

GCCA's Greene County Cultural Fund

2012

The County Initiative Program Guidelines

**For major Greene County
arts and cultural organizations**

Deadline: October 21, 2011

Application must be postmarked or hand delivered by this date to:

**The Greene County Council on the Arts
398 Main Street
P.O. Box 463
Catskill, NY 12414**

Introduction

The County Initiative Program

This regrant program is made possible by the Greene County Legislature through an annual allocation of funds in the county budget.

History

Since 1983, the Greene County Legislature has allocated funds to the Greene County Council on the Arts for regranting to major arts and cultural organizations in Greene County. Through this regrant program, the county can take a more active role in the delivery of arts programs and services within the county and encourage organizations to cooperate and collaborate with each other and with their respective county government. With invaluable support from the Greene County Legislature, these goals have been accomplished and continue to have a positive impact on the state of the artistic and cultural quality of life in Greene County.

Purpose

The purpose of this program is to provide general operating or programmatic support to major Greene County organizations that offer quality professional services and programs of benefit to the residents of Greene County. This funding is intended to promote the development, growth and viability of major cultural organizations.

Organizations receiving funds from state and federal agencies, including the New York State Council on the Arts, should apply to this fund.

Eligibility

Organizations applying through the Decentralization Program may not apply to this program.

Additional Requirements

- Organizations must have been resident in Greene County for at least two years.
- Provide regularly scheduled or full seasonal cultural programs and/or services in Greene County.
- Generally, have annual operating budgets in excess of \$20,000 including in-kind contributed services and goods.
- Previously funded organizations must have submitted a final report to be eligible for future funding. Any organization that has not submitted a final report will be ineligible for consideration.
- Read the guidelines to determine your eligibility for the County Initiative Program. If you have questions, please call Kay Stamer at 518-943-3400.
- Complete the application. Pay strict attention to application requirements as failure to submit complete application materials may negatively affect your application.
- Submit 3 copies of completed applications with required documentation to the: **Greene County Council on the Arts by October 21, 2011.** If you are mailing the application, it must be postmarked by this date. **No late applications will be accepted.**

How to Apply

Organizational Criteria

☞ In addition to meeting the eligibility requirements on the preceding page, organizations must meet the following criteria:

Applicant must have the following:

1. Be a legally established not-for-profit organization whose assets do not benefit private individuals. Evidence of this status must be submitted in the form of one of the following:
 - An **IRS letter of tax-exempt status, 501(c)(3)**
 - A copy of the organization's latest receipt from the **Department of State Office of Charities Registration**, section 172 of the Executive Law (*To receive form contact: Office of Charities Registration, Department of State, 162 Washington Avenue, Albany, NY Phone: 518-474-3820*)
 - A copy of the Charter issued by the **Board of Regents of the State of New York** under Section 216 of the Education Law
 - Official authorization as an arm of local government, such as submission of a letter on formal stationery signed by the appropriate county, city, town or village executive
 - Acceptance of incorporation Section 402 of the Not-for-Profit Law
2. An active Board of Directors or other volunteer group actively guiding the organization's policies.
3. Programming, administrative practice, and board membership that does not discriminate on the basis of race, color, national origin, sex or handicap. (*See also: 1991 Americans with Disabilities Act.*)
4. Demonstrated sound managerial and fiscal competence.
5. Cultural programs or services for which funds are being requested in Greene County.
6. Demonstrated need for funding.
7. **Complete application** with supporting materials.

Organizations may apply for funding for programs or projects taking place between January 1 and December 30, 2012.

Funding Period

Funding Priorities

☞ **New!**

☞ Panel support of an organization in the past does not imply that support will be provided in 2012

☞ With each application, organizations are reviewed anew in the context of current Funding Priorities.

These areas of concern are particularly encouraged:

- **Applicants who attract audiences with quality cultural events and productions.**
- Applicants who provide cultural services and opportunities to segments of Greene County's residential population which have had relatively little exposure to them in the past.
- Applicants who provide diversified, "fresh" arts programming to the community.
- Applicants who present "under-exposed" art forms, thereby exposing their community to a more global sense of art.
- Applicants who create opportunities for Greene County artists whose talents have been under-utilized within that agency or geographic area.
- Collaborative projects of two or more artists or two or more organizations.

Review Criteria

- ☞ The Panel will evaluate applications according to these criteria.
- ☞ Applicants receiving repeated funding should be aware that the Grants Panel expects to see indications of organizational or programmatic growth.
- ☞ Repeating applicants who have not submitted a Final Report will not be considered for funding.

Appeals Procedure

- ☞ Dissatisfaction with amount of the award is not justification for an appeal.

Application Requirements

- ☞ New applicants are required to contact the Greene County Council on the Arts for eligibility assistance.

