

ARTS GRANTS FY20

PRINCE WILLIAM COUNTY
DEPARTMENT OF PARKS, RECREATION, AND TOURISM
MARCH 2019

GRANT PROCESS OVERVIEW

1. PWC BOCS determines funds available for arts grants each year, this money is allocated from PWC General Fund revenues.
2. Grants are administered through the Parks, Recreation, and Tourism Department.
3. Parks and Recreation Commission establishes Arts Grant Panel. Members will attend a Panel workshop for understanding responsibilities, scoring criteria, and review process.
4. DPRT staff (ASC) reviews applications for completeness and compliance with grant guidelines.
5. Grant Panel evaluates ONLY completed eligible applications, scores and recommends grant distribution.
6. DPRT Staff review distribution amounts for finalizing Panel recommendations
7. Parks and Recreation Commission reviews Panel recommendations and proposes recommendations to BOCS.
8. BOCS reviews and determines final approval early FY20, Payment processing follows.

BUDGET OUTLOOK

- Last year, \$193,000 in grants were distributed
- County Executive's proposed budget recommends grant funds at the same level
- This year, Board of County Supervisors adopts budget on April 30, 2019 at 7:30pm meeting; additional changes are possible
- See www.pwcgov.org/budget for more info

AM I ELIGIBLE?

- **Must be a non-profit organization with IRS designation as a 501(c)3 organization**
 - If your letter is more than 18 months old, request an updated letter from IRS
- **Visual, literary or performing arts mission**
- **Comply with Title VI & ADA regulations – signed Certificate of Assurance (original signature)**
- **Based in the Prince William region**
 - 80% of members/participants or 70% of services
 - Meet, rehearse, exhibit and operate locally
- **Membership in Arts Council *NOT* required**

WHAT DOES THE GRANT SUPPORT?

The Grant funds:

- Assist non-profit arts groups with general operations
- Support the stability and growth in local arts
- Encourage connection to students, the general public, varied audiences
- Foster partnerships between arts groups
- Support tourism efforts
- Improve the quality of life

INELIGIBLE ACTIVITIES NOT GRANT SUPPORTED

The Prince William County grants do not fund:

- activities restricted to an organization's membership
- cost of parties, receptions, fund-raising benefits, etc.
- activities that benefit primarily other jurisdictions outside of the Greater Prince William County area.
- activities and organizations that are wholly sponsored by commercial institutions, religious institutions, government agencies, public or private educational institutions
- college or university-based projects that are part of a required course or curriculum, or that do not involve and serve a significant non-student population
- general operating support for historic celebrations or community promotional activities
- work of individual artists; or a cost to benefit an individual
- elimination of existing debts
- Capital expenses
- Endowment funds, Scholarships, or prizes

GuideStar.org Registration Required

A best practice guide for collecting and sharing information about nonprofit organizations

Required (*) and Optional Information – (basic level)

Identification Information

Organization Name*, EIN*, Telephone, Fax, Mailing Address*

Payment Information

Legal Name*, EIN of Payable Organization, Payment Address*

Primary Contact

Name*, Title, Email*, Telephone

Organization Leader

Name*, Title, Email, Short Biography, Photo, LinkedIn URL

Organization Co-leader

Name*, Title, Email, Short Biography, Photo, LinkedIn URL

Board Chair

Name*, Company/Organization, Term Dates

Mission & Programs

Mission Statement*, Program Name*, Program Description*, Population Served*, Geographic Area Served*

Categorization

Keywords*, NTEE codes*

Brand

Logo*, Tagline*, Website URL* (or “Don’t have one”)

(2) APPLICATION TYPES

Applicants may apply to only one of the two categories.

GENERAL OPERATING

To assist organizations of artistic merit in fulfilling their mission by providing funds to encourage their advancement.

For organizations with 501(c) 3 status, no minimum annual budget is required.

NEW AND EMERGING

To provide seed money to new and emerging arts organizations that are less than three (3) years old.

For organizations with 501(c) 3 status or pending application, with established Board of Directors, and bylaws.

HOW MUCH CAN I APPLY FOR?

Spend grant funds only for purposes described in your application

- **GENERAL OPERATING ELIGIBLE PERCENTAGE**

If your annual budget is less than \$100,000, Request up to 20% of your most recently completed annual income amount

If your annual budget is \$100,000 or greater, Request up to 15% of your most recently completed annual income amount

- **NEW AND EMERGING ELIGIBLE AMOUNT OR PCT.**

Request up to 50% of your most recently completed annual income - OR - request for \$1000+

Grant eligibility is limited to the lesser amount of the two. If previously approved for this grant, grant eligibility may increase \$500 each approved grant cycle, up to maximum request of \$2500

GENERAL OPERATING GRANT FORMS

(2) APPLICATION FORMS TO CHOOSE FROM

The type of General Operating grant application form chosen depends on your annual level of previously approved grants

STANDARD (LONG FORM)

General Operating Standard (Long-Form) application is generally required for General Operating grants. More detailed narrative.

