

Arts and Culture Grant

Guidelines 2024 - 2025 • General Support Grant



St. Petersburg Arts Advisory Committee Staff
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Purpose

The Arts and Culture Grants are intended to provide operating funds to eligible organizations that contribute to the vibrant cultural opportunities that serve the diverse citizens of the St. Petersburg community as part of the Mayor's Pillars for Progress focusing on arts and culture, as well as education and youth opportunities. The Arts and Culture Grants, in addition to supporting established organizations, will encourage fostering new or emerging artistic expressions and intentional inclusivity throughout the City of St. Petersburg.

Eligibility Requirements

Organizations applying to the City for funding shall:

- A. Be registered with the Florida Secretary of State as a non-profit organization;
- B. Be a Tax Exempt 501(c)3 organization whose primary mission, as identified by a mission statement or articles of incorporation, is arts or culture programming, arts or culture support, or arts or culture services unless applying under F(iii) below;
- C. Be in existence and providing services to the residents of the City for at least one year from the date of registration with the Secretary of State;
- D. Provide more than 50% of its programming within the City of St. Petersburg and have over 50% of its attendance taking place within the City of St. Petersburg for the organization's most recently completed fiscal OR calendar year;
- E. Have no outstanding debts to the City of St Petersburg; unless prior payment arrangements are in place and are current.
- F. The organization must:
 - (i) present arts/cultural programming, performances, or exhibitions **primarily for the benefit of St. Petersburg residents and its visitors;**
 - (ii) have a history, science, or children's museum that provides on-going arts/cultural programming, performances, or exhibitions **primarily for the benefit of St. Petersburg residents and its visitors;** or
 - (iii) be a non-profit organization that (1) has a facility specifically dedicated to the Arts and Culture Programming Unit and have at least one paid full-time permanent staff dedicated to that Arts and Culture Programming Unit and (2) presents arts/cultural programming **primarily for the benefit of St. Petersburg residents and its visitors** on an on-going, year-round basis for which the Arts and Culture Programming Unit has actual operations in excess of \$100,000 for the most recently completed fiscal year at the time of the application.

Second year option

Organizations that were successfully funded in the prior fiscal year and whose grants scored a 90 or above are eligible for a second-year option grant update without having to submit a complete application packet. This is optional and scores from the prior year will be used in the funding calculations for the current year.

To exercise the second-year option, applicants must submit the following online **via OpenGov** by **June 3, 2024**:

- A letter stating that the application from the prior fiscal year is true and correct and that you wish for your prior grant score to be used for funding in the upcoming fiscal year
- Statement of Position (Balance Sheet) for organization's most recently ended fiscal year
- Statement of Activities (Income Statement) for organization's most recently ended fiscal year
- A one-page update on your organization
- A current Certificate of Insurance naming the City of St. Petersburg as additional insured
- Policies and procedures document (including a complaint process) that address non-discrimination (if organization currently has this policy)

Applicants will be ineligible for second year option if you do not qualify for a grant (for example, the organization owes the City of St. Petersburg money, or the IRS determination has been revoked).

Funding Policies

Arts and Culture Grants will provide funding to assist underwriting general allowable operating expenses of art/cultural organizations during the specified fiscal year. Applications will be accepted annually.

Grant Request Limits

Operating budget thresholds are determined by actual (cash) operating revenues for the most recently completed fiscal year. Non-profit organizations that are not primarily arts/cultural organizations must base the grant request level on the actual operations expenses of the last completed fiscal year of the Arts and Culture Programming Unit within the larger parent organization.

Funding Level

Level 3. Organizations with budgets of \$500,000 or more are eligible to receive up to \$22,500.

Level 2. Organizations with budgets of \$150,000 to \$499,999 are eligible to receive up to \$15,000.

Level 1. Organizations with budgets of \$100,000 to \$149,999 are eligible to receive up to \$7,500 or a maximum of 10% of the most completed fiscal year's operating budget.

The amount of each category award will be determined by the Arts Advisory Committee following the final budget allocation determined by City Council in September. The Arts Advisory Committee's award and funding recommendations are subject to City Council approval.

Allowable Costs

Grant funds may be expended for the purposes of activities that occur or are obligated within the grant period of **October 1 to September 30**, and they are solely for the purpose of the operating expense(s) and can readily be identified as such.

