COMMUNITY CATALYST

JUMPSTARTING ARTS-BASED COMMUNITY SOLUTIONS

Thanks to successful bipartisan efforts at the State legislature, the Arts Commission received a one-time budget allocation of an additional $1 million for fiscal year 2014. This landmark funding was applied to the Arts Commission's standard statewide grant-making activities and the development of a pair of new and innovative programs: Arizona Art Tank and Community Catalyst Grants.

APPLICATION DEADLINE

11:59pm, Tuesday, December 10, 2013

STAFF CONTACT

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PURPOSE

Time and again the arts have proven to be a powerful vehicle for helping communities achieve desirable social and economic outcomes. Economic development, cultural tourism, civic pride, neighborhood revitalization, and youth engagement can all be enhanced through effective implementation of arts-based programs.

Partnerships between arts and non-arts organizations can be effective drivers of this community, civic and social change. Partnerships enjoy a greater capacity to accomplish common goals, establish lasting coalitions, implement stronger action models, and unite the best minds and energy of the partner institutions.

Community Catalyst Grants support partnerships between arts and non-arts organizations in small and rural Arizona communities. Working together on arts-based projects or programming, funded partnerships will deliver mutually beneficial and potentially sustainable community outcomes.

ELIGIBILITY

Proposals must identify a community improvement need and related outcome that will be addressed through the arts-based initiative or programming.

Partnerships must include:

- **One arts partner** *(an Arizona nonprofit arts organization or local arts agency)*
- **One non-arts partner** *(a public or private sector entity such as a community development corporation, social service organization, educational institution, municipality, local government or tribal entity, convention and visitors bureau, chamber of commerce, or for-profit business or organization)*

Additional partners of any type may be included in the proposal. New and ongoing partnerships are eligible to apply.

Eligible applicants must be located in cities or towns with a population of less than 100,000 *(based on the US Census 2012 population estimates)*. The community served by the proposal may be as small as a neighborhood or as large as a city, but must fall within the same city/town limits as the applying partners.

All applications must be submitted by the arts partner. Applications submitted by a for-profit entity will be deemed ineligible. Applicants that received FY12 or FY13 Arts Commission funding but failed to file a final report by the appropriate deadline are not eligible to apply.

Applicants must be willing and able to execute their proposal and expend the grant funds by the end of the Arts Commission's fiscal year 2014 (June 30, 2014).

REVIEW CRITERIA & SCORES

- **Viability (15 points):** Proposal is appropriate for the community and demonstrates capacity of the partners to manage the proposal to successful completion.
- **Quality of Programming (15 points):** Proposal activities address the identified community improvement need and are tied to clearly defined goals and objectives that support the desired outcome.
- **Impact (20 points):** Proposal utilizes an effective approach or strategy that is mutually-beneficial to the partners and will have a meaningful, potentially sustainable impact on the community.

Review Score based on a total of 50 points.

AWARD AMOUNT

Grant requests can range from $5,000 to $10,000. A 50% match is required and may be made up of any combination of cash and in-kind support.

ELIGIBLE EXPENSES

If awarded, grant funds can only be used for the costs associated with implementing the proposal. The funds **cannot** be used for anything on the following list.

Grant Program Does Not Fund

- Festivals, seasons of work, or other projects eligible for the Arts Commission's Annual Grants for Organizations and Schools.
- Grant administrative or processing fees taken by an umbrella/parent organization as a percentage of the total award, with the exception of fiscal sponsors.
- Full-time staff salaries.
- Debt reduction.
- Re-granting.
- Religious institution-led or religious group sponsored projects not open to participation by non-congregants.
- Religious institution-led or religious group-sponsored projects whose primary purpose is the religious socialization of individuals or which exist as parts of religious sermons or services.
- Lobbying expenses.
- Expenses related to the construction of facilities.
- Food and beverage for receptions and hospitality functions.
- Fundraising projects.
- Scholarships and awards.
- Equipment or capital expenditures.
- Indirect costs.

This list is not comprehensive.