SHORT FORM

General Operating Short-Form application allowed when an organization has proved steadiness in their operations. Shorter narrative.

***3** STANDARD Approved consecutive applications



2 SHORT FORM Approved consecutive applications



SHORT FORM Approved consecutive applications

2



STANDARD Approved consecutive applications

1

SUBMISSION PROCESS

For ease of review by the Grant Panel, collate application materials into individual folders or clipped packets with a cover page indicating the following:

1. FY2020 PWC Arts Grants,
2. Applicant Name,
3. Grant Type

Note: If applicant does not submit identical applications as required, applications risk being declined for Panel review due to incompleteness. Application materials will not be accepted by fax machine or other electronic means such as e-mail.

APPLICATION EVALUATION

- The Admin Support Coordinator reviews each grant application for completeness and eligibility and serves as an observer when the Grants Panel meets to hold its Review. Ineligible applications are not reviewed by the Grant Panel but will be returned to the applicant with a brief explanation of denial.
- The Admin Support Coordinator provides copies of the grant applications to the Grant Panel.
- Grant Panelists independently review each application and have an opportunity to ask additional questions about the application prior to determining the final grant recommendations.

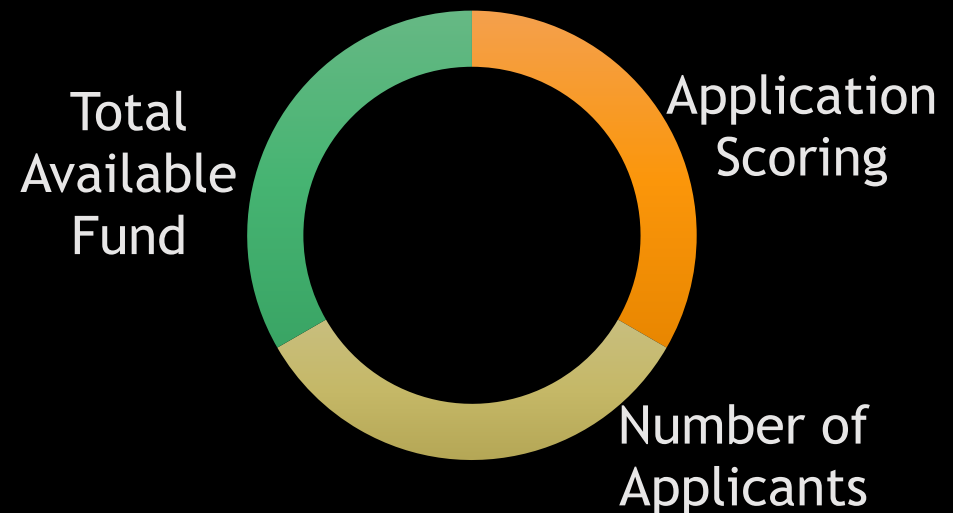
HOW MUCH CAN I RECEIVE?

