating Arts and Culture Organization

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This category is for organizations that earn at least 20 percent of their income from visitors or generate 20 percent of their patronage/attendance from zip codes outside of Napa County and can submit data that demonstrates this. Examples of data to be submitted include: ticket sales, membership data, audience survey or other metrics or documents from the 2019 calendar year.

Subcategories:
1) Capacity Building
2) Special Programs and Projects
3) Capital Improvement (facility & technology improvements, and equipment for traveling productions)

Main Category 2: General Arts and Culture Organization

This category is for organizations that primarily focus on arts and culture activities for residents of Napa County.

Subcategories:
1) Capacity Building
2) Special Programs and Projects
3) Capital Improvement (facility & technology improvements, and equipment for traveling productions)

Leadership and Professional Development

This subcategory is intended to provide support for nonprofit staff and boards in governance and management training, skills development, and professional coaching. Both Tourism Generating and General Arts and Culture Organizations may apply, in addition to their two other application requests. The maximum award is $2,500, regardless of budget size

Eligibility & Evaluation Guidelines

Local Nonprofits: Organizations submitting an application must be a Napa County-based 501(c)3 nonprofit organization in operation for at least 12 consecutive months with a primary purpose of arts, culture and/or heritage programming as demonstrated by their mission, vision and budget of the organization. All budgets submitted must be based on actual and not projected figures.

Fiscal Sponsors: Use of a fiscal sponsor is allowed in these programs. An applicant without nonprofit status may use a fiscal sponsor that has nonprofit status, federal 501(c)(3) designation, and which will provide the fiscal and administrative services needed to complete the grant. If a grant is awarded, the fiscal sponsor becomes the legal contractor. The fiscal sponsor *shall not* receive administration or other fees from the County grant funds.

Grant Limits: Grant requests cannot exceed 25 percent of the organization's 3-yearannual operating budget average. Applicants utilizing a fiscal sponsor will be judged based on their independent annual o budget, not their fiscal sponsor's operating budget.

Multiple Grant** **Requests & Collaborative Grants**Applications**: Grant funds will be made available for operational expenses only. Therefore, one grant request per organization will be accepted and collaborative requests are not available at this time. ~~Each organization must select one of the two main categories and may then apply for a maximum of two subcategories within that main category plus one additional application request for the subcategory of Leadership and Professional Development. An individual organization, however, will only be eligible for a maximum award amount per grant cycle based on their annual operating budget (e.g. $27.5k, $17.5k, $7.5k maximum; see table on page 4 for a breakdown by budget category). Leadership and Professional Development grants, limited to $2,500, will not be counted toward the maximum award cap.~~

~~***Collaborative Grants:*** Collaborative requests, two or more organizations partnering on a request, may be eligible to receive additional funds up to a total of $10,000 per participating organization, above their individual maximum (for a cumulative maximum of $37.5k, $27.5k, $17.5k based on their budget tier).~~

Maximum Grant Requests: Organizations cannot ask for more than their allotted amount as delineated on page~~ss~~ 3 ~~4 5~~, or their grant requests **WILL NOT BE** considered. ~~(i.e. if an organization, by budget size, can receive up to $27,500 per granting cycle, **DO NOT** submit applications for $27,500 in each of the three outlined subcategories, **NONE** of them will be considered for an award).~~

Grant Application Scores: To be considered for the Committee's recommendation for funding, an application must score a combined minimum of 50 percent of total possible points.

Grant Acceptance: Once an organization receives notification of a NCACAC grant award, the contractual agreement must be signed and returned to the County within 10 business days or the award may be withdrawn. Organizations must be responsive to all County requests, in a timely manner, with regards to the grant applications and awards.

