



PERFORMING ARTS GRANT PROGRAM

2020 application guidelines

2020 CULVER CITY PERFORMING ARTS GRANT PROGRAM

APPLICATION GUIDELINES

The City of Culver City has a vibrant creative economy which includes arts organizations that share their work with the public. The City sponsors performing arts performances through its Culver City Performing Arts Grant Program which is under the purview of the City's Cultural Affairs Commission. These performances provide enriching and accessible cultural opportunities for the City's residents, business community and visitors.

The City of Culver City is dedicated to achieving cultural equity and inclusion through the Performing Arts Grant Program. Cultural equity and inclusion embodies the values, policies, and practices that ensure that all people – including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion – are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.

Performing arts organizations of all sizes are encouraged to apply to this program.

GENERAL INFORMATION

The Culver City Council has allocated funding from the Art in Public Places Program's Cultural Trust Fund. Sony Pictures Entertainment has provided an additional contribution to the program. Grants are projected to be up to \$6,500 per organization, and applicants must provide matching funds that are equal to their requested grant amount.

A grant application workshop will be held on **August 8, 2019 at 7:00 PM** at the Veterans Memorial Building, 4117 Overland Avenue in Culver City, to discuss the application and answer any questions. It is strongly recommended that applicants attend the workshop. Previous grantees have benefitted from this opportunity.

The City of Culver City, along with other public and private funders in California, requires applicants to complete a Cultural Data Profile through the DataArts website. DataArts is a collaborative project of public and private funders throughout the state of California. A short form is available for organizations with budgets of less than \$50,000, making the data entry process faster and more equitable for small nonprofits.

For more information please visit the Culver City Performing Arts Grant Program webpage. For general inquiries about the application process, please contact Cultural Affairs Staff at cultural.affairs@culvercity.org or (310) 253-5716.

We look forward to your application!

Cover: Symphonic Jazz Orchestra; photo by Stacey Wiren

ELIGIBILITY REQUIREMENTS

To be eligible for consideration, organizations must meet all of the following criteria:

1. The primary mission of the organization must be performance-focused in one or more of the following disciplines: dance, music, theatre.
2. The organization must be a current 501(c)(3) and provide proof of non-profit status; organizations with a fiscal receiver are not eligible to apply.
3. Project performances must take place in Culver City between January 1, 2020 and December 31, 2020.
4. Performances must be in ADA compliant venues.
5. Performances may not be staged in conjunction with a fundraiser or class presentation
6. All applicants must include their DataArts Funder Report for a minimum of one year.
7. Applicants must provide matching funds equal to (or greater than) the requested grant amount.
8. Organizations must demonstrate significant outreach ability to attract Culver City residents and visitors.
9. Applicants may not submit multiple applications for different projects.
10. Applicants may not apply to the City's Performing Arts Grant Program and the City's Special Events Grant Program for the same project.

APPLICATION GUIDELINES

All applicants must **strictly** adhere to the procedures specified in this Performing Arts Grant Application. Incomplete applications shall not be considered. It is the responsibility of the applicant to ensure that the proposal packages are complete. All applications deemed complete by staff will be forwarded to the peer review panel for consideration. City staff is not obligated to contact applicants for missing information and applications deemed incomplete will be disqualified.

Completed applications must be submitted no later than 5 PM. on Thursday, September 12, 2019.

The online application is available as a link on the Performing Arts Grant website.

All other application materials, including artistic samples and collateral documents, must be uploaded electronically online.

PERFORMANCE VENUES

The performance(s) must be available to the general public at an affordable price. They must take place in an ADA compliant building or facility that is wholly or partially located in Culver City or under the purview of the City of Culver City. Culver City has several possible venues for performances:

Veterans Memorial Complex

The Veterans Memorial Complex includes Veterans Memorial Building, Culver City Teen Center and Culver City Senior Center. All facilities are available for rentals and regularly accommodate performances and rehearsals.

Kirk Douglas Theatre July 14 - July 19, 2020

Center Theatre Group is the resident company of the Kirk Douglas Theatre. Only Culver City-based performing arts organizations are eligible to participate in the Kirk Douglas Theatre Community Access Program

Ivy Substation June 27 - July 10, 2020

The Actors' Gang is the resident company of the Ivy Substation. All applicants are eligible to participate in the Ivy Substation Community Access Program.

Culver City Parks

There are several parks within Culver City that could accommodate performances. Visit the Culver City Parks and Recreation website for a list of parks with photos, amenities, and contact information.

Robert Frost Auditorium

Robert Frost Auditorium is located on the Culver City High School Campus.