Allowable Cost include the following examples:

- Salary support
- Marketing (promotion and publicity)
- Production costs
- Publications
- Artistic salaries and/or consultant fees including travel expenses
- Honoraria
- Equipment rental and expendable materials
- Non-expendable equipment up to \$1,000

Non-Allowable Costs

Grant funds may not be used for the following:

- Expenses incurred or obligated prior to or after the grant period
- Lobbying or attempting to influence federal, state or local legislation
- Contributions or donations
- Bad debts, contingencies, fines, penalties, interest or other financial costs of litigation
- Private entertainment, food/beverages, plaques, awards, or scholarships
- Projects which are restricted to private or exclusive participation
- Benefits and projects planned primarily for fundraising purposes
- Projects to reduce existing deficits
- Re-granting
- Capital expenditures including acquisitions, building projects or renovations
- Non-expendable equipment over \$1,000

Arts and Culture Grant Panel Review / Scoring

Eligible grant applications are distributed to the Arts and Culture Grant Panel acting as a subcommittee of the Advisory Committee. The Arts and Culture Grant Panel will review eligible applications, score and make final funding recommendations. The Panel will review and score applications of Level 1 organizations (Operating budgets below \$150,000) first and in the order of which the application was received. Level 2 and 3 applications will then be reviewed as one group and in the order in which the application was received.

The Arts and Culture Grant Panel meeting on Friday, **August 23, 2024** is open to the public. Applicants will be invited to answer questions posed by panelists before scores are given by the panelists. Therefore, applicant organizations are ***strongly encouraged*** to attend given that panelist scores may reflect panel questions and applicant answers given during the process.

Scoring and Allocation of Awards

The Arts and Culture Grant Panel will evaluate applications and recommend a score for each application. After panel review and discussion, final scores will be averaged. Applications must achieve an average point score of 80.0 of a possible 100 points to be eligible for funding.

It is strongly encouraged for applicants to view the Scoring Rubric that panelists will be using which is available for download on the [Arts Program grant page](#).

The average score will then be converted into a three-digit percentage and multiplied by the award category to calculate the potential grant award. In the case where there are not enough funds or additional funds are available after the potential awards have been calculated, the panel will decide how to calculate the reduction or increase of the potential awards.

Evaluation Criteria

The City of St. Petersburg grant application is nearly identical to the State of Florida's Division of Cultural Affairs grant application. The City strongly encourages applicants to apply to the [Florida Department of State - Division of Arts and Culture](#) for additional state funding.

Completing the Application

Applications must be submitted by 5:00 PM **June 13, 2024**. Second Year Eligible organizations must submit by 5:00 PM **June 3, 2024**. No late applications will be accepted.

For the links to applications for all grant levels, please visit the City's grant website at <https://stpetersburgfl.viewpointcloud.com/> and select **CoSP Arts Grant** to begin.

Required Attachments (preferably .pdf format)

- **Tables formerly in application are now separate documents to fill out and attach:**

- Operating Budget Summary*
- Proposal Budget Expenses*
- Proposal Budget Income*

** Blank forms for these required attachments are provided on the dashboard page when you begin your grant application. You need to download and fill them out separately, then save them to your computer. You will be prompted to attach them within the grant application.*

- IRS Letter of Tax Exemption
- Organization Diversity questionnaire (*prompted within the application*)
- Certificate of Insurance – must be current at time of application submission and renewed during fiscal year when expired, naming the City of St. Petersburg as additional insured
- List of current board members with addresses, phone numbers and affiliations
- **Financial Statements:**
 - Most recently filed IRS 990 / 990-EZ / 990-N
 - Statement of Position (Balance Sheet) – Most recently ended fiscal year
 - Statement of Activities (Income Statement) – Most recently ended fiscal year
- **and if applicable:**
 - Most Recent Audited Financial Statements
 - List of upcoming season – performances, exhibitions, programs with dates and venues
 - List of past season – performances, exhibitions, programs. with dates and venues
 - Policies and procedures document (including a complaint process) that address non-discrimination (see section F-2 of grant application)

Optional Support Materials

Support materials may be considered in the panel review and scoring so including them is highly recommended. Applicants are encouraged to submit support materials.

Support materials may include, but are not limited to:

- a letter from the Executive Director;
- brochures, programs, catalogs, photographs or other printed materials (include those with accessibility symbols);
- materials crediting the City of St. Petersburg for recent grants;
- recent support letters or reviews;
- long-range plan or status report;
- organizational chart;
- list of current board members;
- detail about in-kind; or
- video or audio work samples.

You may submit any combination of support materials. For example, you could submit:

- an organization chart;
- 2 video excerpts (less than 5 minutes each);
- 3 support letters;
- detail about in-kind contributions;
- a long range plan;
- 2 reviews;
- a concert program; or
- an example of a study material.

Please submit only high quality materials that support your application and only as many as you need.

It is your responsibility to verify and receive permission for the use of any copyrighted materials. You are also responsible for considering accessibility of your materials.

File Formats and Size

Panelists are not required to own specific software and the Department makes no guarantee that panelists will be able to view your digital materials. To increase the chances of file compatibility, make sure files are in one of the following formats:

- .pdf, .txt (documents)
- .jpg, .gif, .pdf (images)
- .mp3 (audio excerpts)
- .mp4, .mov (video excerpts)

You may receive an error message if your file is too large. If this occurs, the file cannot be included in your application.

BUDGET DEFINITIONS

Applicant Cash (\$)

Funds from "Applicant's" present and/or anticipated resources.