GRANT AWARDS ARE SUBJECT TO AVAILABLE FUNDING FROM PRINCE WILLIAM COUNTY GOVERNMENT. **FUNDING IS NOT GUARANTEED**

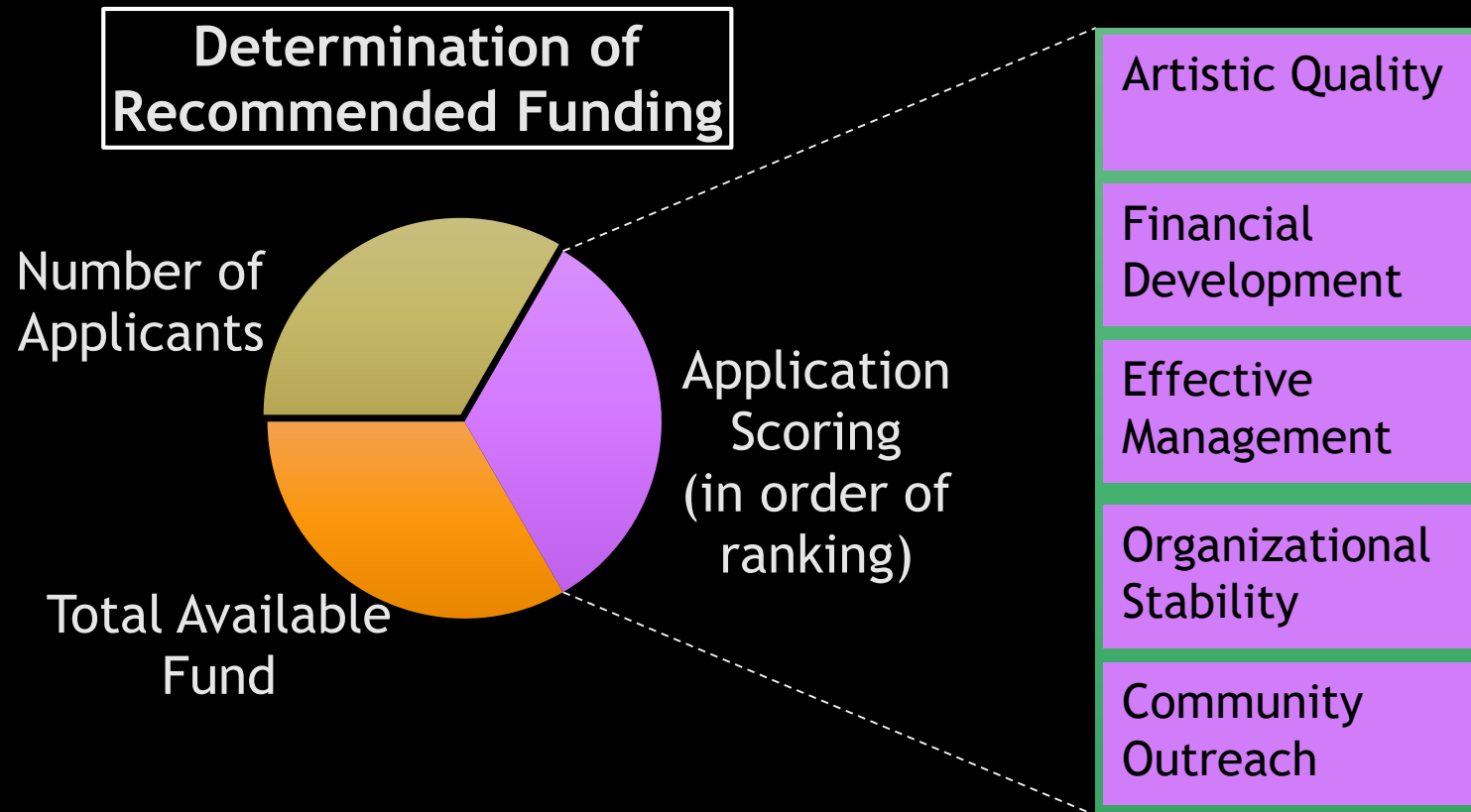
No single organization can receive more than 25% of the total available County funds.

Applications receiving an average score under 50% will not be funded.

Determination of Recommended Funding



SCORING CRITERIA



Grant Panel Invitations - Optional

Potential Applicants are encouraged to invite the Grant Panel to your organization event(s)
No forms of solicitation or persuasion involving any panel member allowed. Any questions pertaining to PWC Arts Grants process should be presented to the Admin Support Coordinator, EBGreen@pwcgov.org.

- **Option 1:** Prepare an event entrance VIP guest list to include each panel member name. All six individuals of the Panel must be included with no charge. Email EBGreen@pwcgov.org to confirm establishment of guest list and event flier/details to forward to Panel.
- **Option 2:** email (6) six complimentary e-tickets to EBGreen@pwcgov.org with subject “Panel Comp Tix”, for distribution or mail to: Admin Support Coordinator, 14420 Bristow Rd., Manassas VA 20112. The Panel Review meeting for accepted applications will take place the second week of May, please plan delivery of any possible event invitations accordingly.