Partial Grant Awards: Grant awards may not be fully funded. An organization may be recommended for partial funding. ~~If an organization is recommended for partial funding, the applicant must demonstrate the ability to complete the requested goals.~~

What We Do Not Fund

Grants will not be awarded to the following groups or for the following activities/uses:

- ~~Normal operating expenses, staff, salaries, ongoing marketing and advertising expenses, or equipment purchases that do not directly pertain to a Capital Improvement request~~
- Organizations not in compliance with Napa County Arts, Culture, & Heritage Grant Program requirements (as stipulated in the grant agreement)
- Individuals
- For-profit organizations
- Other government agencies
- Projects with religious or sectarian purposes

- Organizations ~~or activities~~ that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of land or buildings
- ~~Out of state travel activities, except under the subcategory of Leadership and Professional Development~~
- ~~Hospitality or food costs~~
- Expenses incurred before the start or end date of the grant
- Funding for special events or fundraising events
- Gifts
- Special projects/capital projects
- ~~Administrative costs associated with fiscally sponsored groups or projects~~

Maximum Grant Requests ~~By~~by Budget ~~Category~~

Applicants may only submit one grant request within one of the main categories. The maximum request amount shall be based on an average of the organization's most recent annual operating (expense) budget and the last two operating (expense) budgets prior to the pandemic. In addition, grant requests cannot exceed 25 percent of the 3-year average of the organization's annual operating budgets. ~~Applicants utilizing a fiscal sponsor will be judged based on their independent operating (expense) budgets, not their fiscal sponsor's operating budget.~~
~~Tourism Generating Arts and Culture Organization; General Arts and Culture Organization:~~

~~Applicants may submit up to two application requests within one main category for a maximum total based on the organization's most recent fiscal year's annual operating budget. Collaborative requests, two or more organizations partnering on a request, may be eligible to receive additional funds up to a total of $10,000 per participating organization, above their individual maximum.~~

~~Annual~~ Operating *(Expense)* Budget *3-Year Average*	*Maximum Request Amount*
Small: up to $100,000	$5,000~~7,500 ($17,500 collaboration)~~
Mid-Sized: greater than $100,000 but less than $500,000	$10,000~~17,500 ($27,500 collaboration)~~
Large: above $500,000	$15,000~~27,500 ($37,500 collaboration)~~

~~Leadership and Professional Development:~~

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Applicants may submit one request per year, per organization, in addition to applications in the subcategories above.

Annual Operating Budget	Maximum Request Amount
Any	$2,500

Please Nnote:
DO NOT submit an application that exceeds your budget tier allocation. Applicants requesting more than their allotted amount will not be considered for an award.

- Applicants requesting more than their allotted amount will not be considered.
- Total requests for the year may not exceed 25 percent of the applicant's annual operating budget.
- DO NOT submit applications that exceed your budget tier allocation. NONE of them will be considered for an award.

Napa County Arts & Culture Advisory Committee Decision-Making

The Napa County Board of Supervisors make the final authority for grant decisions.final authority for grant decisions is made by the Napa County Board of Supervisors. Subsequent to receiving and reviewing the ACAC's ranking recommendations, the Board of Supervisors will consider the Committee's recommendations and make final funding decisions at a public meeting. If approved by the Board of Supervisors for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand on that funding, and/or the rank a proposal receives from the Committee review. Should a grant award be made for an amount less than the request amount, the applicant will be required to confirm that the goals expressed in the application can be met or modified with a lesser grant award than the original request. Percent of overall grant funds awarded to each subcategory will depend on the quality and volume of grant requests.

Evaluation CriteriaGRANT SUBCATEGORIES & EVALUATION CRITERIA

1) Capacity Building

This is intended to help provide a means for an organization to improve its sustainability, governance, and internal operations. Examples include, strategic planning, developing a comprehensive and realistic marketing plan, developing a fundraising plan, Board development, etc.

Evaluation Criteria:

- *Impact & Use (15 PTS):* The impact and use of emergency funds has been well thought-out and clearly shows an impact to overall sustainability of the organization.

