

FY 2014 – 2015 Napa County Board of Supervisors’ Arts & Culture Capacity Building Grant Program Guidelines.

Purpose

The 2014 Capacity Building Grant Program is intended to provide capacity-building funds for nonprofit arts and cultural organizations in Napa County in support of the Napa County Art and Cultural Plan. The Plan includes one or more of these goals:

- Enrich the art and cultural opportunities for all Napa County residents, including non-traditional audiences
- Help arts and cultural organizations contribute to the economic vitality of the county
- Enhance Napa County’s attractiveness as a cultural destination

For the purpose of this Grant Application Process, “Capacity Building” means improving an organization’s ability to remain sustainable and fulfill its mission. Capacity Building includes, for example, staff and board training or project development, as well as skill building areas such as leadership, program development, management, financial management, volunteer involvement, and technology enhancement.

The program is intended to help Napa County arts and culture organizations work towards achieving the community’s wishes as expressed in the comprehensive 2008 Napa County Cultural Plan (to download this plan as a pdf, go to www.countyofnapa.org/ceo/arts).

The grant program is not large enough to support every worthy proposal and organization, and not every good arts program is especially relevant to the plan’s intent to strengthen the county’s economy and build cultural ties within the community. A grant is not intended to replace existing funding or to cover ordinary operating expenses.

All grant monies derive from the county’s Transient Occupancy Tax are designated for arts and culture by the Napa County Board of Supervisors.

Who And What Are Eligible

These funds are eligible to registered 501(c)(3) Organizations located in Napa County whose mission statement clearly includes arts, culture and/or heritage. Organizations who do not have a 501(c)(3) designation, but do have a fiscal sponsorship with an arts and culture 501(c)(3) organization, may apply.

Fiscal sponsors of non-501(c)(3) arts, culture or heritage organizations may not utilize grant award funds to cover administrative costs associated with fiscally sponsored groups or projects.

Applicants are allowed to submit applications in partnership with other Napa County arts and culture organizations. Eligible organizations may submit more than one proposal (e.g. one for the organization itself and another proposal in partnership with other organizations).

Funds and Distribution

Applications may be submitted in amounts from \$1,000 to \$30,000. Organizations with total annual budgets up to \$100,000, for the most recent fiscal year, are eligible for grants from \$1,000 to \$10,000. Organizations with total annual budgets, for the most recent fiscal year, above \$100,000 but less than \$500,000 are eligible for grants from \$1000 to \$20,000. Organizations with total annual budgets, for the most recent fiscal year, above \$500,000 are eligible for grants from \$1,000 to \$30,000. The funds are for one-time assistance for activities and are intended to solve specific problems and help an organization fulfill its mission. Multiple grants from one organization are acceptable. Each application must be for a different project or program and include all required documentation.

This grant system was designed to provide a fair opportunity for major institutions, grass roots, and volunteer organizations to apply. Napa County Arts & Culture Fund requests cannot exceed an organization's total income based on its last completed budget.

What We Do Not Fund

- Previous grantee organizations not in compliance with Napa County
- Arts & Culture Fund grant requirements (as stipulated in grant agreement)
- Organizations which do not specifically state in their mission statement their involvement in Napa County arts, culture and/or heritage.
- Non-arts organizations not involved in arts activities
- 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
- Land, buildings or construction (capital outlay or expenditures)
- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the starting or after the ending date of the grant
- Funding for events
- Salaries
- Applications that do not provide a pro-forma invoice for the vendor showing

- details of service, all costs and contact information for the vendor
- Gifts
- Notwithstanding any awards in prior years, this grant is for capacity building only. Grants will not be given for normal operating expenses, staff salaries, equipment purchases not related to a capacity-building proposal, programming and events underwriting, marketing materials or advertising.
- Administrative costs associated with fiscally sponsored groups or projects.