PROJECT DOCUMENTATION

As with all Arts Commission grant programs, grantees will be required to complete a final report form at the conclusion of the project. In addition to this, successful Community Catalyst Grant applicants will be required to submit one meaningful, insightful form of documentation about the awarded project. As the funds for this program come from a one-time state budget allocation, the Arts Commission appreciates your help in providing the state and the public with valuable documentation of the projects funded by these state dollars. Final project documentation could be submitted in the form of video, images, brochures, participant quotes, et cetera. More information about the documentation requirement will be provided to the grant recipients.

HOW TO APPLY

The nonprofit arts organization or local arts agency must serve as the primary applicant. All applications must be submitted online through Submittable at https://communitycatalyst.submittable.com/submit by the deadline, **11:59pm, Tuesday, December 10, 2013**. **Incomplete applications will be ineligible for review or funding.**

To submit a proposal, complete the following steps:

Step 1: Complete the **Application Narrative**
Step 2: Complete the **Budget Form**
Step 3: Obtain **Letters of Support**
Step 4: Submit **All Required Application Materials** Online

Step 1: Complete the Application Narrative

Compile the following materials into **one single PDF document** containing all required narrative sections below and formatted as follows. Title the PDF document with the primary applicant organization name *(e.g. ABC Arts Organization_Narrative)*.

Application narratives must be:

- Typed in at least 11 point font, single or double spaced, with 1" margins.
- Labeled clearly with the primary applicant organization name followed by the name of the section *(e.g. ABC Arts Organization BACKGROUND STATEMENT)*. Place section labels in the top right-hand corner of each page.
- Numbered sequentially; place page numbers in the bottom right-hand corner of each page.
- No more than 8 pages. **Excess pages will be removed and not be reviewed.**

Section 1: Background Statement *(maximum 2 pages)*

Provide a background statement on the community and the partners. This statement should cover the points below; use the following bold headings to organize your response.

COMMUNITY NAME

Describe the community in which the proposal will take place. Include size indicators *(population, # of businesses, # of schools, et cetera)*, general demographics *(ethnicity, income, age, et cetera)*, and any other relevant background information about the community that you think the panel should know.

ARTS PARTNER NAME

- **Overview:** Provide a brief, big picture overview of the arts partner. (*Consider this the "About Us" section*. *Include your mission, vision or purpose, if appropriate.)*
- **Annual Operating Budget:** Provide your organization's total annual operating budget.
- Provide any other relevant background information about the arts partner that you think the panel should know.

NON-ARTS PARTNER NAME

- **Overview:** Provide a brief, big picture overview of the non-arts partner. (*Consider this the "About Us" section*. *Include your mission, vision or purpose, if appropriate.)*
- **Annual Operating Budget:** Provide the non-arts partner's total annual operating budget.
- Provide any other relevant background information about the non-arts partner that you think the panel should know.

PARTNER STATEMENT

Describe why the two primary partners chose to work together on this project. Why did the partners identify each other as viable collaborators for addressing the identified community outcome? Why are the partners well-positioned to see the proposal through to success? Provide any other relevant information which speaks to the partners' capacity to manage the proposal.

If your proposal includes additional partners of any type, you may include no more than one (1) additional page providing their mission/vision and their role(s) in the project.

Section 2: Biographies of Key Proposal Leaders *(maximum 2 pages)*

Provide a brief, current biography for each key proposal leader. Describe their experience as it relates to the proposal. Provide no more than two pages of bios; group several on each page. Do not provide resumes.

Section 3: Proposal Details *(maximum 4 pages)*

Your narrative for this section can be a maximum of four pages, but keep in mind that panelists prefer succinct descriptions.

Begin your proposal narrative by providing a descriptive title and a brief, one sentence description of the project. Consider this your proposal's elevator pitch.

Following the project title, organize your narrative responses a), b), c), d), and use the boldfaced language below as headings for each item. For example, "**a) Community Improvement Statement:** This proposal will address..."

a) **Community Improvement Statement.** What is the identified community improvement need and desired outcome that will be addressed through this proposal? What 3-5 key background facts about this issue would a panelist need to understand in order to appreciate the context and relevance of your proposal?

b) **Project Description.** Describe your project or programming in detail, explaining what you propose to do, how you plan to do it, who will do it, and the timeline on which it will be done.

