

NAPA COUNTY ARTS & CULTURE GRANT PROGRAM

Grant Award Recommendations

May 21, 2024

In Partnership with



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COUNCIL**
NAPA VALLEY
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PRESENTATION OUTLINE

- OVERVIEW OF GRANT PROGRAM
- FUNDING GOALS
- FUNDING CATEGORIES
- ELIGIBILITY & EVALUATION
- MAXIMUM GRANT REQUESTS
- GRANT AWARD RECOMMENDATIONS



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NAPA COUNTY ARTS & CULTURE COMMITTEE

Established by the Napa County Board of Supervisors in 2012

Composed of 8 representatives who conduct and oversee the grant program and make recommendations to the Board of Supervisors on grant awards

Napa County partners with Arts Council Napa Valley to advise on and implement the grant program



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GRANT PROGRAM GOALS

- Invest in organizations that benefit the community & draw visitors to Napa County
- Support organizations that demonstrate viability and dedication to the public interest
- Support organizations that promote a diverse array of objectives, including:
 - ✓ Populations Served
 - ✓ Artistic Discipline and/or Genre Representation
 - ✓ Cultural Representation
 - ✓ Geography
 - ✓ Public Impact
 - ✓ Accessibility



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GRANT PROGRAM FUNDING

Transient Occupancy Tax (TOT), also known as the “hotel tax,” funds the grant program and approximately **\$242,974** in TOT funds will be available for Fiscal Year 2024-25.

Tourism Generating Arts and Culture Grants: \$121,487

General Arts and Culture Grants: \$121,487



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FUNDING CATEGORIES

Main Category 1 – Tourism Generating Arts & Culture Organization: For organizations that earn at least 20% of their income from visitors or generate 20% of their patronage/attendance from zip codes outside of Napa County.

Subcategories:

- Capacity Building
- Special Programs and Projects
- Capital Improvement

Leadership & Professional Development: Provides support for nonprofit staff and boards in governance and management training, skills development, and professional coaching.

Main Category 2 – General Arts & Culture Organization: For organizations that primarily focus on arts and culture activities for residents of Napa County.

Subcategories:

- Capacity Building
- Special Programs and Projects
- Capital Improvement



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ELIGIBILITY & EVALUATION

Collaborative Requests: Nonprofit arts, culture &/or heritage organizations may partner on a Special Programs & Projects request in addition to their individual grant requests and Leadership & Professional Development requests. The maximum award amount is \$20,000, regardless of budget size and no more than \$10,000 per participating organization. Collaborative requests require approval from staff prior to applying.

Grant Application Scores: To be considered for the Committee's recommendation for funding, an application must score a combined minimum of 50 percent of total possible points. Applications will be scored using a rubric which will be available on the County's Arts & Culture Advisory Committee web page.

Partial Grant Awards: Grant awards may not be fully funded. An organization may be recommended for partial funding.



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CHANGES TO THE 2024-25 APPLICATION

- Evaluation rubric
- Collaborative grants: Both applicants must be non-profit arts, culture &/or heritage organizations
- Mandatory deductions for missing required paperwork (budget, workplan, etc.)
- Organizations must attest to having watched this workshop presentation video at point of submission
- Representative must attend 9:00 a.m. April, 22 committee meeting in person or online. (Please note that this will be in the Napa Library's Community Meeting room: 580 Coombs St.)



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MAXIMUM GRANT REQUESTS

Main Category 1 & 2:

- Applicants may submit a grant request for 2 of the 3 subcategories
- The maximum request is based on an average of the organization's annual operating (expense) budgets from the last 2 years.
- Applicants utilizing a fiscal sponsor - allotted amount based on grant requestor's independent project or capacity budget, not fiscal sponsor's operating budget.

Operating (Expense) Budget 2-Year Average	Maximum Request Amount
Small: up to \$100,000	\$7,500
Mid-Sized: greater than \$100,000 but less than \$500,000	\$17,500
Large: above \$500,000	\$27,500

Leadership & Professional Development Category:

- Maximum award is \$2,500, regardless of budget size.



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COMMITTEE RECOMMENDATIONS

- **Proposals received:** 25 proposals from 18 non-profit organizations
- **Total amount requested:** \$319,260
- **Amount available for award:** \$242,974
- **Recommendation:** \$242,753



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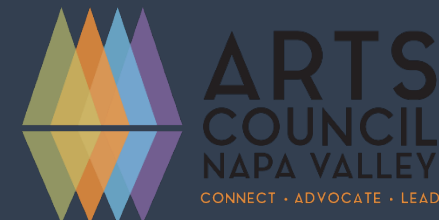
GRANT RECIPIENT RECOMENDATIONS

General category: For organizations that primarily focus on arts and culture activities for residents of Napa County.

- E&M Presents
- Napa Valley Unified Educational Foundation
- Bel Canto
- Nimbus
- American Canyon Arts Foundation
- Lunchtime Productions
- Napa Valley Arts Association
- Friends of the Cameo

Tourism catagory: For organizations that primarily focus on arts and culture activities for residents of Napa County.

- Napa Valley Festival Association
- Napa Valley Museum
- Music in the Vineyards
- di Rosa Preserve
- Napa County Historical Society



QUESTIONS



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