



Purpose

Assist organizations of artistic merit to fulfill their mission.

Description

General Operating Grants are intended to provide a base of operating support to arts organizations in the community in recognition of the valuable programs and services they provide. General Operating Grants also contribute to the permanence of these organizations in the community and help ensure diverse artistic offerings and experiences for residents.

Eligible Applicants

Organizations that meet all the basic eligibility requirements as stated in the PWC Arts Grants General Policies. **All applicant organizations not previously approved for the required number of General Operating Standard Form grant cycles must complete this application form**, the applicant is not eligible to submit the short form application. Form type requirements are as follows:

3 consecutive years of approved standard form, → 2 consecutive years of approved short form,
→ 1 consecutive years of approved standard, → 2 consecutive years of approved short form. Repeat

Eligible Activities

General operating expenses. Activities for the FY21 grant period must be completed between July 1, 2020, and June 30, 2021.

Application Submission Deadline

Questions about the application should be directed to the Nancy Kenny, 703-792-8782, NLKenny@pwcgov.org

Applicants MUST submit the following **by 4:59pm Friday, April 17, 2020**. NO EXCEPTIONS:

- **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

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:

1. FY21 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 e-mail.

Grant applications may be submitted in-person to front desk clerk (8am – 5pm) or by postal delivery, Attn: Nancy Kenny, George Hellwig Admin Bldg 14420 Bristow Road, Manassas VA 20112

Amount of Assistance

All grants are subject to funds available from Prince William County. **Grant funds are not guaranteed to any organization.** Activities must be completed July 1, 2020 through June 30, 2021. FY21 Arts Grants do not support activities prior to July 1, 2020.



Previous support for an organization does NOT imply future support. To be considered for award, applications must be submitted each year and if found complete and eligible for Panel review, are evaluated in relation to all applications within the same grant type.

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

Grant amounts for larger income-based organizations calculated through a mathematical formula based on total grant funds available and total number of eligible applicants to avoid any bias in determining a cap amount.

GRANT AWARDS ARE SUBJECT TO AVAILABLE FUNDING FROM PRINCE WILLIAM COUNTY GOVERNMENT AND AVAILABILITY OF FUNDING DOES NOT NECESSITATE ALL APPLICANTS BE FUNDED.

- 1) For organizations with annual budgets less than \$100,000, General Operating Grants are limited to 20% or less of previous year's eligible income as defined in the calculation on Page 7 of this application.
- 2) For organizations with annual budgets of \$100,000 or more, General Operating Grants are limited to 15% or less of previous year's eligible income as defined in the calculation on Page 7 of this application.
- 3) The percentage calculation is a maximum eligibility amount and should *not* be construed as a guarantee of funding.

Low priority will be given to organizations that do not show strong efforts to seek multiple funding resources. Previous support for an organization does not imply future support. Applications must be made each year and will be considered in relation to applications submitted by all organizations. All grants are subject to funds available from Prince William County.

Criteria for Evaluating Applications

Each grant application will be evaluated according to the following criteria:

Artistic Quality (Maximum of 30 points)

Artistic Management

- Qualifications and experience of professional (if any) and artistic staff
- Evidence of organizational planning and evaluation of its own artistic programs and commitment to mission

Program Development

- New or enhanced programming planned for grant year
- How new or enhanced programming will impact organization
- How production value is maintained or increased
- How the organization uses its art form to support young aspiring artists

Financial Development (Maximum of 25 points)

- Percentage of earned income to total income
- Financial management practices
- Financial documentation
- Diversity of funding sources
- Efforts to fundraise and/or secure multiple resources for funding

Effective Management (Maximum of 20 points)

- Board development – recruitment, orientation, evaluation, etc.
- Board responsibilities, including role in fundraising
- Organizational structure – established roles and responsibilities
- Qualifications and experience of professional/administrative staff and/or volunteers
- Strategic planning process and implementation
- Performance measurement – how the organization evaluates its programs/services and measures success



Organizational Stability (*Maximum of 15 points*)

Demonstrated organizational stability from year to year, particularly since last grant application.
Fulfillment of commitments for use of current year's grant funds (July 1, 2019 – June 30, 2020), if received.
Compliance with grant requirements and conditions during previous year.
Response to Grant Panel concerns, if any, from previous FY20 Arts Grants review.