Be as specific as possible about the various activities involved. Include information about the number and types of participants. Describe the specific roles of each partner and the initiative's key leaders who will be accountable for the success of this effort. Include a project timeline. If appropriate, structure the timeline in a table format.

c) **Goals and Objectives.** Describe the realistic and measurable goals and objectives that support the desired outcome. If this is an ongoing partnership, describe how these goals build on prior work.

d) **Impact Statement.** Describe the reasons you think your proposal will work and why you have chosen this particular approach or strategy to address the identified community need. Include information on how the proposal is mutually beneficial to the partners and the impact it will have on the community.

Step 2: Complete the Budget Form

Complete and submit the provided Budget Form as a separate PDF document. The budget form can be found online at http://www.azarts.gov/grants/special-initiatives/. Title the PDF document with the primary applicant organization name *(e.g. ABC Arts Organization_Budget Form)*.

Step 3: Obtain Letters of Support

All applicants must provide two (2) signed letters of support, each no more than 1 page in length, demonstrating commitment to the project. Provide one letter of support from the arts partner and one from the non-arts partner; upload each letter of support as a separate PDF document. Title the PDF document with the organization or entity name *(e.g. ABC Arts Organization_Letter of Support)*. Do not submit more than 2 letters of support.

Step 4: Submit All Required Application Materials Online

To submit, all applicants must fill out the Application Profile and attach all required items online through Submittable at https://communitycatalyst.submittable.com/submit.

All applicants must attach the following materials:

- Application Narrative *(1 PDF document, maximum 8 pages)*
- Budget *(1 PDF document)*
- Letters of Support *(2 PDF documents, maximum 1 page each)*

FREQUENTLY ASKED QUESTIONS

1. **I'm unsure if my non-arts partner meets the eligibility requirements.**
   The list provided in these guidelines is not comprehensive. Contact Arts Commission staff with specific questions about partner eligibility.

2. **If I am contributing a cash match, where can the matching funds come from?**
   Matching funds could come from any combination of the partners' budgets, other grants *(excluding other Arts Commission grants)*, earned or contributed revenue, donations or fundraising.

3. **If I am contributing in-kind support, what can be used?**
   In-kind support could include staff or volunteer time in support of the proposal, evaluation support at the local/partnership level, supplies provided for the project, donated space, et cetera. Value of volunteer time can be calculated using this online tool: http://www.handsonnetwork.org/tools/volunteercalculator. Contact Arts Commission staff for questions related to other possible in-kind support.

4. **Can I apply for a Community Catalyst Grant if I've already received a fiscal year 2014 Arts Commission grant?**
   Yes.

5. **What is cultural tourism?**
   Cultural tourism is the subset of tourism focused on a destination's culture, especially its arts. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism to rural areas for outdoor festivals, the houses of famous writers and artists, sculpture parks, and landscapes made famous in literature.

6. **What is economic development?**
   Economic development is the process of developing and maintaining suitable economic, social, and political environments, in which balanced growth may be realized, increasing the wealth of the community and improving the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements, and quality of life.

7. **What is creative placemaking?**
   From Creative Placemaking by Ann Markusen, Markusen Economic Research Services and Anne Gadwa Nicodemus, Metris Arts Consulting:

   > *"In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired."*

8. **I'd like to get more information about this program. How can I do that?**
   Arts Commission staff will be providing information sessions throughout November to explain this new program and answer your questions. View the schedule and register online at http://www.azarts.gov/opportunities-events/presentations-and-workshops/. You can also call or email Arts Commission staff with specific questions anytime.

The Arizona Commission on the Arts is an agency of the State of Arizona which supports access to quality arts and arts education opportunities for all Arizonans; the development and retention of statewide jobs in the nonprofit arts, culture and education sectors; and increased economic impact in local communities through arts-based partnerships that develop tax and small business revenue.

Arizona Commission on the Arts

We imagine an Arizona where everyone can participate in and experience the arts.

For more information, contact us at Arizona Commission on the Arts, 417 West Roosevelt Street, Phoenix, Arizona 85003-1326 or call (602) 771-6502 or email **info@azarts.gov** or visit **http://www.azarts.gov**.

To request this or any other publication in an alternate format, contact the Arts Commission offices.

AN EQUAL EMPLOYMENT OPPORTUNITY AGENCY