Documentation

- ☞ Proof of not-for-profit status is required.
- ☞ Your own detailed budget with explanations, if necessary, should accompany the application.

- Artistic or cultural merit of proposed project or service
- Prospective benefit to Greene County residents
- Credentials of artists or scholars involved in project
- History and stability of applicant
- Clearly-defined objectives and ability to achieve stated objectives
- Demonstrated community interest and/or constituent support
- Demonstrated need for funding
- Non-duplication of comparable existing programs or activities in the same artistic discipline and/or geographic area
- Compliance with previous filing requirements including final reports

An applicant requesting an appeal must submit a letter to the Executive Director of the Greene County Council on the Arts stating the reason for the appeal. This letter must be received within ten working days after funding notifications have been made. A negative decision regarding funding, or dissatisfaction with the amount of the award, is not justification for an appeal. There are three grounds for appeal: (1) non-presentation of information, (2) misrepresentation of information, or (3) improper procedure.

All applicants should notify the Arts Council of intent to apply prior to October 6, 2011. Applicants may request individual assistance by calling Kay Stamer at 943-3400.

1. **Applications must be typed.**
2. **Send 3 copies (one with original signature)** of the completed application form, together **with all required supporting materials** (as indicated on the application form and below) to the GCCA.
 - Proof of not-for-profit status (see page 2)
 - List of Board of Directors and current staff (paid or volunteer)
 - Financial statement for most recently completed fiscal year
 - Itemized project budget with in-kind contributions
 - Resumes of principal administrator or artistic personnel involved in project
 - Program schedule for most recently completed and projected year (if applicable)
 - Publicity related to your programs in the most recently completed year
 - *Unedited concert tapes, videotapes, and other supporting documentation are strongly recommended for requests relating to performances.*

Responsibilities of Grant Recipients

- ☞ Grant recipients must abide by the following:
- ☞ Advance schedules are essential to the audit process.
- ☞ Crediting funders is not just required – it makes sense!

Review:

Procedures & Timeline

- ☞ Panel reviews will occur in early February 2012.
- ☞ Funding will be determined by the mid-February 2012.
- ☞ A full explanation of the appeals process will be included with the funding notification.
- ☞ Payments will be made upon release of funds from the county.
- ☞ Audits will be conducted throughout the year.

Cultural Fund Panelists

- ☞ Panelists are appointed by the Arts Council's Board of Directors.
- ☞ Panelists must reside in Greene County.

Provide the GCCA with advance schedules/announcements of funded events. All grantee projects will be audited by a member of the panel, GCCA staff, board, or other independent qualified person. Complimentary tickets (*if applicable*) should be provided to assist the audit process.

Provide interim reports, financial and statistical information upon request.

Provide copies of publications and promotional materials related to funded project.

Prominently credit the funding agencies on all printed materials. Appropriate credit statements will be provided with funding notification and in contracts.

Submit a final report within 30 days after completion date of the funded project or not later than January 15, 2013, whichever comes first. Failure to file a final report within the designated period will jeopardize future funding.

- Your application will be acknowledged and checked for completeness by the CIP Coordinator. If additional information is needed, you will be contacted prior to panel review.
- Beginning in January, your application will be reviewed by an independent panel, appointed by the Arts Council's Board of Directors, comprised of artists, art professionals, educators, business people, and recognized community leaders knowledgeable and committed to the arts in their respective counties. During the review process, you may be contacted for further information.
- Between January and February 15, 2012, the panel will make recommendations to the Board of Directors of the Arts Council who will make final recommendations, pending approval by the County Attorney.
- On or about February 25, 2012, you will be notified by letter of the decision regarding your application. At that time you will receive forms for revisions of your project and/or budget which are to be completed and returned to the Council. You may appeal the decision at this time (see *Appeals Procedure* page 3).
- In early March 2012, contracts will be drawn up and mailed to award recipients. All contracts must be received before we can get authorization from the county to release funds. All contracts must be received within 60 days or funds will be redistributed among successful applicants.
- Audits of funded event will take place throughout the year to monitor your compliance with the spirit of the project and with your contract. Whenever possible, advance notice of an audit will be given. Auditors will complete a form for inclusion in your file.

In order to provide for balanced panel representation, the Cultural Fund annually solicits recommendations for potential grant panelists from Greene County. Generally, seven or more panelists serve in any given year. Terms are for three years or to fill replacements. Panel duties include: attendance at an orientation meeting and all review meetings (usually held in February); assistance with the auditing process (throughout the year); attendance, when necessary, at an annual review meeting. Panelists are appointed by the Arts Council's Board of Directors.

