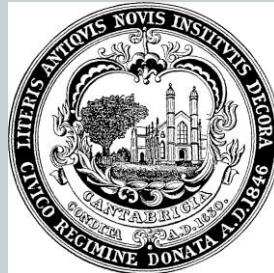


Cambridge Arts



GRANT PROGRAM

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What is an LCC and why do they give grants?



- **The Massachusetts Cultural Council (Mass Cultural Council)**
 - A state agency that promotes excellence, access, education, and diversity in the arts, humanities, and interpretive sciences to improve the quality of life for all Massachusetts residents and contribute to the economic vitality of our communities.
- **The Mass Cultural Council's Local Cultural Council (LCC) Program**
 - The largest grassroots cultural funding network in the nation with 329 local and regional councils that represent all 351 cities and towns in the Commonwealth.
 - Supports thousands of community-based projects in the arts, humanities, and sciences annually.
 - Each year, local councils award more than \$2 million in grants to more than 5,000 cultural programs statewide.
 - The Mass Cultural Council → LCCs → re-grant to communities.
- **The Cambridge Arts Council**
 - One of these LCC's.
 - A department of the City of Cambridge
- **Funding Decisions**
 - A hallmark of the LCC Program is the emphasis on local autonomy and decision making. Councils are free to make funding decisions that best meet the particular needs and priorities of their community. Based on a community input process, these needs and priorities are incorporated into their local guidelines within the parameters of the state guidelines.

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Major Program Goals & Objectives



- Provide Thorough Training in Grant Application Preparation
- Fund High Quality Artistic Projects
- Position the Arts as a Catalyst to Stimulate and Engage Community Interaction

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Funding



- **Funding Sources**

- Mass Cultural Council provides, on average, approximately \$20,000 in state funds annually to the Cambridge Arts LCC
- City of Cambridge historically contributed \$35,000 to the Cambridge Arts LCC Grant program
- In Fiscal Year 2017 the City doubled this amount making their total annual contribution to the program \$70,000!!

- **Funding Levels**

- Cambridge Arts grants will range from \$200-\$5,000
- On average, grants are awarded at 75% of requested amount

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Types of Grants



- Cambridge Arts awards grants in three categories:
 - Creating & Presenting Projects
 - Education & Access Projects
 - Field Trips



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Creating & Presenting



- Projects that involve the creation/development and presentation of art in all disciplines such as dance, film/video, folk and traditional arts, literature, music, multidisciplinary arts, theater, new media, visual arts, etc.
- Projects must involve a **public presentation in Cambridge** (e.g. performance, exhibition, publication, screening, reading, symposium, festival, workshop, or demonstration)
- Projects can include, but are not limited to:
 - Production and presentation of performing arts piece, such as dance, theater, film, video, music, or literary piece presented in public, at a school, library, or performance space
 - Planning and/or creation of public art
 - Creation of an exhibition on a particular theme or body of visual work
 - Planning and implementation of a festival, open studios event, concert series, etc.

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Creating & Presenting

7 Major Review Criteria:



✓ Artistic merit	35%
✓ Clarity and feasibility of budget, timeline, and evaluation plans	20%
✓ Financial need	15%
✓ Community support and significance of project to the community	10%
✓ Qualifications of key personnel	10%
✓ Potential to involve culturally and economically diverse population	5%
✓ Transformative effect	5%

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Education & Access



- Projects that intend to promote an in-depth understanding of, and participation in, the arts among Cambridge communities
- Projects that increase the quality and level of participation of populations with limited access to the arts
- Projects that bring art into non-traditional, community settings are especially encouraged
- Projects may include, but are not limited to:
 - Workshops, classes, or demonstrations
 - Artist/Performer residencies
 - Planning and creation of public art projects
 - Planning and implementation of a festival, open studios event, or concert series

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Education & Access

7 Major Review Criteria



- ✓ Quality and creativity of the project design 30%
- ✓ Qualifications of key personnel 20%
- ✓ Clarity and feasibility of budget, timeline, publicity, and evaluation plans 15%
- ✓ Financial need 15%
- ✓ Community support and significance of project to the community 10%
- ✓ Potential to involve a culturally and economically diverse population 5%
- ✓ Transformative effect 5%

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Field Trips



❖ Subsidized tickets for Cambridge youth to attend professional cultural events within the Greater Boston area

Things to consider:

- School administrators, parent organizations (PTA/PTOs), community school programs neighborhood centers, social services, youth organizations, individual artists and presenting organizations are all eligible to apply
- Performances **may not** take place **in school during normal school hours**. However, performances **may** take place in a school if it is **after school hours** and is open to the public
- Admissions must cost \$12.00 or less per ticket
- Funding is available for tickets only. Additional funds for transportation to and from the event can be applied for through **the Mass Cultural Council's Big Yellow School Bus Program**. Learn more here: <https://massculturalcouncil.org/programs/bigyellow.asp>
- **Important Note:** Field Trip proposals will utilize the same Mass Cultural Council online application and web portal as Project Grants. Field Trip grant proposals do not need to submit supplementary materials through the Cambridge Arts web portal.

