Community Access & Participation (CAP) 2021-22 Grant Guidelines

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Issued: February 25, 2021
Applications Open: 6:00 pm February 25th, 2021
Application Deadline: 11:59 pm, Monday, April 5, 2021
Funding Term: July 1, 2021 through June 30, 2022

All applicants must read these program guidelines before submitting an application.

Program Description

The City of Santa Monica's Community Access & Participation (CAP) program provides grants of up to $3,000 to nonprofit arts organizations for cultural programs in all media with the goal of providing increased access to the arts and culture to Santa Monica residents and visitors. All projects must take place in Santa Monica.

*Important New Guidelines for the Covid-19 Pandemic Era

Unlike previous years, the 2020-2021 worldwide pandemic has presented major challenges to public health and the economy. It has been particularly damaging to the arts. Recovery in our sector may take years. Santa Monica Cultural Affairs has responded by adjusting the traditional CAP categories to reflect three new priority areas. As before, applicants may apply for funding in a maximum of two categories each year. Applicants may not submit more than one application in any category, nor may they apply to more than one category for the same program.

*Category 1: Readiness to Reopen – for projects supporting the applicant organization's ability to re-open for business and return to income-producing operations.

*Category 2: Community Recovery – for projects that assist Santa Monicans in the economic and community recovery process. These projects may promote jobs or economic activity within the City or address community healing and resiliency. All projects in this category must be executed with distancing, masks, and in compliance with all LA County Health Dept directives.

*Category 3: New Virtual Programming – for projects that represent new online artistic programming for your organization or a new virtual component of an existing artistic program.

Latino CAP: Under the pandemic guidelines, the CAP program will continue to prioritize funding for Latino programs that preserve and stimulate Santa Monica's rich Latino cultural heritage. Each applicant will be given the opportunity to indicate whether they wish to be considered under this priority area. Applicants who submit two CAP applications may submit one or both of their applications under this category, as they wish. Applications will no longer be limited to one proposal in this category.

Funding Term

Community Access & Participation grant funding coincides with the City's fiscal year, which runs from July 1 through June 30.

Cash Match Requirement

During the pandemic, the City has waived any requirements for a cash match.

DataArts Requirement

Applicants to all Southern California government grant programs are required to participate in the national DataArts cultural data program. This is a comprehensive effort to gather and analyze information about the contributions of the cultural sector to California's economy and quality of life. DataArts helps streamline the funding application process for arts organizations by giving them the technology to organize their financial data to match each participating funder's requirements. DataArts benefits arts organizations by helping them to track organizational data and trends over time, create reports with ease, and compare their operations to their peers and the sector at large.

Los Angeles County Common Grant Questions ✿

The ✿ denotes L.A. County Municipal Arts Funders Common Questions. To help save time in the grant application process, Common Questions have been developed by the LA County Department of Arts and Culture. You may cut and paste your

answers to the Common Questions from your LA County OGP application (if you made such an application) to this one.

Eligibility

To be eligible, applicants to the CAP program must meet the following minimum requirements:

- **Applicants who have never applied for a CAP grant or who have not received one in the past three years <u>must</u> attend one of the two CAP Informational Sessions scheduled for March 2021.** (All applicants are encouraged to attend.) Dates and location for the sessions will be announced on the Cultural Affairs organizational grants page: https://www.santamonica.gov/arts/opportunities-for-organizations.

- Applicants must be "resident Santa Monica arts or cultural organizations." **"Resident organization" is defined as one whose primary administrative office is within Santa Monica city limits.**

- The program for which funds are requested must take place within the City of Santa Monica and be offered to (among others) City residents.

- Applicants must be participants in the DataArts program and have the last three years of DataArts-approved data in their CAP report (see application for instructions).

- Proposed programs must take place between July 1, 2021 and June 30, 2022.

- Applicants must maintain tax-exempt status under Section 501(c) 3 of the IRS.

- Applicants must pay professional performers, artists, and supporting personnel at least the minimum level of compensation paid to people employed in similar activities in the field.

- Applicants must comply with Fair Labor Standards and must be in compliance with Title VI of the Civil Rights Act of 1964, Title VIII of the Civil Rights Act of 1968 (as amended), and the Americans with Disabilities Act (ADA) of 1990. Applicant may not discriminate in the hiring of staff or provision of services on the basis of race, religion, sex, age, national origin, disabilities, HIV status, political affiliation or beliefs, or sexual preference.