To ensure a balanced panel, the selection process includes the following considerations: representation from various artistic disciplines; community representation; geographic representation; ethnic and minority representation; age and sex representation. Emphasis is placed on the candidates' awareness and appreciation of the arts and the community in which we live, willingness to serve, and non-affiliation with applicant organizations. *Panelists must reside in Greene County*. Anyone interested in serving as a grant panelist is asked to send their resume and contact Kay at the GCCA for further information. If you or your organization would like to recommend a potential panelist, please submit your candidate's name, address, and phone number along with a brief explanation of why your candidate would be suitable.

Budget Instructions

Organization's Budget

☞ A fiscal year is a 12 month period used to describe financial activity. If your fiscal year does not begin on January 1, it is described in terms of two calendar years - such as FY-2010-2011

☞ Please round off figures to the nearest dollar.

☞ Do not include the amount you are requesting or have received from this regrant program in unearned income.

☞ Do not include in-kind contributions in the income portion of the budget.

Organizations must submit a financial statement for the most recently completed fiscal year. Please be sure to include this statement with your application.

Total Budget: Please indicate your organization's total projected operating budget for the fiscal year in which project will take place. Remember to include the month, day, and year of your fiscal year-end.

Organizational or Program Budget: This budget pertains to the programs for which you are requesting funds. GCCA encourages you to use your own budget formulation prior to completing our budget page. Please make sure you have itemized or described your organizational or program expenses and revenues; then complete our budget page and attach your budget work-up. This will assist us in clarifying items that may cause confusion.

Income: Include any revenue, or projected revenue, which will be applied to the organization or project.

A. Earned - Identify separately expected income from:

1. Admissions - *single ticket and subscriptions*
2. Memberships
3. Contractual Services - *revenue derived from fees earned through the sale of services, performances or productions*
4. Tuition, Class & Workshop Fees
5. Fundraising Gross
6. Advertising, Sales, Concessions

B. Unearned - Identify each item of expected income from:

1. Corporate and Business Contributions
2. Foundations
3. Individual & Private Contributions - *cash donations, etc.*
4. Federal - *include grants from the NEA or others, specify*
5. State - *include grants from NYSCA or others, specify*
6. Local Government - *include any other contributions from county or municipal governments, specify*
7. Other - *such as interest, specify*

Total Income: Add all figures in Income column.

In-Kind Contributions

- These are donated services, materials or facilities and are not to be included in the project budget
- Identify donor source and estimated dollar value of donation
- Attach separate sheet if necessary
- Add up the dollar value and enter in space provided

Budget Instructions, cont.

☞ Personnel = Salaried Employees
ONLY

☞ Artists Fees generally will go here.
—————→

☞ **Tip:** Work up your own budget.
Then arrange items in
our budget format.

☞ **How can we help you?**

Expenses: Include all expenses directly related to the project

A. Personnel - Organization's employees

Enter payments for salaries, wages and benefits of administrative and artistic staff, program directors and other (such as technical or production staff). The figure should include gross salaries.

1. Administrative - Executive, supervisory and clerical staff
2. Artistic - Staff artists, program directors, etc.
3. Other - Technical or production employees

B. Outside Professional Fees/Services

Enter payments to firms or persons who are not employees of the organization, but whose services are specifically related to the project.

1. Artists - include payments and fees to artists working in project
2. Other - include non-artist consultant fees and honoraria

C. Space Rental - office, rehearsal, theatre, gallery, etc.

D. Travel

Enter all costs for project-related travel including toll charges, mileage allowances on personal vehicles, hotel and other lodging expenses, food, taxis, gratuities, per diem payments, car rental costs, etc.

E. Promotion/Marketing/Advertising

Include all costs for marketing, publicity and promotion specifically identified with the project. Do not include payments to individual or firms which belong under "Personnel" or "Outside Professional Fees & Services". Include costs of newspaper, radio and television ads, printing and mailing of brochures, flyers, and posters. Itemize each category separately.

F. Remaining Operating

Include all expenses not entered in other categories, including: electricity and telephone, non-promotional postage, office and art supplies, sets and props, equipment rental, and insurance fees. Itemize each category separately.

Total Expenses: Add all figures in Expense column.

Request to CIP:

This is the difference between Total Expenses and Total Income and represents your request for funding.

REMEMBER:

Your request may not exceed the difference between your project expenses minus project income. Please specify which portion of your expenses you would like the County Initiative Program to fund. If you need assistance, call Kay Stamer at 518-943-3400.

If you have questions, comments or suggestions, please contact us at the Greene County Council on the Arts, 398 Main Street, P.O. Box 463, Catskill, NY 12414. Phone 518-943-3400; Fax 518-943-5502; email gcca@greenearts.org. Information about previously funded programs is available on our web site at www.greenearts.org.