



A Tradition of Stewardship
A Commitment to Service

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 that benefit the community
- Invest in the survival and sustainability of organizations 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

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."

Funding Categories

Applicants must select one of the two main categories, which matches their audience make-up. The maximum award amount per organization is based on a 3-year average of annual operating budgets (see *Maximum Grant Request by Budget* on page 3 for more details):

Main Category 1: Tourism Generating Arts and Culture Organization

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.

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.

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.

Multiple Grant Requests & Collaborative Grants: 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.

Maximum Grant Requests: Organizations cannot ask for more than their allotted amount as delineated on page 3, or their grant requests **WILL NOT BE** considered.

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.

What We Do Not Fund

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

- 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 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
- Expenses incurred before the start or end date of the grant
- Funding for special events or fundraising events
- Gifts
- Special projects/capital projects

Maximum Grant Request by Budget

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.

<i>Operating (Expense) Budget 3-Year Average</i>	<i>Maximum Request Amount</i>
Small: up to \$100,000	\$5,000
Mid-Sized: greater than \$100,000 but less than \$500,000	\$10,000
Large: above \$500,000	\$15,000

Please Note:

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.

Napa County Arts & Culture Advisory Committee Decision-Making

The Napa County Board of Supervisors make the final authority for grant decisions. 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.

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 to Organizational Need (15 PTS):* Proposal demonstrates the fundamental merit, potential for sustainability and/or impact of the dollars requested. Applicant clearly demonstrates how funding will address an important organizational need. The proposal clearly serves the organization's financial well being in recovering from pandemic related losses. Successful applications will demonstrate the proposed impact to the organization that will be made during the grant period.
- *Organizational Leadership (10 PTS):* How convincingly does the proposal communicate the ability of key personnel to manage and administer change while ensuring sustainability. Applicant clearly demonstrates strong leadership in the area of financial management.
- *Relevance to County Program Priorities (10 PTS):* The degree to which the organization and its mission serves the overall priority goals of the grant program, including: organization's benefit to the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity.
- *Organization's Service to the Community (10 PTS):* The organization clearly demonstrates a priority to serving the community as evidenced by the organizational mission, the strengths of their programs, outreach strategies, and communications such as website, newsletters and other such initiatives.
- *Application Completeness (5 PTS):* The narrative and support materials clearly demonstrate a thoughtful and complete application.

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
5. Statement of Non-discrimination Policy

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 <https://artscouncilnapavalley.submittable.com/submit/94ca143e-8173-4fc1-a592-76d1a5bb4d69/2021-22-napa-county-arts-culture-heritage-grant-application>.

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Late applications will NOT be considered.