A Tradition of Stewardship
A Commitment to Service

NAPA COUNTY ARTS & CULTURE ADVISORY COMMITTEE

2023-2024 GRANT GUIDELINES

APPLICATION DEADLINE: February 22, 2023

Primary Purpose of Napa County Arts & Culture Advisory Committee

The primary purpose of the Napa County Arts & Culture Advisory Committee (ACAC) is to provide needed support to help strengthen the local arts and culture community for the economic and social benefit of Napa County's residents and businesses and provide a more enriching experience for Napa's visitors.

Priority Goals for the Arts, Culture & Heritage Grant Program

- Invest in organizations that benefit the community and 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

Funding & Acknowledgment

All grant monies for this program derive from the County's Transient Occupancy Tax (TOT) that is mostly tourism generated. The Napa County Board of Supervisors designates a percentage of the TOT for arts and culture.

The grant program is not large enough to support every worthy proposal and organization. This grant process is designed to provide a fair opportunity for major institutions, grassroots, and volunteer organizations to apply.

All grantees shall acknowledge Napa County as a funding source and include the County seal, in accordance with the Napa County Graphic Standards manual, where the grantee's logo is used. This is required for any related articles, news releases, playbills, or other publicity materials for the organizations funded in this grant program. All such media and communication materials must include the statement: "This organization is funded, in part, by the Napa County Board of Supervisors."
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Funding Categories

Applicants must first select one of the two main categories, which matches their audience make-up. Applicants may then submit an individual grant request for a maximum of **two** subcategories. The maximum award amount is determined by the size of the organization's annual operating (expense) budget from the last two years (see *Maximum Grant Requests* on page 3 for more details). Applicants may submit an additional grant request under *Leadership & Professional Development* and a collaborative grant request, which does not count against your request limit previously mentioned.

Main Category 1: Tourism Generating Arts and Culture Organization

This category is for organizations that earn at least 20 percent of their income from visitors or generate 20 percent of their patronage/attendance from zip codes outside of Napa County and can submit data that demonstrates this. Examples of data to be submitted include: ticket sales, membership data, audience survey or other metrics or documents.

Subcategories *(more details on pages 4-7):*
  1) Capacity Building
  2) Special Programs & Projects
  3) Capital Improvement

Main Category 2: General Arts and Culture Organization

This category is for organizations that primarily focus on arts and culture activities for residents of Napa County.

Subcategories *(more details on pages 4-7)***:**
  1) Capacity Building
  2) Special Programs & Projects
  3) Capital Improvement

Leadership & Professional Development Category

This category is intended to provide support for nonprofit staff and boards in governance and management training, skills development, and professional coaching. Both *Tourism Generating* and *General Arts and Culture* organizations may apply, in addition to their two other application requests. The maximum award is $2,500, regardless of budget size.

Eligibility & Evaluation Guidelines

Local Nonprofits: Organizations submitting an application must be a Napa County-based 501(c)(3) nonprofit organization in operation for at least 12 consecutive months with a primary purpose of arts, culture and/or heritage programming as demonstrated by their mission, vision and budget of the organization.

Fiscal Sponsors: Use of a fiscal sponsor is only allowed when submitting a request for *Capacity Building* and *Special Programs & Projects.* An applicant without nonprofit status may use a fiscal sponsor that has nonprofit status, federal 501(c)(3) designation, and which will provide the fiscal and administrative services needed to complete the grant project. If a grant is awarded, the fiscal sponsor becomes the legal contractor. The fiscal sponsor *shall not* receive administration or other fees from the County grant funds.

Multiple Grant Requests: Each organization must select one of the two main categories and may then submit an individual request for a maximum of **two** subcategories: *Capacity Building, Special Programs & Projects or Capital Improvement.* An additional application request for *Leadership & Professional Development* and a collaborative grant request (see *Collaborative Grants* section below for more details) may be submitted and does not count towards the request limit previously mentioned.

Maximum Grant Requests: The maximum award amount is based on an **average** of the organization's annual operating (expense) budget from the last two years – FY 2021-22 and FY 2022-23 OR calendar years 2021 and 2022. See the table below for a breakdown by budget category. If an organization, by budget size, can receive up to $27,500 per grant cycle, **DO NOT** submit requests for $27,500 in each of your two selected subcategories or the grant requests will not be considered for an award.

For applicants utilizing a fiscal sponsor, the allotted amount is based on the grant requestor's independent project or capacity budget, not their 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

The maximum award amount for *Leadership and Professional Development* grants is $2,500, regardless of budget size and will not be counted towards the maximum award cap previously mentioned.

