



Community Access & Participation (CAP)

Grant Guidelines – 2020-21

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Applications Open: 6:00 pm January 28, 2020

Application Deadline: 11:59 pm, Thursday, March 12, 2020

Funding Term: July 1, 2020 through June 30, 2021

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 \$7,000 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. Applicants are encouraged to consider City parks as possible venues, such as Tongva and Reed Park, and other city-owned facilities such as the Miles Memorial Playhouse.

The program provides support in three categories: CAP, Latino CAP, and Building the Future. Applicants may apply for funding in a maximum of two categories each year. Applicants may not submit more than one application in any category or apply to more than one category for the same program.

Community Access & Participation (CAP)

This program supports Santa Monica-based arts and cultural agencies in the presentation of exemplary cultural opportunities that respond to community needs. Applicants should demonstrate a history of high-quality work, professional management practices and an ability to serve diverse communities.

Latino Community Access & Participation

The Latino CAP grants support programs that preserve and stimulate Santa Monica's rich Latino heritage. This grant is not restricted to arts and culture organizations. **Any Santa Monica-based nonprofit agency serving the**

community is eligible to apply in this category. Qualifying organizations must demonstrate professional management standards and serve Santa Monica's Latino population by employing professional artists in high-quality cultural programs.

Building the Future

This category is designed to engage Santa Monica youth in activities that encourage a lifelong association with the arts. Programs must take place in non-classroom settings and adhere to the California's Visual and Performing Arts (VAPA) standards. Restricted to Santa Monica-based nonprofit arts and cultural organizations, agencies must demonstrate professional management standards and a history of education programs of outstanding value.

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

All CAP grants require a 30% cash match. The City's goal is to leverage additional funding to support the arts in our community and further advance the scale and quality of funded programs.

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 organizations save time in the grant application process, Common Questions have been developed by the Los Angeles 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 must attend one of the two CAP Informational Sessions scheduled in February 2020.** (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,” except in the Latino CAP category. Any resident Santa Monica-based community service organization may apply in the Latino CAP category, not necessarily one dedicated exclusively to the arts. **“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).
- Applicants must provide matching funds in cash equal to at least thirty percent (30%) of their requested grant.
- Proposed programs must take place between July 1, 2020 and June 30, 2021.
- 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.
- Applicant 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 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. Then, CAP proposals are 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 at the Ken Edwards Center located at 1527 Fourth Street between Colorado and Broadway, in

downtown Santa Monica. Parking is available under the building and will be validated for session participants. Dates for the sessions will be:

Saturday, February 22, 2020 @ 11:00 am
&
Wednesday, February 26, 2020 @ 7:00 pm

Email nathan.birnbaum@smgov.net to reserve a place for one of 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. 2019-20 grantees who did not submit their final report by the 2019-20 reporting deadline may be deemed ineligible to receive 2020-21 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 January 28th, 2020, and click "sign up" on the top menu bar to create an account. (The website functions in Safari, Chrome, and Firefox browsers.)

- **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.
- 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.

Applicants must complete and submit their applications on the GO Smart website by the deadline to be considered for a grant. Late materials or incomplete application packages will not be accepted.

Applicants should be sure to receive an emailed acknowledgement of receipt from GO Smart after they submit their application. Submitting early in order to have time to address any issues or errors in submission is highly recommended.

Should you require assistance in completing the application, email or call Nathan Birnbaum at nathan.birnbaum@smgov.net, tel: 310.458.8350.

APPLICATION DEADLINE:

Application materials must be submitted to GO Smart no later than 11:59 pm, Thursday March 12, 2020.