

# Community Arts Grant Request for Proposals Information Session

**November 20, 2023**



MAYOR'S OFFICE OF  
**RECOVERY  
PROGRAMS**  
BALTIMORE CITY

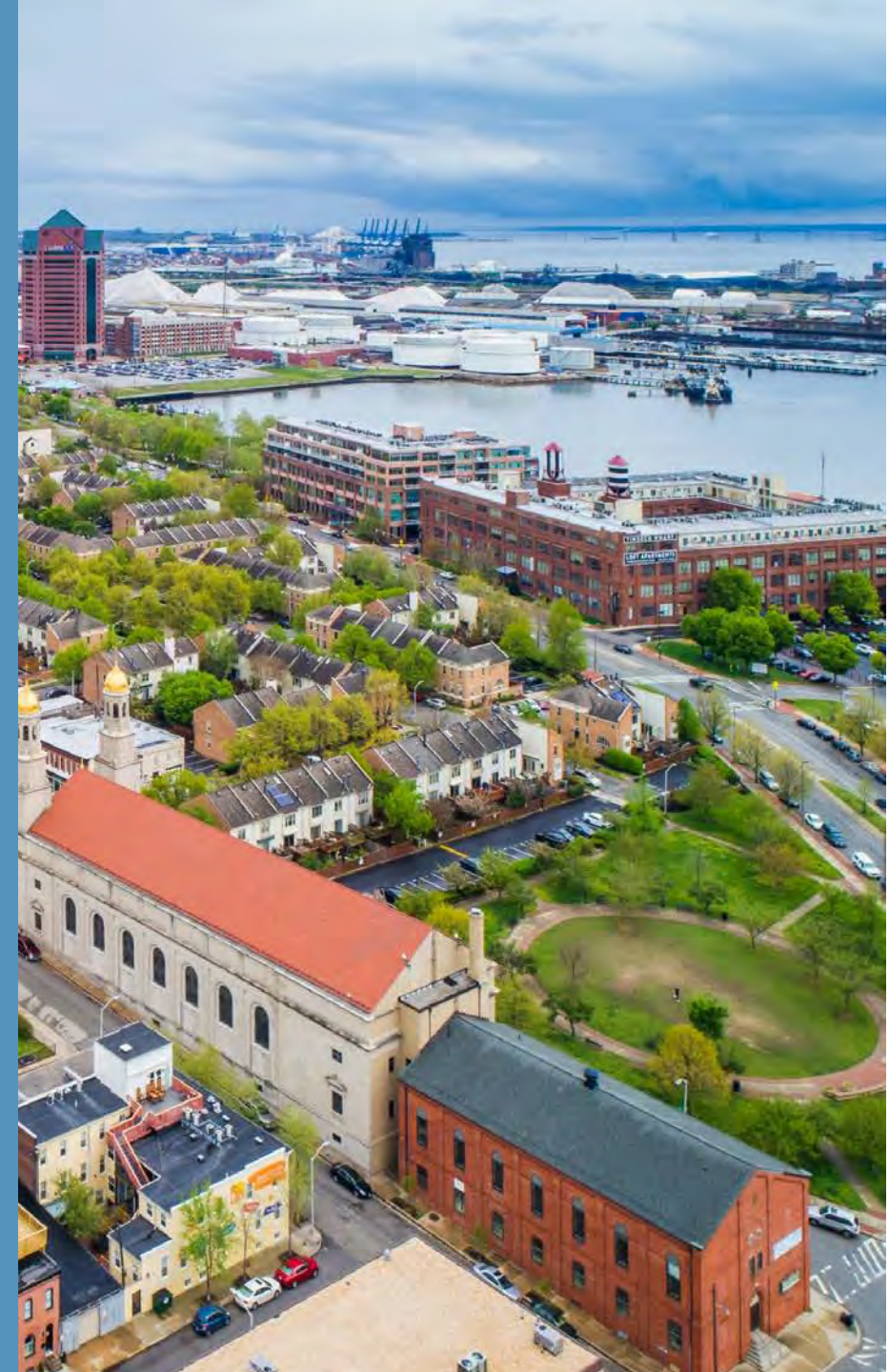


United Way  
of Central Maryland



# Agenda

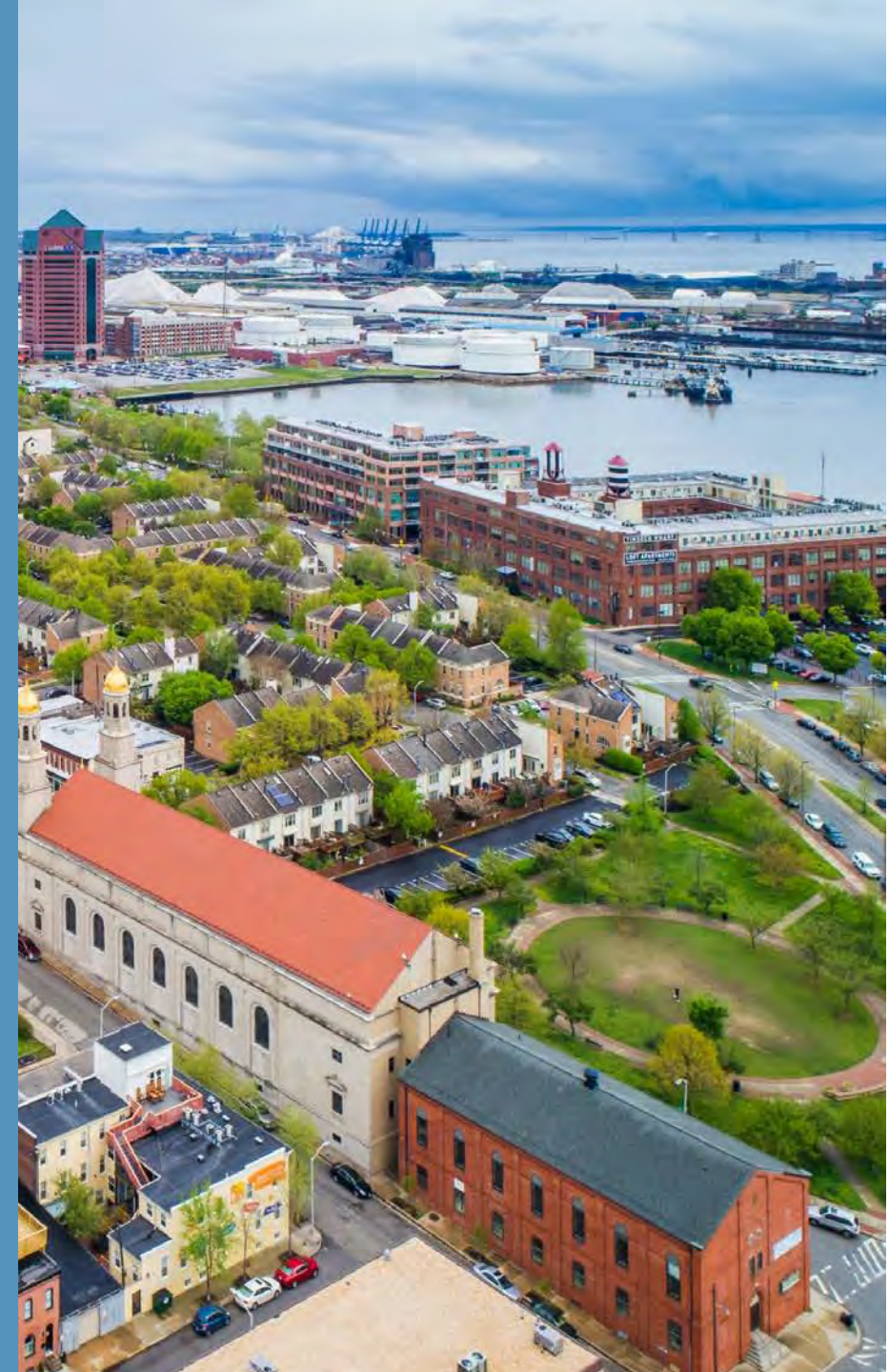
- Overview of Grant Opportunity
- Eligibility
- Funding Priorities / Selection Criteria
- Eligible Activities / Eligible Costs
- Award Parameters
- Application Process
- Q & A





# Introduction

- Introductions
- Recording Today's Session
- Welcome from Mayor's Office
- Welcome from Franklyn Baker, President & CEO, United Way of Central Maryland



# Background on the American Rescue Plan Act



## AMERICAN RESCUE PLAN BECOMES LAW

President Biden signed the American Rescue Plan Act (ARPA) into law on March 11, 2021. The U.S. Department of Treasury launched State and Local Fiscal Recovery Funds (SLFRF) which provides millions of dollars to state, local and tribal governments to respond to the COVID-19 pandemic.