Community Outreach (*Maximum of 10 points*)

Service to Community

- Target audience(s) and how you reach those audiences
- Efforts to expand existing audience and attract new audiences
- Efforts to include more diverse ethnicities of artists in your organization
- Efforts to reach a broader scope of diverse audiences including ethnicities and localities
- Planning of marketing initiatives to inform public of your services.

Service to Youth/Students

- Efforts to connect with students and schools
- Description of any partnerships with local school divisions and other educational organizations



Did you submit a Short-Form application last year? Yes No

How many approved Standard form G.O Grants have you received in recent consecutive years? _____

Name of organization _____

Address of organization _____

City _____ State _____ Zip code _____

Grant Contact Name _____ Title _____

Daytime Phone _____ Fax _____ E-mail _____

Date of Incorporation _____ Date of IRS 501(c)(3) status _____ Federal Employer ID # _____

Service to the Community

Organization has 80% members or participants from the community or 70% of services or programs offered within Prince William County, Manassas and Manassas Park?

Yes No *(see Guidelines. Explain if answer(s) is "no")*

Total Request of This Grant *(see calculation on bottom of Page 7)* \$ _____

The undersigned certifies to the best of his/her knowledge the information in this application and its attachments is true and correct; the filing of this application has been duly authorized by the governing body of the applicant organization; the applicant agrees to comply with all the grant conditions cited above. The undersigned further certifies that he or she has the legal authority to obligate the applicant organization.

Typed Name of Board President/Chairman

Signature

Typed Name of Board Treasurer

Signature

Typed Name of Executive Director *(if applicable)*

Signature



Application Instructions

Please type answers to all the following sections, following the numbered sequence. Identify your answers with both the heading and number of the section in bold type. Use a typeface of 10 points or larger. Use only 8 1/2" x 11" pages typed on one side. Do not exceed eight (8) pages of response text, excluding requested support documentation. Label the top of each application page with the name of the organization and the page number.

Narrative

Organizational Stability

1. Briefly describe major changes or developments, if any, experienced by your organization since the submission of your last grant application. This is an opportunity to let the Grant Panel know about any noteworthy successes, obstacles, or issues the applicant dealt with during the previous year and how this is affecting your organization.
2. If your organization received grant funds from Prince William County during FY20 grant year (July 1, 2019, to June 30, 2020), has your organization used the grant funds as indicated in that grant application? For example, have you conducted the activities, programs and services outlined in last year's application? If not, please explain why.
3. If the Grant Panel cited any concerns with your organization or application for FY20 Arts Grants review, please explain how your organization has addressed those concerns.

Artistic Quality

1. Artistic Management

- a. Provide a brief statement of your organization's mission or primary purposes.
- b. Provide the names, titles, and qualifications /experiences of key artistic personnel who will present, or direct this organization during the grant year. Resumes or biographical statements that support these positions in the organization must be attached or, if the positions have not been filled, provide job descriptions.
- c. Describe how your organization determines programming for each season. State how this programming is maintains or increases artistic production quality and commitment to your mission.

2. Program Development – New Grant Year

- a. Describe any new or enhanced programming planned for the grant year (*July 1, 2020, to June 30, 2021*).
- b. How do you expect this new/enhanced programming to impact your organization's artistic quality and accessibility?
- c. How do you use your art form to support young aspiring artists?