For the Operating Budget purposes, this line-item represents withdrawal from savings. This line item is often used to "balance the budget" when expenses exceed other revenues. It shows the applicant's ability to "pay the bills" for all expense items. If there are excess revenues, reduce this line to zero or only the amount needed to balance the budget. Negative numbers cannot be used to balance the budget.

Cash Reserves (\$)

For most organizations, this will be your savings account, other cash reserves or investments that are available to spend on general operations or programs. The "reserve" will usually increase when there are excess revenues for the year and decrease if there was a deficit. This is more a year end accounting function than actual day to day activity.

Government Support: Federal (\$)

Cash support derived from grants or appropriations given for this project (other than this grant request) by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to this project.

Government Support: Local/County (\$)

Cash support derived from grants or appropriations given for this project by agencies of the local or county government, or a proportionate share of such grants or appropriations allocated to this project.

Government Support: State Regional (\$)

Cash support derived from grants or appropriations given for this project by agencies of the state government and/or multi-state consortiums of state agencies, or a proportionate share of such grants or appropriations allocated to this project.

In-Kind Contribution (\$)

The documented fair market value of non-cash contributions provided by the grantee or third parties which consist of real property or the value of goods and services directly benefiting and specifically identifiable to the project.

Matching Funds

The portion of the project costs not borne by the City of St. Petersburg's Arts and Culture Grant..

Outside Fees and Services: Programmatic (\$)

Payments to firms or persons for the programmatic services of individuals who are not normally considered employees of "Applicant," but consultants or the employees of other organizations, whose services are specifically identified with the project or programming. Include artistic directors, directors, conductors, conservators, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, who are serving in non-employee/non-staff programmatic capacities.

Personnel: Administrative (\$)

Payments for salaries, wages, fees, and benefits specifically identified with the project or programming, for executive and supervisory administrative staff, program directors, educational administrators, managing directors, business managers, press and agents, fund raisers, clerical staff such as secretaries, typists, bookkeepers; and supportive personnel such as maintenance and security staff, ushers and other front-of-the-house and box office personnel.

Personnel: Programmatic / Artistic (\$)

Payments for salaries, wages, fees, and benefits specifically identified with the project or programming for programmatic personnel such as artistic directors, directors, conductors, conservators, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, puppeteers.

Personnel: Technical/Production (\$)

Payments for employee salaries, wages, and benefits specifically identified with the project, for technical management and staff, such as technical directors; wardrobe, lighting and sound crew; stage managers, stagehands; video and film technicians, exhibit preparators and installers.

Private Support: Corporate (\$)

Cash support derived from contributions given for this project (other than this grant request) by business, corporations and corporate foundations or a proportionate share of such contributions allocated to this project.

Private Support: Foundation (\$)

Cash support derived from grants given for this project or programming by private foundations, or a proportionate share of such grants allocated to this project or programming.

Private Support: Other (\$)

Cash support derived from cash donations given for this project or a proportionate share of general donations allocated to this project. Do not include corporate, foundation, or government contributions and grants. Include gross proceeds from fund-raising events.

Remaining Operating Expenses (\$)

All expenses not entered in other categories and specifically identified with the project. Include non-structured renovations, improvements, scripts and scores, lumber and nails, electricity, telephone and telegraph, storage, postage, photographic supplies, publication purchases, sets and props, equipment rental, insurance fees, trucking, shipping, and hauling expenses not entered under "Travel."

Remaining Proposal Expenses (\$)

All expenses not entered in other categories that are specifically identified with the project or programming.

Revenue: Admissions (\$)

Revenue derived from the sale of admissions, tickets, subscriptions, or memberships.

In the Proposal Budget the admissions must be for events attributable or prorated to the proposal.

Revenue: Contracted Services (\$)

Revenue derived from fees earned through sale of services (other than this grant request). Include sale of workshops, etc., to other community organizations, government contracts for specific services, performance or residency fees, tuition, etc. Include foreign government support.

Revenue: Other (\$)

Revenue derived from sources other than those listed above. Include catalog sales, advertising space in programs, gift shop income, concessions, parking, investment (endowment) income, etc. If this figure is unusual you may want to explain it in the comments.

Space Rental, Rent or Mortgage (\$)

Payments for rental of office, rehearsal, theatre, hall, gallery, and other such spaces. Do not include principal of mortgage, include interest only. Do not include rental of housing for guest artists or other persons traveling under the grant proposal (see definition for travel).

Total Operating Income (\$)

Gross operating income for the organization's last completed fiscal year. Governmental agencies may include all funds directly appropriated and administered by the applicant agency, as well as support services provided by the agency, which are directly attributed to the program. A detailed listing of these support services must be attached to the grant application operating budget and must be approved by and signed by agency budget officials. Do not include capital contributions or expenses in the operating budget.

Travel (\$)

Include fares, hotel, and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc.

For transportation not connected with travel of personnel and for trucking, shipping, or hauling expenses see "Remaining Operating or Proposal Expenses."