



McKinney Arts Commission Grant Guidelines

Fiscal Year
2015 – 2016

FOR ADDITIONAL INFORMATION:

Judith Hawkins • Housing & Community Development
314 S. Chestnut St. Suite 101 • P.O. Box 517 • McKinney, Texas 75070
972-547-7572 phone • 972-547-2681 fax • jhawkins@mckinneytexas.org

McKinney Arts Commission

Grant Guidelines

FY 2015-16

McKinney Arts Commission - Mission

The McKinney Arts Commission serves as the advisory board to the City Council and City management in matters involving the promotion of close cooperation between the City and private citizens, institutions and agencies interested in or conducting activities relating to the arts and culture. The Commission shall be responsible for:

1. Making recommendations to the City Council relative to expenditures of City funds for the purposes of promoting and sustaining the arts in the city.
2. Serving as a review board for the funding of proposed programs within the community that are to be funded from allocations made by the City Council and/or other funding sources as determined by the City Council.
3. Providing and assisting in the development of the arts in the city by providing an annual "State of the Arts" assessment to the City Council.

McKinney Arts Commission - Goal

To create a vibrant and viable arts community in which diverse, high quality arts opportunities are available to McKinney residents and visitors.

Types of Assistance Available

The McKinney Arts Commission offers two types of financial assistance: Season Support Grants and Outreach Grants. An organization may only apply for one of these grants per fiscal year. All proposals must be defined as one of the following:

1. **Season Support Grants** provide financial assistance for the costs associated with a full season of projects, performances, or events within the grant fiscal year. Applicants who have previously applied for MAC Grant assistance and are seeking funding for more than one project, performance, or event per year fall within this category. Season Support grant funding assistance is limited to **no more than 50% of the applicant's project expenses AND will not exceed \$20,000.**
2. **Outreach Grants** provide financial assistance for the costs associated with a single project, or if the applicant is applying for the first time. The intention of this grant program is to foster the development of start- up arts organizations or new programs. Unlike Season Grants, Outreach Grants are open to individuals and organizations that do not have non-profit status. Outreach Grant funding will not be available to organizations whose nonprofit status has been revoked and is limited to **no more than 50% of the applicant's**

project expenses AND will not exceed \$3,000. In addition, Outreach Grants must meet the following criteria:

- a) The predominant purpose of the expenditure is to **accomplish a public purpose**
- b) Grant Funds will be **paid on a reimbursable basis** at the completion of the event/project as outlined in the Outreach Grant proposal.
- c) The City of McKinney will be acknowledged as an event/project sponsor in all publicity materials.

Eligibility *McKinney Arts Commission does not accept applications nor recommend funding for any organization that does not have a primary arts/cultural related mission, or if funding for the same project is received from other City entities (i.e. MEDC, MCDC, MCVB, etc) for the season under consideration.*

Eligibility requirements to receive financial assistance from the City of McKinney are:

- Funding from the City of McKinney is available for the encouragement, promotion, improvement and application of the arts, including music (instrumental and vocal), dance, drama, folk art, creative writing, architecture, painting, sculpture, photography, graphic and craft arts, motion pictures, television, radio, sound recording; and the arts related to the presentation, performance, execution and exhibition of these major art forms.
- For Season Grants, applicants must be non-profit corporations (such as 501(c)(3)) with a primary arts/cultural related mission, and able to provide letters of good standing holding letters of recent letters of determination from the IRS showing 501(c) (3) status.
- Projects of the applicant should serve residents of or visitors to McKinney and should be open and accessible to the public. (For example, nursing homes are not open to the public.)
- Projects of the applicant must be completed between **September 1** and **August 31** of the current grant cycle.
- Administrative, technical, capital and project support will be considered. Travel, lodging, and expense accounts of officers **will not** be funded.
- Applicants must have a way of funding at least 50% of their project or season expenses.
- Applicants must have been chartered and pursuing their goals for at least one year prior to the application deadline as indicated by the date on the organization's letter of determination from the IRS indicating 501(c)(3) status.
- ***The Commission will accept only ONE (1) application per organization.**

*For Season Grants, an organization may umbrella under a 501(c)(3) for only one year **only if** they have a 501(c)(3) application in process with the IRS. The non-501(c)(3) may complete a separate application, but it must be submitted under the 501(c)(3) organization. All funding restrictions will apply to the combined applications.