Community Outreach

1. Service to the Community

- a. Describe your target audience(s) and how your programming is directed to meet the needs of that audience.
- b. Describe how your organization works to expand your existing audience and attract new audiences of individuals not typically served, including those of diverse ethnic backgrounds and broader community localities.
- c. Efforts to include more diverse ethnicities of artists in your organization
- d. What efforts does your organization make to inform the general public of your programs? Do you plan any new or expanded marketing efforts for the grant year?
- e. Provide geographic data from the most recent year available regarding your audience at public activities (concerts, performances, classes, etc.). You can provide the data by zip code or by locality (city, county, etc.), depending on how you collect your data.

2. Service to Students

- a. Describe how your organization connects with students and young people in our community.
- b. Describe any services your organization provides or partnerships your organization has with local school divisions and other educational organizations.



Effective Management

1. What procedures are used to identify and recruit new Board members? What are the qualifications for Board members? How do you orient and train Board members?
2. Describe the duties and responsibilities of Board members. Describe your Board's involvement in fundraising.
3. Describe your organization's board/volunteer/staff structure and the responsibilities of each position (you may include an organization flow chart). How do you define and monitor the roles and responsibilities of those serving your organization?
4. Provide the names and qualifications /experiences of the persons who will manage or administer your organization in the grant year. Resumes or biographical statements that support these positions in the organization must be attached or, if the positions have not been filled, provide job descriptions.
5. Describe your organization's strategic planning process, including board and staff involvement. How are these planning processes implemented? If you do not have a strategic plan, please explain how your organization addresses long-range planning.
6. How does your organization evaluate its programs and/or services? What are your criteria for measuring success?

Financial Development

1. State the percentage of the total earned income (line 10 of Financial Statement) to total income (line 25). If this percentage is below 35%, explain what methods are being used to increase this percentage.
2. Describe your organization's financial management practices. Include procedures for:
 - a. Developing and approving budget
 - b. Signing of checks and expenditure approval
 - c. Frequency of financial reports that compare actuals to budget
 - d. Explain how you fundraise and/or seek multiple funding resources
 - e. In the event of a surplus in excess of 10% of your budget, what plans exist for these funds? In the event of a deficit, what plans exist to address this shortfall?
 - f. If your organization's eligible income has increased *or* decreased by more than 20% from one fiscal year to the next, please explain the reasons for this change. If eligible income *decreased* by 20% or more, how does your organization plan to address this declining income level?



Summary Financial Statement

Using the following format to complete the **Financial Summary**. Round all numbers to the nearest dollar.

Income Of Organization (Cash Only)

	Organization's Current Fiscal Year	Organization's Most Recently Completed Fiscal Year	Organization's Previous Fiscal Year
	From (date): _____ To (date): _____ Estimate thru year end	From (date): _____ To (date): _____ Actuals	From (date): _____ To (date): _____ Actuals
Revenue/Earned Income			
1. Admissions	_____	_____	_____
2. Participatory Membership dues/fees	_____	_____	_____
3. Fees paid for trips/tours	_____	_____	_____
4. Fees paid for uniforms	_____	_____	_____
5. Concessions/Product Sales	_____	_____	_____
6. Tuition, class, workshop fees	_____	_____	_____
7. Contracted Services	_____	_____	_____
8. Advertising Sales	_____	_____	_____
9. Other (itemize)	_____	_____	_____
	_____	_____	_____
10. Total Earned Income	_____	_____	_____
Support/Unearned Income			
11. Individual Contributions	_____	_____	_____
12. Business Contributions	_____	_____	_____
13. Foundation Grants	_____	_____	_____
14. Non-participatory Membership dues/fees	_____	_____	_____
15. Interest/Investment Income	_____	_____	_____
16. Other (itemize)	_____	_____	_____
	_____	_____	_____
17. Fundraising Activities (Gross)	_____	_____	_____
18. (specify for each activity)	_____	_____	_____
	_____	_____	_____
19. Government Grants	_____	_____	_____
20. PWC Arts Council	_____	_____	_____
21. Prince William County	_____	_____	_____
22. Manassas/Manassas Park	_____	_____	_____
23. State	_____	_____	_____
24. Federal	_____	_____	_____
	_____	_____	_____
25. Total Cash Income	_____	_____	_____
26. Carry over	_____	_____	_____
27. In-kind Contributions (\$ Value)	_____	_____	_____
a. Itemize	_____	_____	_____
	_____	_____	_____



