



OPERATING GRANT I & II  
FY 2021–2022 GUIDELINES

<b>Application and Guidelines:</b>	The application can be submitted to the Art Council’s website, at: <a href="https://artslb.org/programs/grants/grant-applications/operating-grant-application/">https://artslb.org/programs/grants/grant-applications/operating-grant-application/</a>
<b>Deadline</b>	<b>Thursday, September 30, 2021 at 5 p.m.</b>
<b>Submission Instructions</b>	<b>All applications must be submitted online:</b> <a href="https://artslb.org/programs/grants/grant-applications/operating-grant-application/">https://artslb.org/programs/grants/grant-applications/operating-grant-application/</a> <ul style="list-style-type: none"><li>• All submitted files must be named in the following file format: <b>Organization Name_File Name</b>. (Examples: ACLB_Application, ACLB_Artistic Documentation, ACLB_Budget, etc.)</li><li>• <b>All artistic documentation must be submitted as one PDF</b> file with embedded links to videos and audio files. If you need assistance with this please contact the Arts Council for technical assistance at least two weeks before the application deadline.</li></ul>
<b>Disqualifying Omissions:</b>	Any omission of a required component of the application may be grounds for disqualifying an application.
<b>Late Submissions:</b>	No new or revised application information will be accepted after the deadline.
<b>Questions?</b>	Judy Estrada, Marketing & Grants Manager Email: <a href="mailto:grants@artslb.org">grants@artslb.org</a> Phone: (562) 435-ARTS (2787)

## **ARTS COUNCIL FOR LONG BEACH**

ARTSLB was founded by the City of Long Beach in 1976 as the Public Corporation for the Arts, becoming a 501(c)(3) organization in 1982. ARTSLB is a dynamic organization that receives and distributes public funds, and also raises funds through private donations, foundations, corporations and contracts for services.

### **Vision**

The vibrant arts scene makes Long Beach the premiere destination for residents, businesses, students and visitors.

### **Mission**

The Arts Council for Long Beach cultivates the physical, social, and economic characteristics of Long Beach neighborhoods by nurturing and enlivening the arts. We serve individuals, groups, and organizations through advocacy, arts education, public art, and grant making within the city of Long Beach.

We practice profound inclusion as a collaborator and convener for the benefit of all communities.

### **Values**

Equitable, Collaborative, Belonging, Inclusive, Diverse, Educational.

## **PROGRAM DESCRIPTION: OPERATING GRANTS I & II**

Operating Grants I & II provide unrestricted, operating support to Long Beach-based arts and cultural organizations whose primary mission is to collect, preserve, present and/or commission exemplary works of art (e.g., art exhibitions, film and/or media arts, theatre, dance and/or musical performances). Works of art must be of regional significance, for the benefit of the general public and provide educational opportunities that enable audiences to better understand and appreciate the arts.

## **PROGRAM GOALS**

- Artistic
  - Encourage the development of long-term, quality artistic programs
  - Support the development of innovative, creative and unique projects or programming that challenges audiences and participants
- Organizational Management
  - Support best practices in organizational management, including long-term planning, accountability, fund development, transparency, evaluation, appropriate qualifications of board and staff and other professionals, and overall fiscal health
- Community Impact
  - Support organizations that identify community needs and demonstrate a commitment and ability to meet needs through planning and program delivery
  - Support the development of new audiences
  - Support organizations that foster and enhance tourism and/or work to create a larger market or audience for an artistic discipline

In Fiscal Year 2018–2019 there were five grants awarded for OPG I with award amounts ranging from \$5,000 to \$6,000. There were six grants awarded for OPG II with award amounts ranging from \$22,000 to \$25,000.

## STAFF ASSISTANCE

Staff is available on a limited basis to offer guidance and clarification in preparing your proposal. Be sure to contact staff far enough ahead of the deadline to ensure you can be accommodated.

Contact Arts Council for Long Beach at (562) 435-ARTS (2787) ext. 102, or [judy.estrada@artslb.org](mailto:judy.estrada@artslb.org).