A partial list of performance venues (including indoor and outdoor spaces) is available on the Culver City Performing Arts Grant page on the City website. Please note that you are not limited to the venues on this list and the Cultural Affairs staff is available to review other creative ideas for performance venues.

Performance Venue - Letter of Intent

Please contact Cultural Affairs staff to verify addresses if necessary. If the proposed performance will be at a City owned or controlled property, please contact the facility to request consideration of availability and to obtain an accurate estimate of the cost of rehearsal and performance space rental. For all space rental requests and reservations, the applicant must include the Performance Venue - Letter of Intent form completed by the venue representative, or City facilitator, acknowledging the request. This letter of intent is not a formal contract between the applicant and the venue operator. It is strongly recommended that written agreements be developed between grantees and venue representatives. The form can be downloaded from the Culver City Performing Arts Grant page on the City website.

ACKNOWLEDGEMENT AND CREDIT

Grant recipients will be required to sign a contract, defining requirements to be fulfilled, including provision of credit and logo in promotional materials and programs. Notification of changes to grant project or performance details is required. Should the requirements not be met, the grant award is subject to withdrawal.

Grant recipients shall be required to contact Cultural Affairs staff two months prior to their first performance date to review marketing plans for performances in Culver City and to ensure receipt of the approved City of Culver City logo.

To ensure that acknowledgment is given to the City of Culver City and Sony Pictures Entertainment for the grant award, grant recipients shall be required to include a credit line, as well as the City logo and Sony Pictures Entertainment logo, in all marketing materials and the event program. All grantees shall provide a draft of the marketing materials and event program to Cultural Affairs staff prior to their publication.

The credit line should read as follows:

“This performance is sponsored in part by the City of Culver City and its Cultural Affairs Commission with support from Sony Pictures Entertainment.”

Grant recipients shall be required to provide the City with three photographic images of the performance, along with permission to reproduce them, in perpetuity, for purposes of promoting the grantee, the grant program, and activities in the City of Culver City.

CULTURAL DATA PROFILE

The City of Culver City is participating in a partnership with DataArts to utilize The Cultural Data Profile. The City of Culver City, along with other funders, requires applicants to complete an annual survey that collects financial and programmatic data. Applicants will complete the online Cultural Data Profile and use that data as part of their application to all participating funders throughout the state. A short form is available for organizations with budgets of less than \$50,000, making the data entry process faster and more equitable for small nonprofits. All applications **must** include the DataArts Funder Report for the Culver City Performing Arts Grant Program with their application. (see pages 8-9 for further details)

FUNDING GUIDELINES

Tax Exempt Status

Applicant organizations must qualify as tax exempt – as defined by the Internal Revenue Service – at the time the application is submitted. A copy of the non-profit determination letter issued by the IRS must be submitted with the application to be considered eligible.

Use of Funds

Funding may only be used for direct expenses related to the performance(s) in Culver City. No grants shall be awarded for performances that are staged in conjunction with a fundraiser or a class presentation. Funding may be awarded for a single production, a series of performances, or for one production within a series.

Compliance

Compliance with licensing and insurance requirements established by the facility at which the performance(s) will be held is required. If the applicant's production requires performance or staging rights, the applicant should include a letter signed by the Artistic Director/Board President indicating that rights have been secured. Please provide a copy of the Performance Rights License with the completed application. Applicant shall perform all work in accordance with applicable laws, codes and regulations required by all authorities having jurisdiction over such work.

Reports

Grant recipients will be required to submit a performance evaluation form detailing audience attendance and venue comments after the performance(s).

Special Permits

Productions may require a permit through the City's Committee on Permits and Licenses. Application must be made in person at the Finance Department at City Hall. Please contact the Business License Division at 310-253-5870, for information on permit fees. Visit www.culvercity.org/work/doing-business/special-permits for the online permit form.

Culver City Business Tax Certificate

All grant recipients shall be required to obtain a Culver City Business Tax Certificate before performances commence. Visit the Culver City website or call the City Treasurer's Office at (310) 253-5870 for information. Please send a copy of the completed Certificate via email to Cultural Affairs staff at Cultural.Affairs@culvercity.org.

EVALUATION AND SELECTION PROCESS

Grant applications will be reviewed by staff to ensure that the application is complete. The applications will be forwarded to a peer review panel for evaluation and ranking. The recommendations of the review panel will be presented to the Cultural Affairs Commission Ad Hoc Culver City Performing Arts Grant Program Subcommittee who will forward its recommendation to the Cultural Affairs Commission for consideration. The City Council will review the recommendations made by the Cultural Affairs Commission and make the final determination concerning grant awards. **All applicants are required to have a representative at the Cultural Affairs Commission meeting to answer any questions that should arise.** Each applicant will receive notification of the specific date for the Cultural Affairs Commission meeting at least seven (7) days in advance.