Expenses Of Organization (Cash Only)

	Organization's Current Fiscal Year	Organization's Most Recently Completed Fiscal Year	Organization's Previous Fiscal Year
	From (date): _____ To (date): _____ Estimate thru year end	From (date): _____ To (date): _____ Actuals	From (date): _____ To (date): _____ Actuals
Personnel Expenses			
28. Administrative	_____	_____	_____
29. Artistic	_____	_____	_____
30. Technical/Production	_____	_____	_____
31. Consultant/Guest Artists	_____	_____	_____
32. Other (itemize)	_____	_____	_____
General/Administrative Expenses			
33. Office Rental	_____	_____	_____
34. Travel	_____	_____	_____
35. Telephone/Utilities	_____	_____	_____
36. Postage	_____	_____	_____
37. Administrative Supplies	_____	_____	_____
38. Printing/Duplicating	_____	_____	_____
39. Equipment (purchase/rental/repair)	_____	_____	_____
40. Bank/Loan Charges	_____	_____	_____
41. Other (itemize)	_____	_____	_____
Program Expenses			
42. Program Space Rental	_____	_____	_____
43. Marketing/Promotion	_____	_____	_____
44. Artistic Supplies	_____	_____	_____
45. Other (itemize)	_____	_____	_____
46. Fundraising Activities (specify)	_____	_____	_____
47. Total Expenses	_____	_____	_____
48. Net Income (Deficit)	_____	_____	_____

Calculate Eligible Income for General Operating Grant Request:

• Total income from most recently completed fiscal year (See <i>Line 25</i>)	\$ _____
• Less funds provided by Prince William County in same year (<i>Line 20</i>)	\$ _____
• Less funds provided by PWC, Manassas or Manassas Park (<i>Lines 21 and 22</i>)	\$ _____
• Less funds paid by members for trips/tours (<i>Line 3</i>)	\$ _____
• Less funds paid by members for uniforms required for participation (<i>Line 4</i>)	\$ _____
 = Equals total Eligible Income	 \$ _____
• General Operating Grant Requested (see Page 1 "Amount of Assistance")	\$ _____
Enter this amount as "Total Request" on Page 3	\$ _____



Additional Requirements

- 1) **Activities.** Use the following format and list all activities, including performances, concerts, exhibits, auditions, workshops, master classes, etc.
- a. The current FY20 cycle (July 1, 2019, through June 30, 2020).

Date	Activity	Location	# of Artists participating	Attendance (note estimates when necessary)

- b. Activities planned for the new grant year (July 1, 2020, through June 30, 2021). This provides important information about how your organization plans to use FY21 grant funds.

Date	Activity	Location	# of Artists participating	Attendance (note estimates when necessary)

- 2) **Financial Statement.** The year-end financial reports or an audit listing total income and total expenses for the most recently completed fiscal year. Applicants with annual budgets over \$250,000 are required to submit an opinioned, audited financial statement.
- 3) If the organization is required by the IRS to file a **Form 990**, submit the organization’s most recent Form 990.
- 4) A list of the current **Board of Directors/Trustees**, including addresses and full-time professions. Indicate officers of the Board.
- 5) **Evidence of Artistic Quality** such as reviews or letters of commendation indicating purpose and quality or organization’s programming.
- 6) Set of sample **Promotional Materials** for your organization’s current season.
- 7) Original Signature on at least one submission **Certification of Assurances form**. Also, keep a copy for your organization’s records.
- 8) ONE COPY ONLY of the letter from the **Internal Revenue Service**, dated within an 18 month period and showing your organization’s tax-exempt status attached in application submission.
- 9) ONE COPY ONLY of your organization’s current **Bylaws** attached in application submission.
- 10) **OPTIONAL:** A **CD or DVD** recording of a live program from the most recently completed year.