



DURHAM ARTS COUNCIL 2012-2013 SEASON GRANT INSTRUCTIONS

*2012-2013 Season Grant Application is due on Thursday, March 1, 2012.
All applications must be delivered to the Durham Arts Council building by 9 PM.
Late applications will not be accepted.
Please contact Margaret DeMott if you have questions about your application at mdemott@durhamarts.org or 919-560-2720*

Season Grant Overview

The Season Grant program is intended to provide access to quality arts experiences for the people of Durham by supporting the activities of arts organizations that provide a range of professional and amateur arts opportunities. The Season Grant Criteria define the qualities of a strong grant application. The panel will also consider to what degree the full slate of recommended grant applications fulfill the intent of the grant program.

Who may apply?

Non-profit arts organizations based in Durham County or who conduct the majority of their programming in Durham County are eligible to apply. Applicant must be non-profit with tax exempt status under section 501 of the Internal Revenue Code of 1954, as amended, allowing contributions made to them to be deductible under Section 170 or apply under a fiscal agent other than the Durham Arts Council.

If you are a new applicant you must review your proposal with Margaret DeMott, Director of Artist Services, (919-560-2720, mdemott@durhamarts.org) before submitting your application. If you applied last year and would like to know your scores from last year's review, you are also encouraged to call Margaret DeMott. All applications must be delivered to the Durham Arts Council at 120 Morris Street, in downtown Durham, by 9:00 PM Thursday, March 1, 2012.

What activities are eligible?

You may apply for support for a single project or for general operations. The activity must occur between July 1, 2012 and June 30, 2013. Season Grants are not awarded to fundraising activities.

What can I apply for?

You may apply for cash and/or for use of space in the Durham Arts Council building. You may request up to \$12,750 in cash.

For FY 2011-2012 the average cash grant awarded was \$4,475, with cash grants ranging from \$500 to \$9,600. 2011-2012 space grants included ongoing use of office, meeting, rehearsal, exhibit and performance space and short term, project specific performances and meetings.

The Durham Arts Council building is a 52,000 sq. ft., city owned, community arts center that contains spaces for dance, theatre and music rehearsals, meeting rooms, offices, exhibit and performance spaces. As part of your Season Grant request you may ask for use of these spaces for a particular project or for on-going operations. **There are fees associated with use of granted space in the building.**

What is required of Season Grant Recipients?

Each Season Grant recipient will:

- complete the Season Grant contract and submit to DAC with copy of Conflict of Interest Policy, Certification of No Overdue Taxes, Board List, W9 and By-Laws
- use the DAC logo and grant acknowledgment line in all relevant publicity, including listing in print materials, email blasts, web pages, and news releases. (See item 13 in the application.)
- pay user fees (if receiving a space grant).
- thank the Durham delegation for supporting state funding for the arts
- attend Arts Day.
- enroll in at least two monthly risk management webinars produced by the Nonprofit Center for Risk Management.
- assist with two AFTA (Americans for the Arts) national arts research projects which will require event attendance and dissemination of information.
- Provide 5 volunteer hours for DAC events or programs
- file final reports on the use of the grant.

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The Season Grant Program is made possible by contributions to the Durham Arts Council's Annual Arts Fund, and by the Grassroots Arts Program of the N.C. Arts Council, a division of the Department of Cultural Resources. Grants for use of space in the Durham Arts Council building are made possible by a management contract between the DAC and the City Durham.

IF YOU WISH TO REQUEST CASH AND/OR USE OF THE DAC BUILDING:

- 1. Fill out the 12-13 Season Grant Application (pages 5-8 of this document).** You may fill out a hard copy using a typewriter or legible handwriting.
 - You may fill out the downloaded application form on your computer using Microsoft Word.
- 2. Attach a narrative section that answers ALL eleven (11) questions in Item 3 on page 5 of this document. Attach Income/Expense and Budget as requested in Item 4 on Page 6 of this document.**

You may use up to three 8 1/2 x 11 single-sided pages for your narrative. Be as concise and as specific as possible. Clearly label the top of each page with your organization's name. Number your responses to correspond to the numbered instructions. The narrative font should be no smaller than 10 pt, margins should be at least 3/4 inch.
- 3. Fill out Space Request Form (Page 10 of this document) if you wish to request use of space in the Durham Arts Council Building.**
- 4. Review the Check List (pages 11 & 12 of this document) and assemble all required materials:**