## WHO MAY APPLY

Eligible applicants are Long Beach-based arts and cultural organizations whose primary mission is to collect, preserve, present and/or commission exemplary works of art (e.g., art exhibitions, film and/or media arts, theatre, dance and/or musical performances). Eligible applicants produce works of art that are of regional significance, for the benefit of the general public and that provide educational opportunities that enable audiences to better understand and appreciate the arts.

## ELIGIBLE APPLICANTS

Eligibility Requirements – Arts Council staff will verify that all requirements are met before applications are reviewed by the panel.

Organizations must meet the following:

- Nonprofit 501(c)(3) charitable organization
- Primary mission of offering arts or cultural programs to the public at large
- Minimum of three years of programming experience in Long Beach
- Artistic disciplines that include visual, audio, literary, media or performing arts
- Confirmed 2021–2022 program schedule and secured venue(s)
- Qualified professional artists and professional arts administrators in program planning and delivery
- A board of directors that meets regularly and holds an annual election of officers with a minimum of 80% of members who live or work in Long Beach
- Ongoing education programs for Long Beach Unified School District and Long Beach residents
- Organizations may only apply for one Arts Council annual grant category: Operating Grant I, Operating Grant II, Community Project Grant or Professional Artist Fellowship
  - For Operating Grant I:* organizations with total annual revenue between \$250,000 and \$1 million for the last completed fiscal year
  - For Operating Grant II:* organizations with total annual revenue of more than \$1 million for last completed fiscal year
- Annual audit conducted by a certified public accountant for OPG II
- Produce works of regional, national and/or international recognition
- Foster and enhance cultural tourism and/or works to create a larger market or audience for its particular arts discipline
- Maintain active membership, in related regional, state or national professional arts and cultural organizations

## FUNDING POLICIES FOR OPERATING GRANT I & II

### WHAT WE DO NOT FUND

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| Ineligible Organizations | <ul style="list-style-type: none"><li>• City operated organizations or organizations who receive direct City funding from general fund</li><li>• Organizations whose primary mission is to provide support to another nonprofit 501(c)(3) organization</li><li>• Organizations with executive management who currently are Arts Council for Long Beach staff or serve as members of the Board of Directors or have immediate family member connections to the Arts Council for Long Beach staff and its Board of Directors</li><li>• Applicants with incomplete grant contracts funded by Arts Council for Long Beach in previous five (5) years</li><li>• Non-arts or non-cultural organizations</li><li>• Elementary and secondary schools and school districts</li><li>• Colleges, universities and venues or organizations on college or university campuses not possessing independent nonprofit status</li><li>• Organizations headquartered outside the City of Long Beach</li></ul> |
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| Ineligible Expenses | <ul style="list-style-type: none"><li>• Out-of-town travel or activity expenses</li><li>• The purchase of works of art</li><li>• Capital expenditures including permanent equipment, land, buildings or construction services</li><li>• Fundraising events or organizations whose primary mission is fundraising</li><li>• Trusts or endowments</li><li>• Debt reduction efforts or ongoing deficit operations</li><li>• Programs with religious or sectarian purposes or that are part of scheduled religious services</li><li>• Expenses incurred before the start date of the grant contract</li><li>• Programs which aid or service political campaigns or political groups</li><li>• Programs not accessible to the public</li><li>• Schools, school districts, colleges or universities</li></ul> |
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### MATCHING FUNDS

All Operating Grant I & II recipients must provide a dollar-for-dollar (1:1) match for the 2021–2022 Fiscal Year. The cash match may be from corporate or private contributions; County, State or Federal governmental grants; or earned income. Funds from the City of Long Beach and/or in-kind contributions may not be used to meet the Arts Council for Long Beach matching funds requirement.

## **DATA ARTS – CULTURAL DATA PROJECT (CDP)**

- Grantees to the Arts Council for Long Beach Operating Grant I & II category **are required to complete** a CDP profile once they have been awarded the grant.