- *Funding Relevance~~Project Relevance~~ to Organizational Need (15 PTS):* Proposal demonstrates the fundamental merit, potential for sustainability and/or impact of the dollars requested~~success and/or effectiveness of the project request~~. Applicant clearly demonstrates how funding~~capacity building project~~ will address an important organizational need. The proposal~~project~~ clearly serves the organization's financial well being in recovering from pandemic related losses~~strategic goals~~. Successful applications will demonstrate the proposed impact to the organization that will be made during the grant period.

- *Organizational ~~Project Viability &~~ Leadership (10 PTS):* How convincingly does the proposal communicate the ability of key personnel ~~and any consultants~~ to manage and administer change while ensuring sustainability~~and growth~~. Applicant clearly demonstrates strong leadership in the area of financial management~~ability to implement project and its potential for improvement to the organization's operation, efficiency and/or sustainability~~.

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- *Relevance to County Program Priorities (10 PTS):* The degree to which the organization and its mission~~request~~ serves the overall priority goals of the grant program, including: organization's~~serving a strong program that~~ benefit to~~s~~ the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity ~~through the request and/or organizations~~.

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- *Organization's Service to the Community (10 PTS):* The organization clearly demonstrates a priority to serving the community as evidenced by the organizational mission~~program design~~, the strengths of their programs, outreach strategies, and communications such as website, newsletters, and other such initiatives.

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- *Application Completeness ~~& Demonstration of Capacity Building~~ (5~~10~~ PTS):* The narrative and support materials clearly demonstrate a thoughtful and complete application.~~project design. Project clearly relates to the Grant Guidelines for Capacity Building.~~

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- ~~*Project Budget (5 PTS):* The budget has been well thought-out and separated into appropriate line items. The budget is adequate for the program success.~~

~~**2) Special Programs and Projects**~~

~~This subcategory is intended to provide start-up funds for new arts, culture, and/or heritage programs & projects, and support the innovation for existing programs & projects. This subcategory is **NOT** for ongoing support of regular programming nor events or activities where the primary focus is fundraising.~~

~~Evaluation Criteria:~~

- ~~*Artistic/Cultural Merit (15 PTS):* The application demonstrates merit of the project or program through the quality, scope and innovation of the program; expertise and experience of key artistic, curatorial and technical personnel; reputation and history~~

of the organization, its programs and services; track record of providing high quality programs.

- *Project Community Impact (10 PTS.):* Project or program demonstrates reach and/or depth of engagement in an identified community. Project is responsive to the community to be served. Execution and evaluation strategy involves significant community participation and innovative thinking in accordance with the identified project outcomes.
- *Project Design (10 PTS):* Project design indicates realistic timeline, innovative artistic and community-based objectives and achievable outcomes. Design articulates methods to evaluate and measure success, collect and analyze data, and document activities. Design demonstrates depth of participant involvement and clear plans for community outreach and marketing.
- *Relevance to County Program Priorities (10 PTS)*: The degree to which the request serves the overall priority goals of the grant program, including: serving a strong program that benefits the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity through the request and/or organizations.
- *Capacity to Manage & Implement (10 PTS)*: The organization has demonstrated the ability to implement the proposed project or program through: the expertise and experience of the project team; financial stability of the organization and/or previous project(s); ability to document/provide evidence of participation and outcomes; ability to document/provide evidence of committed partners or collaborators; board and/or volunteer support of the organization; and, as necessary, capacity to attract additional outside support – financial, in-kind, volunteer, etc.
- *Project Budget (5 PTS)*: The budget has been well thought-out and separated into appropriate line items. The budget is adequate for the program success.

3) Capital Improvement

This subcategory is intended to provide funds for capital and technological expenses for organizations that: own the building that houses their operations; rent or lease from a public entity; lease or rent from a private entity and can demonstrate a strong commitment to remaining in the facility for a number of years. A strong commitment may be demonstrated by: a long-term lease, letter of intent from landlord committing to organization, history and at least five years of operating at facility, etc.