## TREASURY ALLOCATE S FUNDING

The U.S. Department of Treasury allocated \$641 million to the City of Baltimore and released guidance related to the use of funds. By law, **all funds must be committed by December 31, 2024 and fully expended by December 31, 2026.**



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# Community Arts Grant

## Purpose

Grants to existing arts organizations to sustain and expand the work they do to provide quality art experiences to Baltimore City residents.

- Ensure art organizations continue to thrive and advance richness and diversity of art experiences and activities.
- Increase access to art for underrepresented & marginalized individuals/groups.
- Help arts organizations maintain strong and stable arts infrastructure.



# Community Arts Grant

## ELIGIBILITY

- Arts Organization – must exist primarily to create, educate, preserve, and/or present arts and/or arts/ cultural programming.
- Located within Baltimore City.
- May not be a nationally-owned franchise.
- Produce or present projects or programs that are available to the public.
- 501(c)3 tax status (may use a fiscal agent/sponsor).
- Established prior to July 2019.
- Negatively impacted by COVID-19 pandemic.



# Community Arts Grant

## ELIGIBILITY

- Have a Unique Entity Identifier (UEI) or have applied for one
- Have a valid Employer Identification Number (EIN)
- Demonstrate you have the ability to responsibly manage grant funds
- In “Good Standing” with the State of Maryland
- Must submit required documents
- Only **one** application per organization



# Financial Document Submission Required

Applicant's (or Fiscal Agent's) Annual Gross Income from Charitable Contributions	Financial Document Required
<b>\$750,000 or more*</b>	<b>Financial Audit</b> (performed by independent auditor)
<b>Between \$300,000 and \$750,000*</b>	<b>Financial Review</b> (performed by independent auditor)
<b>\$300,000 or less</b>	<b>Internal Financial Statement</b> (Form 990 and Profit/Loss Statement)



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# Application Dates

Activity	Date
Grant Application Open	November 9, 2023
Grant Information Session	<b>Monday, November 20, 2023, 2:00 – 3:30 p.m.</b>
Deadline for Submission of Questions	Monday, November 27, 2023, 5:00 p.m. EST
Final Q&A Posted on the UWCM website	Monday, December 4, 2023
Grant Application Submission Deadline	<b>Monday, December 18, 2023, 5:00 p.m. EST</b>
Grant Decisions Announced	Late February 2024
Grant Period	<b>April 1, 2024 - March 30, 2026 (Two Years)</b>

# Application Types

## Capital Projects

- Small capital improvements and/or purchases of permanent equipment for organization's venue/facility.
- \$10,000 to \$500,000

## Project/Operating Support

- Expenses directly related to sustaining/expanding arts programming
- \$10,000 to \$500,000
- Maximum amount based on annual operating costs

# Eligible Costs

## Capital Projects

- Capital Improvements
- Personnel (i.e. Project manager)
- Equipment (useful life > 1 year and per unit cost = or > \$5,000)
- Materials and supplies
- Surveys, permits, design costs, etc.
- Admin up to 10% of personnel costs only

## Project/Operating Support

- Production costs
- Marketing & Promotion
- Capacity Building activities (i.e. professional development)
- Materials and Supplies
- Equipment (max. \$5,000 of total budget)
- Admin up to 10% of Total Modified Direct Cost

# Administrative Costs

- Costs that don't directly relate to the project
- Overall costs of running the organization
  - Building leases/rent
  - Utilities
  - Internet and phone
  - Office supplies and equipment
  - General Management
  - Finance/Accounting



# Parameters – Project/Operating Support

- Applicant organizations may apply for funding that is **equal to or less than 1/3 of the organization’s current annual operating budget—not to exceed the maximum request amount.**

Annual Operating Budget	Minimum Request	Maximum Request
\$25,000	\$10,000	\$10,000
\$450,000	\$10,000	\$150,000
\$2,000,000	\$10,000	\$500,000

# Parameters – Capital Projects

- Minimum total grant request is \$10,000 and the maximum total request is \$500,000.
- No parameters on the amount of funding an applicant may request based on the organization's annual operating budget, **however...**
- Applicants must demonstrate they have the capacity, plans and resources needed to complete the capital project being proposed within the grant period.