How To Apply

All applications will be filed online. Go to **www.countyofnapa.org/ceo/arts** and click on the Common Grant Software link. Each organization will need to create a login account. Provide all the information requested along with the supporting documents as attachments. The application deadline is **March 25, 2014** at 5:00 PM Pacific Standard Time. Late applications will not be considered.

Supporting Organizational Documents

- Current fiscal year's annual budget
- IRS 501(c)3 determination letter
- Last 2 year's 990s
- Statement of non-discrimination policy
- Proposed evaluation mechanism and the name of the person responsible for reporting.

Supporting Grant Documents

- Project budget
- Pro form Invoice (as required)

Workshop Information (Resources)

- The deadline to register for grant workshops is **February 7, 2014**
- Two grant workshops will be offered. Identical information will be presented at each workshop. Prospective applicants are strongly encouraged to attend one workshop. Both grant workshops will be held at the Napa County Library Community Room, 580 Coombs Street, Napa, CA 94559 at 5 p.m. on **February 11, 2014** and **February 25, 2014**
- To register send an e-mail to JoAnn Melgar with the name of your organization and number of people attending: joann.melgar@countyofnapa.org

Grant Application Evaluation

Only complete applications that fully meet all of the outlined grant criteria will be

considered for evaluation.

After the review of all complete applications, the Napa County Arts and Culture Advisory Committee will make recommendations to the Napa County Board of Supervisors for funding based on the outlined selection criteria.

Selection Criteria

Successful applications will address the following key aspects:

- **Project Relevance to Organizational Need (15 POINTS)**: How does the capacity-building project address an important organizational need, and is it likely to improve the organization's operation, efficiency and/or sustainability.
- **Good Community Outreach (5 POINTS)**: Community access is evidenced by a website, newsletters, outreach programs and other such initiatives.
- **Grant Proposal Content (15 POINTS)**: How strong is the fundamental merit, potential for success and/or effectiveness of the organization's proposal.
- **Leadership (10 POINTS)**: How convincingly does the proposal communicate the ability of key personnel to manage and administer change and growth.
- **Organizational Planning (5 POINTS)**: To what extent does the proposal fit into a strategic plan for strengthening the organization.
- **Community Impact (10 POINTS)**: How thoroughly does the proposal outline the demographic and/or economic impact of the proposed project.
- **Organizational Readiness (10 POINTS)**: To what extent does the proposal identify the organization's core program(s) and how will this project support those program(s). What is the organization's history and/or potential for contributing to the goals of the grant program and the Napa Valley Art and Cultural Plan.
- **Grant Guidelines (15 POINTS)**: Projects or programs relate clearly to the Grant Guidelines for Capacity Building and address the goals of the Napa County Cultural Plan (see below).
- **Budget (5 POINTS)**: The budget has been well thought-out and separated into appropriate line items. The budget is adequate for the program success (by itself or with other funding), but is not excessive.
- **Timeline of project (10 POINTS)**: The project timeline fits the start, completion and evaluation report dates of the grant program which is from July 1, 2014 to April 30, 2015.

Successful applications will demonstrate the impact of the organization's mission on the Napa County community within the context of the Napa County Cultural Plan (2008) and the proposed impact that will be made during the grant period.

Returning applicants will be accepted in following grant cycles. Successful returning grantees will consistently demonstrate good stewardship of awarded funds and an ongoing impact-oriented mission. Although it is the goal of the Committee to serve the breadth of the arts in Napa County, funding is not guaranteed for all qualifying applications. The total amount of funds available will vary annually.

Ranking Process

Each proposal will be scored using a 0-100 point system using the Selection Criteria above. The recommendations by the full Arts and Culture Advisory Committee to the Board of Supervisors will be based largely on the proposals' scores, but also on qualitative judgments. Scores are not the only criteria used so as to ensure the following: a wide array of programs reaching many people in the county, supporting a variety of arts and cultural offerings, fairly supporting organizations of various sizes and types, and addressing several of the Napa County Cultural Plan goals. The Napa County Board of Supervisors, at their discretion, will make the final determination for the grant awards.