These funds are available for the capital and technological expenses in three subcategories:

A. *Facility Improvements* (LIMITED TO FACILITY MANAGEMENT): This is intended to provide for property or structural improvements for organizations who own/operate their own facilities, i.e. museums, performing arts centers, theaters, etc. Funds are available for maintenance, adaptive changes, upgrades, and other facility issues related to maintaining or enhancing publicly available space for artistic/cultural/heritage programming.

B. *Technology Upgrades*: This is intended to provide for technological, software, and technical equipment upgrades necessary for the growth, efficiency, or program expansion of a nonprofit arts/culture organization.

C. *Equipment for Traveling Organization*: This is intended to provide for equipment necessary to produce a performance outdoors or at venues not equipped for performance.

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Evaluation Criteria:

- *Project Relevance to Organizational Need (15 PTS):* Proposal demonstrates the fundamental merit, potential for success and/or effectiveness of the project request. Applicant clearly demonstrates how the capital improvement or technology upgrade will address an important organizational need and improve audience service. Successful applications will demonstrate the proposed impact to the organization as well as the end-user.
- *Project Viability & Leadership (10 PTS):* How convincingly does the proposal communicate the ability of key personnel and any consultants to manage and administer change and growth. Applicant clearly demonstrates ability to implement project and its potential for improvement to the organization's operation, efficiency and/or sustainability.
- *Relevance to County Program Priorities (10 PTS)*: The degree to which the request serves the overall priority goals of the grant program, including: serving a strong program that benefits the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity through the request and/or organizations.
- *Organization's Service to the Community (10 PTS):* The organization clearly demonstrates a priority to serving the community as evidenced by program design, outreach strategies, and communications such as website, newsletters, and other such initiatives.
- *Application Completeness & Clarity (10 PTS):* The narrative and support materials clearly demonstrate a thoughtful and complete project design. Project clearly relates to the Grant Guidelines for Capital Improvements.
- *Project Budget (5 PTS):* The budget has been well thought-out and separated into appropriate line items. The budget is adequate for the program success.

Applicants may, independently or in addition, apply for the following subcategory:

1) Leadership and Professional Development

These funds are intended to provide support for nonprofit staff and boards in governance and management training, skills development, and professional coaching.

Evaluation Criteria:

a. *Quality of Learning Activity* (30 PTS):
   i. Strength of the professional development activity and institution that are central to the outcomes of the proposed learning activity;
   ii. Degree to which the participant's learning activity is appropriate for the individual and to the organization.

b. *Organizational Impact* (20 PTS): Degree to which the organization demonstrates the short and long term impact and benefits of the activity on the individuals and organization

Required Documents

Please see the 2021-22 Grant Application Form for the full list of required and optional documents, information, and narrative questions. The following supporting documents are required for any and all requests:

1. 2021-22 Grant Application Form
2. IRS Letter of Determination
3. Current fiscal year's annual budget and statement of current status within that budget as well as the last two fiscal year's annual budgets prior to the pandemic.
4. Two years of most recent 990 Tax Return OR current year Board approved annual budget
5. Statement of Non-discrimination Policy
6. If applying for a collaborative grant, provide written letter of support from request partner(s)

For 2020-2021 Grant Recipients Only: Applicants who received funding in the 2020-2021 grant cycle may still apply for grant funding and will be required to submit a concise overview of how awarded funds were utilized, including metrics of success. This is required even if you have already submitted your Post-Grant Report.

How to Apply

Submit the completed 2021-22 Grant Application Form with the required and optional documents at http://bit.ly/ArtsCultureGrantshttps://artscouncilnapavalley.submittable.com/submit/94ca143e-8173-4fc1-a592-76d1a5bb4d69/2021-22-napa-county-arts-culture-heritage-grant-application.

APPLICATION DEADLINE: March 12, 2021

Late applications will <u>NOT</u> be considered.