Application Procedures for Season Grants

- Seasonal Support Grant applications are considered on an annual basis. An application is available at www.mckinneytexas.org under the Cultural & Recreation/Arts Commission tab. Applications must be completed and submitted electronically. **THE DEADLINE FOR SUBMISSION OF 2015-16 APPLICATIONS IS FRIDAY, JUNE 26, 2015 AT 5:00 P.M. LATE APPLICATIONS WILL NOT BE ACCEPTED.**
- All Applications and supporting documents must be submitted electronically as outlined in the Application.
- Applicants are required to attend a **MANDATORY** Grant Workshop prior to submitting applications. The Workshop will be held on **Monday, June 8, 2015 at 9a**, City Council Chambers, 221 N. Tennessee, McKinney, TX

Review Process for Season Grants

The Commission consists of 7 members appointed by the McKinney City Council. Following are the steps of the grant review process.

- A representative of each Applicant must attend the Grant Workshop.
- At an open meeting, applicants are required to make a 5-minute presentation to the Commission regarding their grant application. Following each 5-minute presentation, Commission members will have 10 minutes to ask questions of the applicant. Groups should be prepared to respond to questions concerning changes in their organization, financial data and new programs for the grant period.
 - This is a formal presentation, and the prescribed time limits are closely followed to ensure equity to all applicants. As such, groups should expect to be represented by one presenter.
 - Although group members may attend this public meeting, performances and presentations are not allowed.
- McKinney Arts Commission members will evaluate applications and presentations and make recommendations for funding.
- Recommendations are forwarded to the City Council for the final awarding.
- Funding shall be available for disbursement according to the following schedule:
 - Seventy percent (70%) awarded upon final approval by the McKinney City Council.
 - The balance of thirty percent (30%) awarded upon receipt of the final project report according to the outline in the section regarding the Grantee's Responsibilities and its acceptance by the McKinney Arts Commission.
- In the event organizations are granted funds less than the amount they request, a modified events/program schedule must be submitted within 10 days of initial funding **IF** changes are made.

Applicants that do not comply with the requirements of the grant, including the application, guidelines, and final report requirements will not be eligible for funding from the McKinney Arts Commission for one (1) year grant cycle.

Evaluation

McKinney Arts Commission members will use the following information in making grant recommendations:

- Available funding
- Accuracy of the application
- Current amount of funds requested
- Criteria shown below

Criteria

Artistic Merit:

1. Will support of the proposed project/season promote excellence in the arts within the city?
2. Is the applicant organization directly involved in the creation and presentation of programs of artistic merit?
3. Will support of the proposed project/season foster support for artists demonstrating merit and achievement in their fields?
4. Does the applicant organization demonstrate a history of providing meritorious artistic programs?
5. Does the applicant organization demonstrate the potential to achieve meritorious artistic programs?

Service:

1. Does the project/season benefit the city by meeting a need not currently being met?
2. Does the project/season offer employment opportunities and artistic development for artists?
3. Will support of this project/season preserve and enrich the diverse cultural resources of McKinney?
4. Does the project/season evidence service that reflects the organization's educational and charitable mission?

Involvement:

1. Does the proposed project/season activity provide access to quality arts programs and participation regardless of geographic isolation, race, income, age, gender, handicap, or social barriers?
2. Does the applicant organization include representation of the diverse cultural, ethnic, and artistic pluralities of the community in the planning, execution, and evaluation of its programs and services?
3. Does the applicant organization provide a community outreach component in this project/season that responds to the cultural diversity of the community?

Capability:

1. Is there measurable evidence of support for the applicant organization (i.e. ticket sales, numbers of participants, contributions, critical reviews, letters of support, etc.)?
2. Does the application show evidence of public and private financial commitment other than its request to the Commission?
3. Is the amount requested reasonable in relation to the total cost of the project/season?
4. Does the applicant exhibit a history of administrative and financial capability necessary to realize the proposed project/season successfully?
5. Does the applicant exhibit the potential to achieve the administrative and financial goals of the proposed activity?

Grantee's Responsibilities

- The McKinney Arts Commission may make periodic checks on grant projects and grant finances during the period covering the actual project/season as a part of the evaluation process.
- Grantee must maintain financial books and records of the funded project/season and of their operations as a whole for at least two years after the conclusion of the funded project/season should the City of McKinney require an audit. These books and records must create a clear audit trail for the revenues and expenses of the funded project upon request.
- **At the conclusion of any funded project/season, the Grantee shall submit to the City a Final Project Report.** This report must be submitted to MAC staff **within 30 days** after the final MAC funded event.
- Grantee shall include in all promotion, publicity and advertising, whether written or verbal, the following credit line:

“This project is funded in part by the City of McKinney through the McKinney Arts Commission.”

The City of McKinney will provide the City's official logo for placement on printed material.

- Grantee shall be willing to submit changes to its proposed project/season schedule.
- Grantee shall provide for up two Commission representatives to attend funded event at no charge.

***Please be sure to read carefully and understand the responsibilities listed above. If you have any questions, please call for clarification. Failing to fulfill your responsibilities could result in funding delay or loss.**