Public Relations

Grant recipients must ensure that the Napa County Board of Supervisors receives full credit as the funding source and that the Housing and Intergovernmental Affairs and the Napa County Arts and Cultural Advisory Committee are acknowledged as the grant administrators. Publicizing the benefit of the grant and recognizing the funding source are critical in demonstrating program effectiveness to our legislators and community. Additionally, it is a condition of the Capacity Building Grant Program funding that all press releases and other communications from grantees receiving county funds shall clearly state the percentage of the total project cost which will be financed with county money.

Publications and information releases about the project must credit the Napa County Board of Supervisors. An appropriate statement for a publication or project press release is:

“This [publication/project] was supported in whole or in part by the Napa County Board of Supervisors under the provisions of the Napa County Capacity Building Grant Program, administered by Housing and Intergovernmental Affairs through the Napa County Arts and Cultural Advisory Committee.”

As appropriate, this disclaimer should be added:

“The opinions expressed herein do not necessarily reflect the position or policy of the Napa County Board of Supervisors, Housing and Intergovernmental Affairs or the Napa County Arts and Cultural Advisory Committee, and no official endorsement should be inferred.”

This credit line on products of a project, such as materials and publicity, is important to foster support from the public and by county funding sources.

Post Grant Reporting Guidelines

In order to track and evaluate the impact of the funds awarded, all grantees are required to submit a final report to the Board of Supervisors outlining the accomplishments of the organization during the grant period. The final report should be viewed as an opportunity to explain what did and did not work through both qualitative and quantitative measures.

These reports will be used to monitor the individual success of each grant, to enhance the monitoring and evaluation, and the impact of arts and culture organizations in Napa County. Information collected from the reports will be used to develop ongoing strategies in the grant process.

Applicants without a completed final report will not be considered for future funding. Final report content will be taken into consideration for future grant applications.

How To File A Post Grant Report

Go to **www.countyofnapa.org/ceo/arts** and click on the Common Grant Software link and log into your account. Provide all the information requested along with the supporting documents as attachments.

Report Deadline

Final reports are due **May 30, 2015** i.e. within 30 days of the end of the grant period. Reports must be filed online.

Final Report Criteria

- 1. Grant Accomplishment(s):** Please summarize the key accomplishments of the grant proposal and identify how they are directly related to the Capacity Building guidelines and the goals of the Napa County Cultural Plan. Include details regarding: (a) management; (b) future viability; (c) program effectiveness; and (d) overall organizational impact on Napa County arts and culture? What factors contributed to your success?
- 2. Challenges/Lessons Learned:** Please identify significant challenges encountered during the grant period. What strategies were used to address these challenges? What were the major lessons learned?
- 3. Demographics:** Who was impacted by the activities? Include: statistical information on numbers and social groups served, as well as age, location, gender, ethnicity, socioeconomic, if available. Note if figures are estimated or actual.
- 4. Future Strategic Planning:** To be sustainable and to strengthen the organization, please discuss what changes your organization plans to adopt based upon the insights gained from the grant project. Please consider demographic information, the financial model used, future strategic and tactical planning and next steps for the grant project.
- 5. Optional:** Is there anything else you would like the Napa County Arts & Culture Advisory Committee to know about your organization and/or suggestions to improve

upon the grants process? Have there been any unexpected outcomes (positive and/or negative) that you would like to share?

Supplemental Materials

In addition to the narrative, please provide the following attachments:

- Promotional materials and accolades (Optional)
- Final fiscal year budget vs. actual (Program or Operating) (1 page)(Required)
- List of any new significant development activities (1 page) (Optional)
- Photo(s) of your project (Optional)
- Video of your project (Optional)

Avoid jargon and acronyms: You may be addressing panelists who are not familiar with specific intricacies.

Thank you for sharing your project and keeping us up-to-date.