The following are **not eligible for funding:**
- Any city agency or other governmental body
- Any agency that currently receives more than 25% of its total funding (including in-kind services) from the City of Santa Monica
- Capital improvement projects or equipment purchases
- Deficit programs
- Fundraisers or events which are not open to the public

Selection Criteria and Panel Process

Applications will be evaluated according to how effectively the proposals meet the following selection criteria:

Artistic Excellence (40% of score)

- Proposal is of cultural and/or artistic excellence, indicated by providing promotional and other sample materials of past programs successfully completed by the agency and/or the artists identified in the application
- Proposal includes participation by professional artists of a high caliber as indicated by the resumes of program personnel

Community Accessibility (40% of score)

- Proposal demonstrates an ability to serve various cultural constituencies within Santa Monica including a diversity of families, women, age groups, economic classes, ethnic communities, neighborhoods, LGBTQ+ people, and persons with disabilities, among others
- Proposal fosters community participation by including an effective outreach plan that will generate participation by Santa Monica residents
- Proposal offers opportunities to local artists and administrators

Agency Viability (20% of score)

- Proposal includes a realistic program budget and timeline
- Proposal is well written and assembled in a manner that demonstrates professionalism
- Agency employs a professional staff and pays industry-standard fees to artists
- Agency demonstrates cultural and economic diversity in its staff and governance
- Agency demonstrates a track record of compliance with grant program guidelines if the agency has previously received City of Santa Monica funding

Panel Process

All applications are vetted by City staff for satisfaction of eligibility requirements. Eligible CAP proposals are then reviewed and scored by a panel of arts professionals approved by the Santa Monica Arts Commission. The panel ranks applications on the one hundred (100) point scale referenced to the Selection Criteria. After the panel's review, all scores, comments, rankings, and recommended grant allocations are forwarded to the Santa Monica Arts Commission for final approval.

Required Informational Session

Applicants who have never applied for a CAP grant before, or who have not received one in the past three years, **are required to attend one of the two CAP informational sessions.** The informational sessions will be held online via Zoom. Dates for the sessions will be:

Saturday, March 13 2021 @ 11:00 am
&
Wednesday, March 17 2021@ 7:00 pm

Please email nathan.birnbaum@smgov.net to obtain a Zoom link to the sessions.

Grantee Procedures and Requirements

Grantees are obliged to maintain minimum insurance coverage, notify public officials of their programs, keep track of audience participation data for their funded programs, and credit the City in printed documents related to the program. The City will issue a contract for each grant award upon final approval by the Arts Commission. Grantees may invoice for 50% of their award upon contract signing. Grantees must submit a final report at the close of their program to receive final payment. 2020-21 grantees who did not submit their final report by the 2020-21 reporting deadline may be deemed ineligible to receive 2021-22 funds.

A complete list of grantee obligations, including insurance requirements, will be provided to grantees at the time of contract signing. The list will also be provided to applicants upon request.

New requirement: CAP-funded programs that involve direct contact with minors, or direct supervision of minors, must show that staff for the funded program meets SMMUSD's minimum requirements for (1) training in the identification and reporting of child abuse and neglect, (2) Live Scan and (3) tuberculosis screening. Grantees in this category will be required to provide proof to the City that these requirements have been met prior to performing any contracted services.

Submitting Your Application

The application is hosted online by the GO Smart program. To begin an application, go to https://smcad.gosmart.org/ after 6:00 pm February 25th, 2021 and click "sign up" on the top menu bar to create an account. (The website functions in Safari, Chrome, and Firefox browsers.)

o   IMPORTANT: on the sign-up page, you may be asked the question "Would you like to associate this user account with an organization?" CHOOSE YES. Otherwise, you will not be able to see the CAP application.
o   Required supplementary materials for upload to GO Smart:
- DataArts Report for the City of Santa Monica CAP program
- Artistic samples – either images or a document with links to online samples (see below)
- Marketing materials (optional)
- Proof of 501c3 status
- Balance Sheet if the organization does not receive an annual audit. The Balance Sheet must be dated no earlier than the last day of the

organization's most recently completed fiscal year and be signed by the Executive Director, board President or board financial officer. Applicants with annual expenses of more than $1,000,000 must have annual audits, which will be reflected in their DataArts report.

- For programs that take place at a location other than the organization's own premises, a letter or email from the manager of any proposed venues indicating preliminary support is also required.

Late materials or incomplete application packages will not be accepted. Applicants must complete and submit their applications on the GO Smart website by the deadline to be considered for a grant. Applicants should be sure to receive an emailed acknowledgement of receipt from GO Smart after they submit their application. The City recommends that applicants submit at least two days before the deadline in order to have time to address any issues or errors in their submissions.

Should you require assistance in completing the application, email or call Nathan Birnbaum at nathan.birnbaum@smgov.net.

APPLICATION DEADLINE:

Application materials must be submitted to GO Smart no later than **11:59 pm, Monday April 5, 2021.**