Scoring Criteria

Consideration and ranking will be given to the following criteria as follows:

	Possible Points
<ul style="list-style-type: none"> • Artistic excellence and cultural merit of proposed project <div style="margin-left: 20px; font-weight: normal;">Project engages qualified and diverse arts or cultural professionals and provides arts experiences that expose participants to new perspectives.</div> 	45
<ul style="list-style-type: none"> • Outreach and engagement with the Culver City community 	20
<ul style="list-style-type: none"> • Realistic project budget and funding base 	20
<ul style="list-style-type: none"> • Contribution to cultural equity and inclusion <div style="margin-left: 20px; font-weight: normal;">Project is aligned with the City’s cultural equity and inclusion goals</div> 	15
Total Possible Points	100

TENTATIVE SCHEDULE

Application Released	Week of July 29, 2019
Application Workshop	August 8, 2019, 7:00 PM
Applications Due	September 12, 2019, 5:00 PM
Review Panel Meets to Make Recommendations	October 2019
Cultural Affairs Commission Recommendations	November 19, 2019
City Council Approves Final Grant Awards	December 9, 2019

SMU DataArts Cultural Data Profile

Partnership with the City of Culver City

SMU DataArts, formerly the Cultural Data Project, was founded to bring the language and leverage of data to the business of culture. The Cultural Data Profile (CDP) is DataArts' flagship service, which thousands of cultural nonprofits use annually to report their financial and programmatic information. DataArts seeks to be a catalyst for data-informed decision-making. Organizations can produce a variety of reports designed to help increase management capacity, identify strengths and challenges and inform decision-making. They can also generate reports to be included as part of the application processes to participating grantmakers.

In August of 2018 DataArts merged with SMU's National Center for Arts Research (NCAR) to become SMU DataArts which you can read more about [here](#).

The City of Culver City requires all Culver City Performing Arts Grant Program applicants to complete a CDP through DataArts platform. As part of the application process, it is also due to the City of Culver City by 5:00 PM PST on September 12, 2019.

Follow these instructions to complete a CDP:

1. Go to the [DataArts website](#) and use the orange login button to access your already existing DataArts account. If you don't have a DataArts account, [you can create one](#). If you create a new account, your next step will be to [join an organization](#).
2. Once you are logged in to your account, click 'New Survey' from your Dashboard to create and complete a CDP for your most recent fiscal year.
3. Enter data using your board-approved financial audit/review or year-end financial statements.
 - a. If your organization is not audited/reviewed, enter data based on board-approved, year-end financial statements.
 - b. DO NOT enter project budgets, budgets for future years, or data from incomplete or not-yet-approved audits/reviews/financial statements.
4. As you enter data, address any errors that appear on the screen. When you are finished entering data and all errors have been addressed, the Check and Complete button on the page will turn orange. Click on that to complete your CDP. If you need assistance with any of the errors, call DataArts' Support Center at 1-877-707-3282.
 - a. Once your CDP clears the error check, you will be prompted to generate a Funder Report
 - b. Enter 'City of Culver City Cultural Affairs' and click Find
 - c. After clicking the 'View' dropdown, select 'Submit Data.' This step means you are giving The City of Culver City permission to see your data. While a Funder Report will generate, it will NOT be automatically sent to The City of Culver City. You must submit the PDF Funder Report to The City of Culver City with the rest of your application materials.
 - d. You can also find [a video of step by step instructions here](#).

Provide notes to explain any significant financial or other variances reflected in the applicant's DataArts report. Applicants are strongly encouraged to explain significant variances, to explain a deficit or surplus, to describe plans to retire a deficit, or to use a surplus. Unexplained budget or attendance variances may result in poor reviews or scores.

The completion of the DataArts CDP will require an investment of time. A number of resources are available to help applicants, including an online [KnowledgeBase](#), [training videos](#), [data literacy courses](#) and assistance from the Support Center during regular business hours.

For new users who need assistance in completing a Cultural Data Profile or current users who need guidance using the new platform, there are frequent online orientation trainings through the DataArts website. You can register for the Orientation to the DataArts Platform through the [training calendar here](#). You can also listen to a recording of the latest online orientation [here](#).

Applicants should direct questions concerning the DataArts Cultural Data Profile to:

DataArts Support Center Toll Free: 1-877-707-3282
Email: help@culturaldata.org

The DataArts Support Center is available Monday – Friday from 6:00 AM to 5:00 PM PST.