Collaborative Grants: Two or more 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. The organization submitting the collaborative request will serve as the lead grantee and will be responsible for disbursing grant funds to partner(s). Collaborative requests require approval from staff prior to applying. Please contact Jesus Tijero at 707-253-6170 or Jesus.Tijero@countyofnapa.org for pre-approval.

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.

Grant Acceptance: Once an organization receives notification of a grant award, the contractual agreement must be signed and returned to the County within 10 business days or the award may be withdrawn. Organizations must be responsive to all County requests, in a timely manner, with regards to the grant applications and awards.

Partial Grant Awards: Grant awards may not be fully funded. If an organization is recommended for partial funding, the applicant must demonstrate the ability to complete the requested goals.

Grant Subcategories & Evaluation Criteria

Capacity Building
This subcategory is intended to help provide a means for an organization to improve its sustainability, governance, and internal operations. Examples include, strategic planning, developing a comprehensive and realistic marketing plan, developing a fundraising plan, Board development, etc.

Evaluation Criteria:

- *Project Relevance to Organizational Need (15 PTS):* Proposal demonstrates the fundamental merit, potential for success and/or effectiveness of the project request. Applicant clearly demonstrates how capacity-building project will address an important organizational need. The project clearly serves the organization's strategic goals. Successful applications will demonstrate the proposed impact to the organization that will be made during the grant period.

- *Project Viability & Leadership (10 PTS):* How convincingly does the proposal communicate the ability of key personnel and any consultants to manage and administer change and growth. Applicant clearly demonstrates ability to implement project and its potential for improvement to the organization's operation, efficiency and/or sustainability.

- *Relevance to County Program Priorities (15 PTS)*: The degree to which the request serves the overall priority goals of the grant program, including: serving a strong program that benefits the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity through the request and/or organization.

- *Organization's Service to the Community (10 PTS):* The organization clearly demonstrates a priority to serving the community as evidenced by the organizational mission, the strengths of their programs, outreach strategies, and communications such as website, newsletters and other such initiatives.

- *Project Budget (10 PTS):* The budget has been well thought-out and separated into appropriate line items and includes quotes for services. The budget is adequate for the program success.

- *Application Completeness & Clarity (10 PTS):* The narrative and support materials clearly demonstrate a thoughtful and complete project design. The organization's

operating budget is complete and clear. Project clearly relates to the Grant Guidelines for Capacity Building.

Special Programs & Projects

This subcategory is intended to provide funds for arts, culture, and/or heritage programs and projects that support the overall priorities of the grant program including: community benefit, strengthening arts and culture, and promoting diversity. It is also meant to support and provide capital for new and innovative projects. This subcategory is **NOT** for ongoing support of events or activities where the primary focus is fundraising.

Evaluation Criteria:

- *Artistic/Cultural Merit (10 PTS):* The application demonstrates merit of the project or program through the quality, scope and innovation of the program; expertise and experience of key artistic, curatorial and technical personnel; reputation and history of the organization, its programs and services; track record of providing high quality programs.

- *Community Impact (10 PTS):* Project or program demonstrates reach and/or depth of engagement in an identified community. Project is responsive to the community to be served. Execution and evaluation strategy involves significant community participation and innovative thinking in accordance with the identified project outcomes.

- *Project Design (10 PTS):* Project design indicates realistic timeline, innovative artistic and community-based objectives and achievable outcomes. Design articulates methods to evaluate and measure success, collect and analyze data, and document activities. Design demonstrates depth of participant involvement and clear plans for community outreach and marketing.

- *Relevance to County Program Priorities (15 PTS)*: The degree to which the request serves the overall priority goals of the grant program, including: serving a strong program that benefits the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity through the request and/or organization.

- *Capacity to Manage & Implement (10 PTS):* The organization has demonstrated the ability to implement the proposed project or program through: expertise and experience of the project team; financial stability of the organization and/or previous project(s); ability to document/provide evidence of participation and outcomes; ability to document/provide evidence of committed partners or collaborators; board and/or volunteer support of the organization; and, as necessary, capacity to attract additional outside support – financial, in-kind, volunteer, etc.

- Project Budget (10 PTS): The budget has been well thought-out and separated into appropriate line items and includes quotes for services. The budget is adequate for the program success.

- *Application Completeness (10 PTS):* The narrative and support materials clearly demonstrate a thoughtful and complete application. The organization's operating budget is complete and clear. Project clearly related to the Grant Guidelines for Special Programs & Projects.

Capital Improvement

This subcategory is intended to provide funds for capital and technological expenses for organizations that: own the building that houses their operations; rent or lease from a public or private entity and can demonstrate a strong commitment to remaining in the facility for a number of years. A strong commitment may be demonstrated by a long-term lease, letter of intent from landlord committing to the organization, history, and at least five years of operating at the facility, etc.