Checklist/certification, application, narrative, space request form, financial reports and budgets, artist/administrators resumes or bios, 501(c)3 letter of determination, board list, documentation of art work.
- 5. Complete and sign the Checklist & Certification (Pages 11 & 12 of this document) and use as application cover pages.**
- 6. Make eight (8) copies of Checklist & Certification, Application, Narrative, Income/Expense and Budget, Space Request Form, and artist administrator resumes or bios. Collate materials using Checklist order. At least one (1) packet must have original signature on Certification page.**
- 7. Deliver 8 packets and one copy of board list, IRS determination letter, documentation of artists' work (CD, DVD, etc.), business plan (if you have one) to the Durham Arts Council at 120 Morris Street in downtown Durham by 9 PM on Thursday, March 1, 2012.**

CRITERIA FOR EVALUATING GRANT APPLICATIONS

Each application will receive a numeric score for each of the criteria ranging from 1 to 5 (1 being lowest, 5 being highest).

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization
- Involvement of more than one racial/ethnic group

SUBMIT A COMPLETE APPLICATION. ANSWER ALL QUESTIONS ON THE APPLICATION TO THE BEST OF YOUR ABILITY.



Durham Arts Council Season Grant Criteria

These notes are intended to help applicants understand the kinds of information that panelists look for when they score an application. Each application will receive a numeric score for each of the criteria ranging from 1 to 5 (1 being lowest, 5 being highest).

The questions below are intended to help applicants decide what aspects of their organization they may wish to highlight in their narrative. Applicants are not expected to address all the questions under every criterion.

Criterion 1: Artistic quality of proposed project or programs

Do the primary artists (includes directors, designers, conductors, instructors, as well as performers or visual artists) have the skills and experience necessary to create a quality art presentation or experience?

- If the proposal is to support the creation and/or presentation of art (in most cases a performance or exhibit open to the public), is it likely to be a quality experience for the audience, given the credentials and past experience of the artists involved?
- If the proposal is to support an activity—on-going rehearsals, classes, critique sessions, improvisation sessions—is it likely to be a rewarding experience for the participants, given the credentials and past experience of the artists participating and leading the activity?

Criterion 2: Community impact of project or programs

- Who will benefit from the project and how? What percent of these people are from Durham?
- Is this activity already provided elsewhere in Durham? Is there a community audience/need for this program?
- Is it open to the public in some way? Are members of the public invited to buy tickets, audition, become members, volunteer, enroll?
- Is the primary audience people who attend the event or people who participate in the event?
- Does the event have a ripple effect, where the benefit might spread beyond the immediate audience?
- Will it bring a new audience into the DAC building? Will it develop a new audience for the arts in Durham? Will it create a new partnership between agencies?

Criterion 3: Ability to plan and implement project

- Does this activity fit within the mission of the applicant?
- Is the proposal realistic? Does the applicant appear to have access to the resources necessary to carry it out? Resources include people with appropriate organizational and artistic skills and experience, cash, in-kind services and donations, facilities, time.
- Is the Season Grant the only source of cash for this activity? If so, why?
- Has the applicant undertaken this activity before? If so, with what success?
- Did they attract desired audience/participants?
- Was the actual income/expense of past projects reasonably close to the budgeted income/expense?

- What has the organization learned from past experience?

Criterion 4: Stability and fiscal responsibility of the organization

- Has the applicant conducted programs or activities successfully in the past?
- Has the applicant been able to maintain a positive fund balance?
- Is the applicant currently in a deficit situation? If so, do they have a strategy for eliminating the deficit? Have they successfully implemented this strategy over more than one year?
- If the applicant has received a grant from DAC in the past, have they been able to carry out the proposed activity, have they submitted complete applications, contracts and final reports by required deadlines?

Criterion 5: Involvement of members of more than one racial/ethnic group

- Which racial/ethnic groups or communities in Durham will this serve?
- Is the membership/participant group racially/ethnically diverse?
- Is the audience racially/ethnically diverse?
- Is their staff, board or advisory group racially/ethnically diverse?
- Does their programming present art created in different cultures?
- What specific strategies does the applicant employ to foster and maintain this diversity?
- What specific strategies has the applicant planned to increase diversity in any of these areas?