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Field Trips

Review Criteria



Review Criteria:

- Financial need of the participants 50%
- Relevance of the field trip to the participants 50%
- ❖ Field trip applications involving Cambridge Public School students must be coordinated through and receive a letter of support from Andrea Zuniga, Director of Visual and Performing Arts for the Cambridge Public School Department – azuniga@cpsd.us.



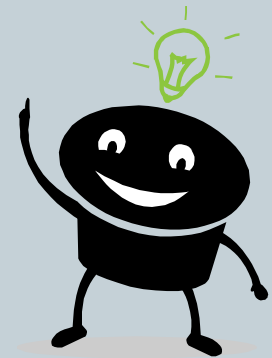
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Who is Eligible to Apply?



- Based in Cambridge
 - Anyone living or working in Cambridge or partnering with/sponsored by a Cambridge organization
- Individuals and Organizations
 - Artists, teachers, artist groups, arts organizations, community organizations, and municipal agencies
- Non-profits/not-for profits & For-profits with non-profit missions



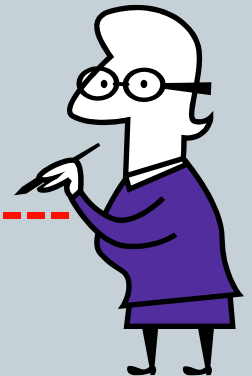
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What do I need to apply?



- Required Materials
 - Mass Cultural Council's Online LCC Application
 - ✦ Log on to <http://mass-culture.org> to submit application
 - Cambridge Arts Grants Supplementary Materials
 - ✦ Log on to <http://bit.ly/2018-2019CamArtsGrants> to upload additional required Supplementary Materials:
 - Grant Application Coversheet
 - Application Narrative & Timeline
 - Detailed Project Budget
 - Letters of Support
 - Venue Confirmation
 - Resumes, CVs, or Biographies of Key Personnel
 - Evaluation Plans
 - Artistic Support Materials
 - Eligibility Letters for Public School and Public Art Projects (deadline 9/14/18)
 - **Hard Copies will NOT be Accepted!**



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Application Narrative & Timeline



- Provide an in-depth description of your project and a detailed timeline for how you will carry out your project in a two page (maximum) document. The timeline may be presented on a third page if it is in a list format.
- Include planning strategies, project events and activities, marketing and promotion plans, and the timeline for the project.
- Remember to address all review criteria according to the grant category to which you are applying.

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Detailed Project Budget



- **Expenses**
 - List the cash expenses for your project, breaking them down into the most appropriate categories. Be as detailed as possible and make sure to explain expenses as needed.
 - Examples of expenses include: marketing costs, venue rental fees, artist fees, administrative costs, etc.
 - Note: Cambridge Arts Grant Program funds cannot be utilized for the purchase of food or refreshments.

Detailed Project Budget Cont.



- **Income**

- List any monetary income, contributions, or revenue for your project under the appropriate funding source.
 - Examples of income include: ticket sales, monetary donations, grants, etc.
 - Under In-Kind Donations, list all goods and/or services that will be donated to your project.
 - Examples of in-kind donations include: free performance or rehearsal space, donated art supplies, volunteer labor, pro-bono consulting, etc.
 - Note: Monetary estimates for in-kind contributions are not included in the budget form calculations in the Mass Cultural Council's online application, but should be included in the Detailed Project Budget submitted through the Cambridge Arts web application portal.
- **TOTAL PROJECTED EXPENSES MUST EQUAL TOTAL PROJECTED INCOME**