These funds are available in three subcategories:

1. *Facility Improvements:* This is intended to provide for property or structural improvements for organizations that own/operate their own facilities, i.e. museums, performing art centers, theaters, etc. Funds are available for maintenance, adaptive changes, upgrades, and other facility issues related to maintaining or enhancing publicly available space for artistic, cultural, and heritage programming.

2. *Technology Upgrades:* This is intended to provide for technological, software, and technical equipment upgrades necessary for the growth, efficiency, or program expansion of the organization.

3. *Equipment for Traveling Organization:* This is intended to provide for equipment necessary to produce a performance outdoors or at venues not equipped for performance.

Evaluation Criteria:

- *Project Relevance to Organizational Need (15 PTS):* Proposal demonstrates the fundamental merit, potential for success and/or effectiveness of the project request. Applicant clearly demonstrates how the capital improvement or technology upgrade will address an important organizational need and improve audience service. Successful applications will demonstrate the proposed impact to the organization as well as the end-user.

- *Project Viability & Leadership (10 PTS):* How convincingly does the proposal communicate the ability of key personnel and any consultants to manage and administer change and growth. Applicant clearly demonstrates ability to implement project and its potential for improvement to the organization's operation, efficiency and/or sustainability.

- *Relevance to County Program Priorities (15 PTS):* The degree to which the request serves the overall priority goals of the grant program, including: serving a strong program that benefits the community, strengthening the arts and culture ecosystem, demonstrating an organization's viability and dedication to the public interest, and promoting diversity through the request and/or organization.

- *Organization's Service to the Community (10 PTS):* The organization clearly demonstrates a priority to serving the community as evidenced by the organizational mission, the strengths of their programs, outreach strategies, and communications such as website, newsletters and other such initiatives.

- *Project Budget (10 PTS):* The budget has been well thought-out and separated into appropriate line items and includes quotes for services. The budget is adequate for the program success.

- *Application Completeness & Clarity (10 PTS):* The narrative and support materials clearly demonstrate a thoughtful and complete project design. The organization's operating budget is complete and clear. Project clearly relates to the Grant Guidelines for Capital Improvements.

Leadership & Professional Development

This category is intended to provide support for nonprofit staff and boards in governance and management training, skills development, and professional coaching.

Evaluation Criteria:

- *Quality of Learning Activity (30 PTS):*
    i. Strength of the professional development activity and institution that are central to the outcomes of the proposed learning activity.
    ii. Degree to which the participant's learning activity is appropriate for the individual and to the organization.
- *Organizational Impact (20 PTS):* Degree to which the applicant demonstrates the short and long term impact and benefits of the activity on the individual(s) and organization.

What We Do Not Fund

Grants will not be awarded to the following groups or for the following activities/uses:

- Organizations not in compliance with Napa County Arts, Culture, & Heritage Grant Program requirements (as stipulated in the grant agreement)
- Normal operating expenses, staff, salaries, ongoing marketing and advertising expenses, or equipment purchases that do not directly pertain to a *Capital Improvement* request
- Individuals
- For-profit organizations
- Other government agencies
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities

- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of land or buildings
- Out-of-state travel activities, except under *Leadership & Professional Development*
- Hospitality or food costs
- Expenses incurred before the start or end date of the grant
- Funding for special events or fundraising events
- Gifts
- Administrative costs associated with fiscally sponsored groups or projects

Napa County Arts & Culture Advisory Committee Decision-Making

The Napa County Board of Supervisors make the final authority for grant decisions. Subsequent to receiving and reviewing the ACAC's ranking recommendations, the Board of Supervisors will consider the Committee's recommendations and make final funding decisions at a public meeting. If approved by the Board of Supervisors for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand on that funding, and/or the rank a proposal receives from the Committee review.

Required Documents

Please see the 2023-24 Grant Application Form for the full list of required and optional documents, information, and narrative questions. The following supporting documents are required for any and all requests:

1. 2023-24 Grant Application Form
2. IRS Letter of Determination
3. Operating budget and profit & loss (actuals) for FY 2021-22. Operating budget and year-to-date profit & loss (actuals) for FY 2022-23. If your fiscal years are calendar years include 2021, 2022 and 2023 year-to-date.
4. Quotes for services
5. Two years of most recent 990 Tax Return
6. Statement of Non-discrimination Policy
7. If applying for a collaborative grant, provide written letter of support from request partner(s)

For 2022-2023 Grant Recipients Only: Applicants who received funding in the 2022-2023 grant cycle may still apply for grant funding and will be required to submit a concise overview of how awarded funds were utilized, including metrics of success.

How to Apply

Submit the completed 2023-24 Grant Application Form with the required and optional documents at https://artscouncilnapavalley.submittable.com/submit/235464/2023-24-napa-county-arts-culture-heritage-grant-application.

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