# FUNDING PRIORITIES

Priority will be given to Organizations that:

- Have not received funding for arts programs from the City of Baltimore in the prior fiscal year.
- Are led by Black, Indigenous or People of Color (BIPOC).
- Primarily serve minority and/or marginalized communities.
- Provide arts programming that promote cultural diversity, inclusivity, and social impact.
- Have demonstrated ability to collaborate with community partners and engage diverse audiences.



# Selection Criteria - Capital Projects

1. How improvements or purchases will position the organization to provide enhanced quality of performances / support the audience experience.
2. COVID-19 impact on applicant.
3. The extent to which the improvement or equipment purchase will enrich Baltimore City's art community.
4. Potential to reach new and diverse audiences and/or participants.
5. Project is achievable, based on the project's scale, the existence of project management support and the proposed timeline.
6. Need for/status of additional funds needed to complete project (awarded and pending).





# Selection Criteria – Project/Operating Support

1. History of quality, successful, relevant and/or innovative artistic projects.
2. COVID-19 pandemic affect on applicant.
3. The project is well planned and shows promise of positive impact for Baltimore City residents.
4. Project achieves broad and diverse participation across Baltimore City communities, including areas that are challenged or have a higher concentration of underrepresented individuals/groups.
5. Project is relevant and/or innovative and enriches Baltimore City's culture.
6. Timeline is achievable, and the budget is realistic and aligns with the proposed project.



# Application Review Process

All applications will undergo a three-step review process: 1. Technical Review; 2. Community Review; and 3. Final Determination.

## 1) Technical Review

- Ensure each applicant meets all eligibility requirements and the application is complete.
- Includes the submission of the required documents, as outlined on pages 3-4 of the RFP.
- Does not include comments on the narratives or submitted budget.
- Applicants found to be “complete and eligible” will advance to the Community Review.
- If “incomplete”, applicants will be notified and given a short period of time to provide missing documents/information.



# Application Review Process

## 2) Community Review

A community review panel will be recruited with an emphasis on people who live or work in Baltimore City and/or who have relevant experience with the arts. Each reviewer will receive training and must complete a Conflict-of-Interest Form.

## 3) Final Determination

United Way and the Baltimore City Mayor's Office of Recovery Programs (MORP) will review the feedback, recommendations and scores by the Community Reviewers and determine final recommendations for funding. All applicants will be notified of the result of their application.



# QUESTIONS?

- If you have a question regarding the REQUEST FOR PROPOSALS (RFP), please type it into the Chat
- <https://www.uwcm.org/funding-opportunities-for-organizations>



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# Application Top Eight Tips

1. Read the questions thoroughly and use the prompts as a pattern for your responses.
2. Draft narrative in a Word document and cut and paste it into application.
3. Be clear – do not assume the application reviewers know anything about your organization. (i.e., explain acronyms, stay away from industry jargon)
4. Be succinct and pay attention to character limits.



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# Application Top Eight Tips

5. Put the information in the right places.
6. Consider how you will measure your project's success and include this in the applicable questions. (SMART goals)
7. Link your budgeted expenses to proposed project activities.
8. Ensure your submitted application is easy for the application reviewers to understand and score. A disconnected application may impact your score.

# Application Walkthrough

UWCM Grant Portal: *CommunityForce*

<https://uwcm.communityforce.com/Login.aspx>



# Grant Portal – things to remember

- Save work when leaving sections
- Must answer all required questions\*
- Narrative sections have word limits
- Some fields are restricted (number only, # of digits, etc.)
- To submit– all sections must be 100% complete, including:
  - Yes/No questions – even if answer is “no”
  - All required attachments





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# THANK YOU

Visit [uwcm.org/funding-opportunities-for-organizations](https://uwcm.org/funding-opportunities-for-organizations) for more information



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