Durham Arts Council 12-13 Season Grant Season Grant Application

PLEASE TYPE OR PRINT CLEARLY

1. Applicant Organization Information

Name of Applicant Organization _____
Date Organization Founded _____ Fiscal Year End Date _____
Web Site Address _____
Mailing Address _____
City _____ County _____
State _____ Zip Code _____
Contact Person's Name _____
Contact Person's Title _____
Work Phone _____ Cell Phone _____
Home Phone _____ Fax Number _____
E-mail Address _____

2. Request Description

Grant Amount Requested: \$ _____
Project Start Date: _____ (no earlier than July 1, 2012)
Project End Date: _____ (no later than June 30, 2013)
Project County: _____
Is funding for: ____ a project ____ annual operations

3. Attach a narrative section that answers the following questions

Clearly label the top of each page with your organization's name. Number your responses to correspond to the numbered instructions. The narrative font should be no smaller than 10 pt, margins should be at least 3/4 inch. You may use up to three 8 1/2 x 11 single-sided pages for your narrative. Be as concise and as specific as possible.

1. Project title or summary description
2. Project goals
3. Description of intended participants/audience, including estimated numbers and racial and cultural composition
4. Location where project will take place
5. Description of project activities
6. Description of the artists to be involved in the project, how and why they were chosen and, if appropriate, the rate of payment for their services. (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them.)
7. Description of how the project will be publicized and promoted to reach intended participants
8. Description of how you will evaluate the project
9. Describe your strategies for providing a quality arts experience.
10. Describe similar activities you have conducted in the past and what programming and management skills you have learned from them.
11. Explain how you plan to maintain or develop involvement of racially/ethnically diverse individuals.

Durham Arts Council Season Grant Application Form 2012–2013

Name of Organization _____

Instructions for public schools, colleges, universities and other governmental or community agencies: Address all organizational profile questions for only the arts component of your agency. Attach arts component statements/budgets only. If you do not have data for just your arts component, call Arts Council staff for instructions.

4. Organization Budget Statement for 3 Years

Attach a complete income and expense statement for last year (09-10) and budgets for the present year (10-11) and next year (12-13). A completed audit can be substituted for the 09-10 statement. Copy the totals from the attached income and expense statement or budgets in the space provided:

Last Year Actual FY 10-11 (2011)	Present Year FY 11-12 (2012)	Next Year FY 12-13 (2013)
Actual Income \$ _____	Income \$ _____	Projected Income \$ _____
Actual Expenses \$ _____	Expenses \$ _____	Projected Expenses \$ _____
___ Complete Statement Attached	___ Complete Budget Attached	___ Complete Budget Attached

Does your organization have an accumulated deficit totaling 5% or more of your operating budget?

If so, what is the amount? \$ _____

In the space below, briefly describe how the organization is addressing it (up to 1000 characters).

Does your organization have an accumulated surplus totaling 5% or more of your operating budget?

If so, what is the amount? \$ _____

In the space below, briefly describe how the organization is using the surplus (up to 1000 characters).

5. Business Plan

Does your organization have a business plan? _____ If yes, please attach 1 copy.

6. Mission, History and Programs

Provide a description of your organization's mission, a brief history, and a short description of ongoing arts programs. (up to 2,750 characters)

Durham Arts Council Season Grant Application Form 2012–2013

Name of Organization _____

Please provide the information in items 7, 8, 9 & 10 for fiscal year 2010-2011 (2011) about your organization, not just your project.

7. Audience/Participants

Total number of audience/participants for all arts programs and activities _____

Of this number, approximately what percent are

Black/African American	_____ %	Youth	_____
Asian/Asian American	_____ %	Website Hits	_____
Native American/Alaska Native	_____ %		
Native Hawaiian/Pacific Islander	_____ %		
Hispanic/Latino	_____ %		
White, not Hispanic	_____ %		

8. Volunteers

Total Number of Volunteers working with your organization _____

Approximate Total Number of Hours contributed by volunteers annually _____

9. Staff/Contractors

Total number of full-time employees _____

Total amount of full-time salaries \$ _____

Total number of part-time employees _____

Total amount of part-time salaries \$ _____

Total number of artists under contract _____

Total amount paid to artists under contract \$ _____

Total number of other contracted staff _____

Total amount paid to other contracted staff \$ _____

Of the total number of staff/contractors, how many are:

Black/African American	_____	Native American/Alaska Native	_____
Asian/Asian American	_____	Native Hawaiian/Pacific Islander	_____
Hispanic/Latino	_____	White, not Hispanic	_____

10. Board

Total number of board members _____

Of the total number of board members, how many are:

Black/African American	_____	Native American/Alaska Native	_____
Asian/Asian American	_____	Native Hawaiian/Pacific Islander	_____
Hispanic/Latino	_____	White, not Hispanic	_____

11. Staff/Board Description

Briefly describe the roles and responsibilities of key staff and board members. (up to 2,500 characters)

Durham Arts Council Season Grant Application Form 2012–2013

Name of Organization _____

12. Financial Information

Please provide a projected budget for your proposed activity utilizing the format below. If this is an operating grant this budget will be your 12-13 annual budget.

Project Expenses	Cash Expenses	=	Grant Amount Requested	+	Applicant Cash Match
A Personnel					
Administrative staff	_____		_____		_____
Artistic staff	_____		_____		_____
Technical/Production staff	_____		_____		_____
B Outside Fees and Services					
Artistic contracts	_____		_____		_____
Other contracts:	_____		_____		_____
C Space Rental	_____		_____		_____
D Travel	_____		_____		_____
E Marketing	_____		_____		_____
F Remaining Project Expenses	_____		_____		_____
G Total Cash Expenses	_____	=	_____	+	_____

Project Income	Cash Income
A Admissions	_____
B Contracted Services Revenue	_____
C Other Revenue	_____
D Private Support	_____
Corporate support	_____
Foundation support	_____
Other private support	_____
E Government Support	
Federal	_____
State/regional (not including this request)	_____
Local	_____
F Applicant Cash	_____
G Grant Amount Requested	_____
in this application	
H Total Cash Income	_____

(must equal Total Cash Expenses, Item G above)

13. Grant acknowledgement opportunities.

Year-round acknowledgement of the donors and legislators who provide funding for the Season Grant Program is critical to the on-going strength of the program. Please check each credit line option that your organization will provide to recognize the support of the Durham Arts Council Annual Arts Fund and the North Carolina Arts Council with insertion of the DAC logo, NCAC logo and/or text credit line (credit line and logos are below):

- Website Home Page logo or listing
- Facebook Page logo or listing
- Other Social Media, please describe: _____
- Program/playbill logo or listing
- Printed newsletter
- E-blast newsletter
- E-blast invitation and announcements
- Event/exhibition flyers/brochures
- Event/exhibition poster
- Curtain speech at each event/performance
- Lobby display
- Logo include on all media ads inc. TV
- Audio credit line included in radio/TV ads
- Other (please describe)

This program was made possible in part by the Durham Arts Council's Annual Arts Fund and the N.C. Arts Council, a division of the Department of Cultural Resources.



14. Peer City Comparison

Select three peer organizations and compare to your organization. List your organization first.

Name of Organization	FY11 Attendance	FY11 Earned Income as % of Total Income	FY11 Total Operating Budget
		%	\$
		%	\$
		%	\$
		%	\$



Durham Arts Council 12-13 Season Grant Space Request Information & Room Rates

The Space Request Form allows us to quantify each request by function and determine a cash value. Fill in the request form using the values for spaces given below. If you receive the space grant, you will not be required to pay this request value in rent. If you receive the space grant, you will be required to pay a user fee, which is substantially lower than rent. User fee rates are available from the Director of Artists Services if you wish to make some preliminary calculations. Details of specific dates and room assignments will be negotiated only after the space request has been approved.

As you make your space request it may be helpful to know that Monday-Thursday evenings and Saturdays are the times most in demand. Tuesday evenings are particularly popular. Daytime hours during the week are the most flexible. Sunday afternoons are fairly flexible. You may wish to consider requesting a time that is less in demand if you have that option. A typical grant for on-going activity may include monthly board meetings, weekly rehearsals and up to three performances in PSI Theatre.