## **USE OF QUALIFIED PERSONNEL**

Arts Council for Long Beach requires that qualified professional artists and/or professional arts administrators be involved in program planning and implementation in order to provide quality arts and cultural programs. To determine if your organization meets this eligibility requirement, the artists or professional arts administrators involved with program planning and implementation will possess one or more of the following:

### Professional Artists

- Education or training in the arts disciplines of the proposed programs
- Recognition in the artistic disciplines (i.e., awards, commendations, reviews)
- Experience as a community artist for one or more arts organizations
- For in-school projects only: experience with the CA Content Standards, including the Visual and Performing Arts (VAPA) Standards

### Professional Arts Administrators

- Education or training in arts administration
- Documented experience in producing and executing similar programs

## **APPLICATION REVIEW PROCESS**

### *HOW FUNDS ARE DETERMINED*

- Arts Council for Long Beach staff reviews all applications for eligibility and completeness. If an application is late, incomplete, faxed, emailed or otherwise deemed ineligible, Arts Council staff will notify the applicant.
- Independent grant review panels are assembled each year and facilitated by Arts Council for Long Beach staff. Panels are comprised of regional arts professionals, community members and representatives from the Arts Council for Long Beach Board of Directors.
- Review panels consider all applications, artistic documentation and support materials. Each proposal is scored and ranked from highest to lowest total average. Funding recommendations are then made based on ranking and according to the amount of available funds. Not all applicants receive funding.

- Applicants do not need to request an award amount. Recommendations for funding are based on a dollar per point formula according to the funds available for distribution.
- Funding recommendations are made by the review panel to the Arts Council Board of Directors' Allocations Committee. The Allocations Committee reviews panel scores and rankings and then brings the recommendations to the Arts Council for Long Beach Board of Directors who then ratifies the funding levels. All grants must be approved by the Arts Council for Long Beach Board of Directors.
- If any and/or all of the recommended awards require adjustments due to changes in City funding, the Arts Council for Long Beach Executive Committee will make award adjustments following adoption of the City of Long Beach budget.
- There is limited funding available for distribution. Many worthy programs, organizations and artists cannot be funded. The receipt of past funding, organizational fiscal need or the merit of an applicant is not a guarantee of funding. City of Long Beach funding supporting the 2021–2022 Grant Programs is not confirmed until the adoption of the City of Long Beach budget.

*PUBLIC INFORMATION*

- The Arts Council for Long Beach grant review process is an open and independent process. During the grant panel review and following approval processes, the merits of the proposals and the accomplishments of the artists and organizations are thoroughly discussed. Applications will be compared to other proposals within the same category, as well as appraised within the context of the applicant’s arts or cultural discipline or field. Results will not be confidential.
- Grant awards may be subject to tax regulations. Arts Council for Long Beach cannot advise recipients about tax deductibility of all or any portion of a grant. Applicants should obtain counsel from a licensed tax consultant or a local Internal Revenue Service (IRS) office.

**CRITERIA FOR EVALUATION**

Each Operating Grant application will be evaluated, scored and ranked based on the following criteria:

Artistic Merit as demonstrated by (Section III: #1, 2, 5, 6, 8 and 9; Section IV and X).....20 points

- Artistic quality of programs and artistic merit
- Innovative, creative, diverse and uniqueness of programming
- Activities that further the applicant's overall organizational mission, goals and objectives

Organizational Management as demonstrated by (Section III, V, VI, VII, VIII and IX).....20 points

- Ability to match the grant request on a one-to-one basis as described in the match section of this application
- Qualifications of staff and/or artistic personnel
- Sound management structure and decision-making process
- Short and long-range planning capabilities
- Qualifications and effectiveness of board in relation to best practices

- Evidence of strong fiscal controls and accountability
- Evidence of diverse funding sources and overall financial stability
- Track record in promoting and completing previously funded grant programs
- Full and accurate disclosure of financial information
- Quality grantsmanship (follows guidelines; provides proper documentation; timely submission of previous grant reports and other required documents; spelling, grammar, application and accompanying materials are correct, neat, legible and appropriate; has fulfilled all requirements of previous Arts Council for Long Beach grants)

Community Impact as demonstrated by (Section III: # 4, 9 and 10; V and VII).....20 points

- Community need for the organization’s artistic programs, given the audiences, geographic areas, groups or communities served
- Short-and long-term impact of the organization on the identified community/core audience
- Provision of accessible programs to residents and visitors to Long Beach
- Use of administrative and artistic personnel that represent the diversity of Long Beach
- Organization makes use of strategies or mechanisms to ensure broad community representation in planning, leadership and programs

Total points possible.....60 points\*

\*An application receiving 45 points or less may not receive funding.