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Example Breakout Budget



Revenue		
Source	Amount	Notes
Grants		
Cambridge Arts	\$ 2,000.00	
Cambridge Savings Charitable Foundation	\$ 2,500.00	Applications Submitted 7/15 - Grant Pending
Donations		
North Cambridge C-op Bank	\$ 150.00	
Jane Doe	\$ 250.00	
Online Kickstarter Campaign	\$ 1,500.00	as of 7/31/15
Sub Total	\$ 6,400.00	
Ticket Sales		
General Admission	\$ 5,000.00	200 @ \$25 each
Student Admission	\$ 400.00	40 @ \$10 each
Sub Total	\$ 5,400.00	
In-Kind Contributions		
<i>Improper Bostonin</i>	\$ 650.00	<i>Estimated Vaule 1/2 page Ad 2 Week Run</i>
<i>Costumes</i>	\$ 2,000.00	<i>on loan from ABC Company</i>
Sub Total	\$ 13,450.00	NOT Included in Total Revenue
Total Revenue	\$ 11,800.00	

Example Breakout Budget Cont...



Expenses		
Item	Amount	Notes
Marketing		
Design Fee	\$ 1,250.00	Rick Rawling Works Design
Posters	\$ 300.00	600 ct.
Banners	\$ 600.00	
ArtScope	\$ 650.00	Full Page Ad
Boston Globe	\$ 2,500.00	1/2 page ad with 2 week run
Photographer	\$ -	On Staff
Videographer	\$ -	On Staff
Mailing Costs	\$ -	N/A
Sub Total	\$ 5,300.00	
Salaries, Stipends, & Wages		
Artist A	\$ 1,000.00	Flat Honiaraium
Artist B	\$ 1,200.00	48hrs @ \$25/hr
Administrative Assistant	\$ 525.00	35hrs @ \$15/hr
Musician	\$ 300.00	4 hrs @ \$75/hr
Sub Total	\$ 3,025.00	
Miscellaneous		
Venue Rental	\$ 2,500.00	
Transportation	\$ 650.00	
Balloons	\$ 50.00	
Office/Project Supplies	\$ 200.00	fabric, sissors, paint etc.
VIP Reception Supplies	\$ 75.00	No Cambridge Arts Funds Used for Reception
Sub Total	\$ 3,475.00	
Total Expenses:	\$ 11,800.00	
Balances		
Revenue vs. Expenses	\$ -	

Matching Funds & Capital Expenditures



- **Matching Funds**

- General expenses for CREATING & PRESENTING and EDUCATION & ACCESS projects are no longer required to demonstrate matching funds, **though support from other sources is still strongly recommended and encouraged.**
- Matching funds can be defined as any other resources supporting the project, including: revenue, monetary donations, other grants, and in-kind contributions.

- **Capital Expenditures**

- Capital expenses are define as items that have a life expectancy of more than three years and a monetary value of more than \$500.
- These expenses are not eligible for funding through Cambridge Arts grants.

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Additional Supplementary Materials



- **Letters of Support**
 - Applicants are required to show support of the project from all partnering organizations and individuals through brief letters of support indicating their intent and involvement.
- **Venue Confirmation**
 - Applicants are required to have a confirmed venue for their project. Please provide written confirmation from your venue (ex letter, email agreement, contract). Organizations using their own facilities can disregard this requirement.
- **Evaluation Plans**
 - A brief explanation of how you intend to evaluate the success of your project, including a description of any follow-up/evaluation activities you have planned.
- **Artistic Support Materials**
 - Items that demonstrate the project's artistic merit, such as audio files, pictures, video files, excerpts from scripts, novels, other literary works, etc.
- **Resumes, CVs, and Biographies of Key Personnel**
 - These items demonstrate the qualifications of the individuals executing the project.
- **Letter of Eligibility from Cambridge Public Schools Visual and Performing Arts Department or Cambridge Arts Public Art Department, as applicable**
 - Projects involving the Cambridge Public Schools or that involve temporary or permanent installation of artwork in public space are required to submit a letter of support from the appropriate department.
- **Optional Printed Materials**
 - Items that demonstrate the organization's or individual's overall goals and programming, such as newsletters, brochures, annual reports, etc.