NEW! STEPS TOWARD GRANT FUNDING

- Create Account and Register organization with GuideStar.org
- Prepare IRS letter

Step 1 Verify Non-Profit Status

Step 2: Application Submission

- Submit One Copy of current IRS letter verifying 501 (c) 3 status along with the grant application submission
- Submit seven (7) complete grant applications by April 19, 2019
 - **ALL SEVEN APPLICATIONS MUST BE IDENTICAL IN CONTENT**
 - Original signature of the Certificate of Assurance must be attached to at least one of the multiple submissions, copies of this form may be accepted for the remaining six applications

Step 3 Finalize for Payment

- Register as a PWC vendor for payment procurement
- If approved, Final Report Part I due by Feb. 1, 2020 and Final Report Part II due by July 12, 2020

Application Submission

- Application Submission
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- Application forms will be distributed at the grant workshop and posted at www.pwcartscouncil.org Additional copies may be requested by contacting the Admin Support Coordinator.
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- Applicants MUST submit the following:
- seven (7) IDENTICAL and complete applications,
 - signed Certification of Assurances must be attached to each application with **original signatures** on at least one of these form attachments (copies are accepted for the other six applications)
- one (1) copy of current IRS letter verifying 501 (c) 3 status
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- For ease of review by the Grant Panel, collate application materials into individual folders or binder clipped packets with a cover page indicating the following:
- FY2020 PWC Arts Grants
- Applicant Name
- Grant Type
-
- Note: If applicant does not submit identical applications as required, applications risk being declined for Panel review due to incompleteness. Application materials will not be accepted by fax machine or other electronic means such as e-mail.
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- Grant applications must be submitted attention to the Admin Support Coordinator, George Hellwig Admin Building 14420 Bristow Road, Manassas VA 20112, by 5 p.m. on Friday April 19, 2019.

HOW ARE GRANTS DISBURSED?

Awards for approved PWC Arts Grant Applications are distributed in partial payments with processing during the County's 2020 fiscal year and only after the approving signed resolution of Prince William County Board of County Supervisors.

- First partial payment is 70% of the award; funds will not be released to any organization with outstanding final report of previous grant year
- Final payment is the remaining 30% awarded beginning in PWC County mid-fiscal year; funds not released to any organization with outstanding final report part 1 of current FY20 grant cycle.

PREPARING YOUR APPLICATION

- Review General Policies thoroughly, be sure you are eligible to apply for the grant application/form chosen
- Check that you have registered successfully with GuideStar.org and have a non-profit profile
- Check that your IRS letter is dated within an 18 month period
- Review your financials carefully
- Do not include government grants, carry-over income, or in-kind donations in your total expense, and that you are requesting an accurate calculation for the amount request
- Address major financial changes in your application
- Verify that you have 7 COMPLETE and IDENTICAL applications to submit
 - NOTE: An incomplete grant submission, (i.e. missing applicable signature, date, narrative response, etc.) will NOT be considered by the Grant Panel
- Check that you have an original signature for one of the Certification of Assurances
- Have more than one person review final package

TIPS FOR WRITING GRANTS

- If Grant Panel cited any concerns with your organization or grant application for FY19, explain how your organization has addressed those concerns.
- Report geographic data about your audience at public activities (i.e. locality, zip code)
- High priority is given to organizations that show strong efforts to seek multiple funding resources
- Noting an amount for in-kind donations is valuable to the evaluation of your application.
- Show evidence of production value in your artistic presentations
- Explain other ways you have raised money excluding government grants

TIPS FOR WRITING GRANTS

- Show evidence of stability in financial management to further develop your organization
- Make sure that your budget is added correctly
- Make sure that your budget contains expenses for all components of the project
- Make sure that your budget can be understood by people not familiar with your organization
- Explain anything in your budget that may be misunderstood by panelists, such as an unusual expense
- Include an explanation for anything in the financial statements that needs additional information. For instance, if your statements show debt, include an explanation for how and when it will be paid off

IF APPROVED, GRANTEES MUST AGREE TO

- Spend grant funds only for purposes described in your application
- Maintain and provide access to financial records of grant
- Report major changes (activities, personnel, budget) in writing within 4 weeks of change
- Submit activity and financial reporting- final report is required in order to receive future grant funds

FUNDING CANNOT BE USED FOR ACTIVITY EXPENSES PRIOR TO JULY 1, 2019

- *Acknowledge support “partial funding has been provided by the Prince William County” in your promotional materials*

GRANT CYCLE AND TIMELINE

Activities for this grant period must be completed between July 1, 2019, and June 30, 2020

Timeline	
Application Submission Opens	March 19, 2019
Application Submission Closes	April 19, 2019
Panel Independent Review	Late April - Early May
Review Meeting	Early May
Parks Commission Review/Approval	Late Spring
Board of County Supervisors Review/Approval	Early Fiscal Year 2020
Grants Disbursement	Early FY20 and Mid FY20

CONTACT

Contact:

Janet LaFleur:

- 703-792-6189, jlafleur@pwcgov.org

Submission Deadline: 5:00pm April 19, 2019

Attn: Janet LaFleur

George Hellwig Admin Building

14420 Bristow Road

Manassas, Va 20112