**APPLICANT PRESENTATION**

Applicants to the Operating Grant I and II categories are no longer required to make a presentation and participate in an interview with members of the grant review panel.

In lieu of the presentation, the Arts Council for Long Beach asks for a digital presentation as part of the Artistic Documentation. The Arts Council suggests the following format for presentations: A 5-minute presentation about your organization’s mission, purpose, recent and future programs and other relevant information as a PowerPoint presentation or video.

**PANEL COMMENTS**

Arts Council staff documents the comments of grant review panels for its records and to share with applicants, upon request. Comments are available to applicants following the announcement of grant

awards. To receive panel comments, contact: Lisa DeSmidt at [judy.estrada@artslb.org](mailto:judy.estrada@artslb.org) or (562) 435-2787.

**ADDITIONAL NOTES**

*CONFLICT OF INTEREST POLICY*

- No active member of the Arts Council for Long Beach Board of Directors or staff shall sign a grant application.
- No staff or board member of an applicant organization shall serve on the independent review panel for the category in which the organization submits an application.
- Any grant panel member who has a potential conflict of interest must disclose it to Arts Council for Long Beach (and the other review panel members) prior to the panel review by completing a conflict of interest form.

**APPLICATION CYCLE TIMELINE**

Application & Guidelines Available	August 26, 2021
Application Deadline	<b>Thursday, September 30, 2021 at 5 p.m.</b>
Grant Panel	October 2021
Grant Notification Projected Timeline	<ul style="list-style-type: none"> <li>• September – City Council passes 2021–2022 budget</li> <li>• October–December – City Manager’s Office drafts new contract, confirms Percent for Arts Funding and establishes reporting deadlines.</li> <li>• January/ February 2022 – Contract and first payment distributed</li> </ul>

**WHAT COMES NEXT**



Contract with Arts Council for Long Beach	<p>Contracts are sent to selected grantees after the Arts Council receives its contract from the City of Long Beach. Contracts require grantees to:</p> <ul style="list-style-type: none"> <li>• Verify the 1:1 match requirement with cash revenues from contributions, grants or earned income at the time of the grant; AND</li> <li>• Acknowledge Arts Council for Long Beach and the City of Long Beach by using designated logos and by publishing “Supported in part by Arts Council for Long Beach and the City of Long Beach” on at least 50% of advertisements, programs, publications, displays, social media, website or other forms of public communication during the grant cycle; AND</li> <li>• Meet all other requirements established in the contract, including deadline and reporting requirements.</li> </ul>
Disbursement of payments	Operating Grant I & II payments are made in three installments. A payment schedule will be established in the contract.
Reports	Operating Grant I & II grantees are required to complete an Interim Report and a Final Report. A reporting schedule will be established in the contract.

**GETTING STARTED**

*COMPLETE THE APPLICATION*

- Found online at <http://artslb.org/programs/grants/organization-grants/>
- New applicants must schedule a consultation with the Arts Council Grants Manager prior to submitting an application.
- **All applications must be submitted to the Dropbox link:**  
<https://www.dropbox.com/request/JIH8UQFH3StyR0BjxFC8>
  - All submitted files must be named in the following file format: **Organization Name\_File Name.** (Examples: ACLB\_Application, ACLB\_Artistic Documentation, ACLB\_Budget, etc.)
  - **All artistic documentation must be submitted as one PDF** file with embedded links to videos and audio files. If you need assistance with this please contact the Arts Council for technical assistance at least two weeks before the application deadline.