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Policies

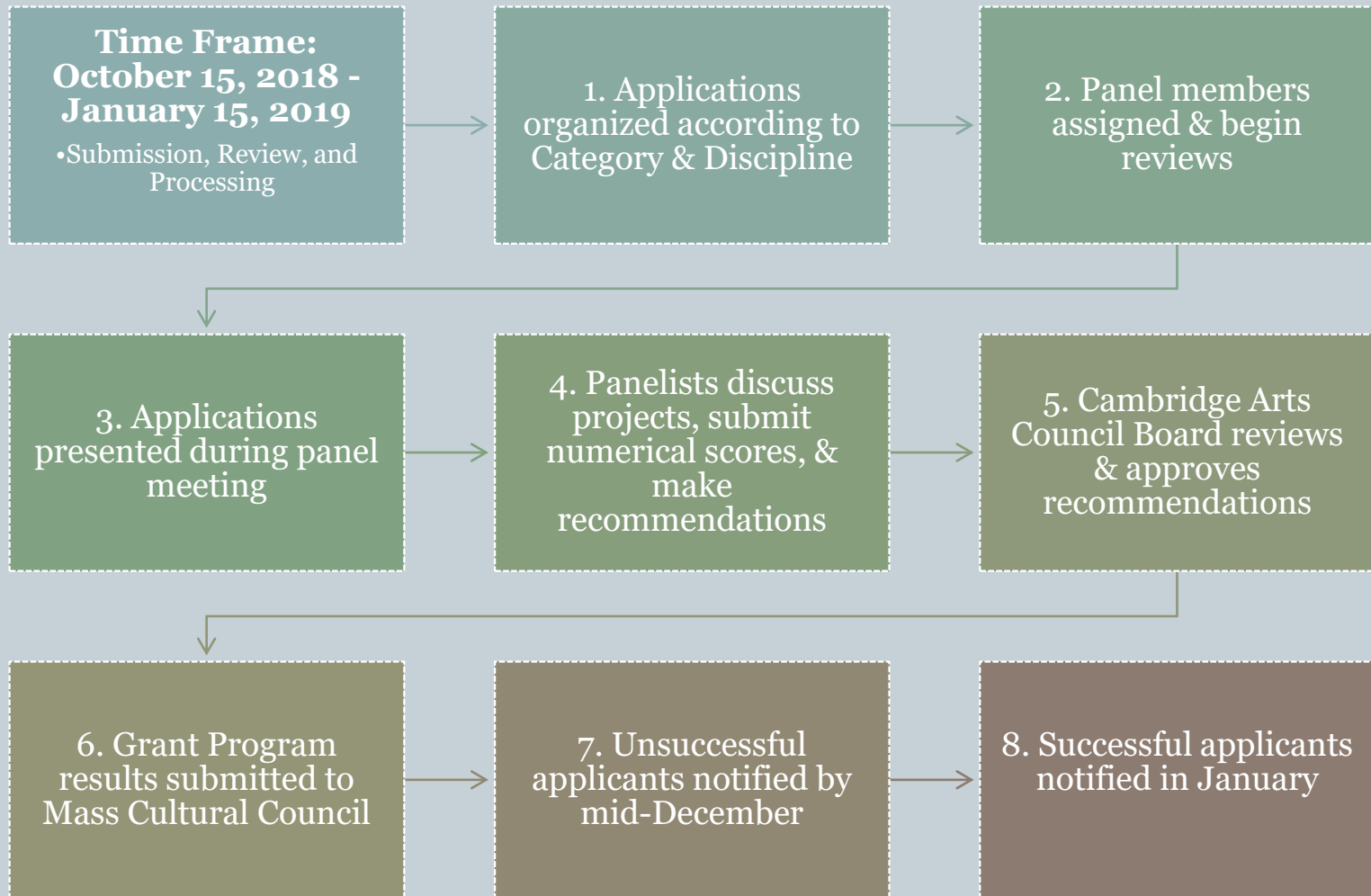


- **Funding Restrictions**
 - No substitution
 - Non-Discrimination
 - Not for refreshments
- **Repeat Funding**
 - Applicants may not receive funding for the same project more than two years in a row
- **Access**
 - Must Adhere to Mass Cultural Council's statement on accessibility
- **Space/Venue**
 - A Cambridge based venue/space where the project will take place must be secured at time of application.

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What Happens After I Turn in My Application?



Panel Review Process



- Cambridge Arts organizes members of the community to assist in the grant selection process
 - Four or Five Panels consisting of 5 Panelists each
 - Cambridge Arts and its staff facilitate panel discussions but do not score applications
- Panelist's Role
 - Review submitted materials objectively
 - Score applications based on stated review criterion
 - Make recommendations based on scores, group discussion, and professional experience in specific discipline/field
- Panel Meetings
 - Occur in early December and are broken into disciplines
 - Each panelist is assigned one-fifth of the applications in their discipline
 - Discussions and decisions are kept confidential until announcements are made in January.



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Questions?



- Any Additional Thoughts or Questions?



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Thank you!



FOR YOUR CONTINUAL SUPPORT OF AND
ENGAGEMENT WITH THE ARTS IN THE
CAMBRIDGE COMMUNITY!



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