Types of Space	# of Attendees	Request Value (4 hour block)
Dance Studio Rehearsals	up to 25	\$190, \$35 each additional hour
Rehearsals (other than dance)	up to 75	\$280, \$35 each additional hour
Rehearsals (other than dance)	over 75	\$445, \$35 each additional hour
Meeting Space	up to 14	\$95, \$15 each additional hour
Meeting Space	between 15-75	\$300, \$35 each additional hour
Theatre Space		\$300 per performance day
Office Space		\$1,765 per office per year (average)

Other Fees (Not covered in Season Grant request)

Open building early or keep open past regular closing time	\$35.00 per hour
Additional maintenance for public events (performances or receptions) over 100	\$35.00 per hour
Technical labor in PSI Theatre (required)	\$30.00 per hour \$45.00 overtime over 8 hours per day
Events at which alcohol is served require DAC to have one Security Officer per 100 people present during the event.	\$30.00 per hour, (4 hour minimum)



Durham Arts Council 12-13 Season Grant Space Request Form

*Fill out this form only if you are requesting space within the Arts Council building.

Name of Organization _____

Type of Event	# of Attendees	Day of Week	Start Time – End Time	Start Date – End Date	Total # of Events	Rate (from Room Rate sheet)
E Dance Rehearsal	X 10	A Sunday	M 1 p.m. – 5 p.m.	P 9/5/12– 9/26/12	L 4	E (4 X \$190.00 =) \$760
Total Space Value Requested:						



Durham Arts Council 12-13 Season Grant Checklist & Certification

This document is required as part of the completed application

Name of Organization: _____

Checklist:

Each item listed on these two pages is needed for your application package to be complete. Please initial beside each box, sign the second page of this document and use this document as the cover pages to the grant application. **Enclose eight (8) collated packets each containing these items and a separate packet containing one (1) copy of the support materials listed below.**

- Copy of this Checklist & Certification page.** Use these two pages as cover pages to your application.

- Completed Application Form (pages 5-9 of this document) including:**
 - * Application Narrative as requested in Item 3 on Page 5 of this document, 3 page maximum. Include the following information and number accordingly:**
 1. Project title or summary description
 2. Project goals
 3. Description of intended participants/audience, including estimated numbers and racial and cultural composition
 4. Location where project will take place
 5. Description of project activities
 6. Description of the artists to be involved in the project, how and why they were chosen and, if appropriate, the rate of payment for their services. (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them.)
 7. Description of how the project will be publicized and promoted to reach intended participants
 8. Description of how you will evaluate the project
 9. Describe your strategies for providing a quality arts experience
 10. Describe similar activities you have conducted in the past and what programming and management skills you have learned from them
 11. Explain how you plan to maintain or develop involvement of racially/ethnically diverse individuals

 - * Actual Income/Expense Statement for most recently completed fiscal year, as requested in Item 4 on Page 6 of this document,**

 - * Full Operational Budget for the current fiscal year and the next fiscal year, as requested in Item 4 on Page 6 of this document**

- Resumes of key artists and administrators**

- Space Request Form (Page 10 of this document) if you are requesting space within the Durham Arts Council building only**

And one copy of the following support materials:

- Copy of your IRS determination letter for tax-exempt status /** or letter from organization acting as fiscal agent
- Documentation of at least one art work produced by key artists/administrators or teachers within the last three years:** For example; DVD for dance, theatre, installation (no longer than 5 minutes), CD for music (no longer than 5 minutes), or manuscripts for writers (10 – 15 pages), 10 – 15 digital images for visual arts.
If submitting digital images, images must be saved as jpegs on CD at a resolution of no more than 1080 pixels for the longest side.

Label all documentation with artist’s name, title of work, date of work. For visual art also include an Image Script giving dimensions of work, medium. If submitting slides indicate top of slide.
- Organizational Business Plan** (if you answered “yes” to question #5)
- Current list of Board of Directors including names and professional affiliations**
- Optional:** A representative selection of reviews, catalogues, programs from the past two years

SUBMIT A COMPLETE APPLICATION. ANSWER ALL QUESTIONS ON THE APPLICATION TO THE BEST OF YOUR ABILITY.

Certification:

I certify that the information contained in this application, including all attachments and supporting materials, is true and accurate to the best of my knowledge. I also understand that while DAC will give all appropriate care to documentation material submitted to support their application, DAC cannot be responsible for possible damage to these materials. Further, I understand that Durham Arts Council Season Grant Program will require compliance with requirements as described in the grant contract and a written final report if a grant is awarded.

Signature of Authorized Representative of Applicant

Title of Authorized Representative of Applicant

Printed Name of authorized Representative of Applicant

Date