

2009/2010

FULTON COUNTY ARTS COUNCIL

GENERAL
PROGRAM
POLICIES
AND
APPLICATION
INSTRUCTIONS



GENERAL PROGRAM POLICIES

FUNDING RANGE, MATCHING FUNDS, TYPES OF SUPPORT, NORTH/SOUTH/SOUTHWEST FULTON AREAS, AND AUDIT REQUIREMENTS

FUNDING RANGE: Below is a summary of the minimum and maximum amount of funding for which organizations can apply. Contact the Fulton County Arts Council if you are unsure of your applicable range.

Category	Type(s) of Support	Budget Size	Minimum Request	Maximum Request
Majors	General (Project if eligible)	\$1.5 million and higher	\$20,000	\$150,000 for general support \$50,000 for project support
<ul style="list-style-type: none"> ▪ Arts & Culture ▪ Community Development ▪ Arts Services 	Project & General	Up to \$1.5 million	\$2,000	Varies - See below for details
Small & Emerging Arts Organizations	Arts Project &/or Organizational	Up to \$100,000	\$2,000	\$5,000

Maximum request amounts for applicants applying in the Arts & Culture, Community Development, and Arts Services, categories:

General Support (cannot exceed 30% of cash expenses)	<ul style="list-style-type: none"> o \$70,000 for organizations with budgets \$100,000+ o \$20,000 for organizations with budgets less than \$100,000
Project Support (cannot exceed 50% of cash expenses)	<ul style="list-style-type: none"> o \$30,000
FIRST TIME APPLICANTS (cannot exceed 50% of cash expenses)	<ul style="list-style-type: none"> o \$5,000; eligible for Project Support only

MATCHING REQUIREMENT: ALL funding requests to the Fulton County Arts Council require a match. Applicants are required to match the awards on a minimum one to one (1:1) basis. The match may be a combination of cash and in-kind contributions, however, ***at least 50% of the match must be cash.*** **Fulton County funds may NOT be used as part of the match.**

Example: If an organization is eligible to apply for \$40,000, the application must show a match of at least \$40,000 from sources other than the Fulton County Arts Council or other Fulton County agencies/departments. Of this match, at least \$20,000 must be in cash.

Please be realistic as you calculate the amount requested and the matching funds. Consider your organization’s history of managing public funds and securing contributions from other sources (corporate, foundation, individual) as well as the proposed program’s ability to generate earned income through fees, ticket sales, etc.

TYPES OF SUPPORT

Project Support

Project Support is designed to fund project-specific expenses for either (1) non-arts organizations to present arts programming or for (2) arts organizations who are only applying for support for a *single unifying project* (e.g., a festival, a concert series, etc.) All project activities must take place within Fulton County.

General Support

General support is designed to support all programs and activities of an arts/cultural organization that relate to its mission (please include in the application only programs that take place in Fulton County). An arts/cultural organization applying for general support must include all aspects of its needs (programming and organizational development) in one proposal.

The General Support is unrestricted and available ONLY to eligible organizations that fall in the Majors, Arts & Culture, Community Development and Arts Services categories. Refer to the category descriptions and the General Program Policies for more information. Please contact the Contracts for Services program if you are unsure of your eligibility.

ORGANIZATIONS MAY ONLY APPLY FOR EITHER PROJECT OR GENERAL SUPPORT – NOT BOTH. Eligible applicants must determine which type of support (general or project) is most appropriate for their proposed programs. Both are highly competitive and subject to the same degree of review.

NORTH/SOUTH/SOUTHWEST FULTON ELIGIBLE AREAS

The Fulton County Arts Council is committed to expanding the availability and accessibility of the arts in North, South, and Southwest Fulton County. As such, programming taking place in the following areas will be eligible for bonus points in the rating of applications:

City of Alpharetta	City of Chattahoochee Hill Country	City of College Park
City of East Point	City of Fairburn	City of Hapeville
City of Johns Creek	City of Milton	City of Mountain Park
City of Palmetto	City of Roswell	City of Sandy Springs
City of Union City	Unincorporated South Fulton	

In order to receive the bonus points, specific programming and locations where the services will be provided must be confirmed at the time of application. See page 23 for more information.

AUDIT REQUIREMENTS

All eligible applicants are required to submit financial information for the last completed fiscal year in the form of a copy of Income/Expense statements, Internal Revenue Services 990 Form or 990-EZ Form, or an audit completed by an independent accountant for the annual operating budget of the current fiscal year. If the audit is in progress, the applicant must submit a letter from the accounting firm indicating the date that the audit will be completed. The applicant must submit the audit immediately upon completion; contracts cannot be executed until an audit is on file.

OPERATING BUDGET SIZE	INCOME/ EXPENSE STATEMENTS	FORM 990/990 EZ	ANNUAL AUDIT
Under \$25,000.00	REQUIRED Certified as truthful/accurate and signed by Board Chair or Board Treasurer (may submit audit if available)		
\$25,000.00 - \$200,000.00		REQUIRED Most Recent Submitted to the IRS	Required if an audit was completed; if not, submit Income/Expense statement signed by Board Chair or Board Treasurer
\$200,001.00 – \$499,999.00		REQUIRED Most Recent Submitted to the IRS	REQUIRED
\$500,000.00 and Higher		REQUIRED Most Recent Submitted to the IRS	REQUIRED

IMPORTANT NOTICE

- Please note that audits of fiscal years other than the most recently completed are not acceptable. If your audit is currently in progress, you must submit with your application a letter from the accounting firm that confirms that the firm has been hired to conduct the audit and the date by which the audit will be completed. The audit must be submitted to the Arts Council immediately upon completion. Please note that the required audit must be on file at the Arts Council prior to the contract execution.
- Fulton County reserves the right to audit any Contractor’s accounting of expenditures. Contractor agrees to retain all records pertaining to the services that are the subject of a contract award for a maximum of three (3) years from the date of execution of the contract.
- Please note that failure to comply with the audit/financial statement requirement may result in the cancellation of any contract award.

COMPLETING YOUR APPLICATION: A STEP BY STEP GUIDE

The following section outlines the application process to be used by ALL applicants for the 2009/2010 Contracts for Services Program. All applications are due **NO LATER THAN 5:00 P.M.** on the deadline date. **Faxed and emailed applications are NOT acceptable.** Forms are available online at the Arts Council's website, www.fultonarts.org. Forms are also provided in this publication. Please be sure to select the appropriate form for the category you wish to apply.

Submit applications to:
ATTN: Contracts for Services
Fulton County Arts Council
141 Pryor Street, SW, Suite 2030
Atlanta, GA 30303

APPLICATION PACKAGE

A complete application consists of **ONE (1) ORIGINAL APPLICATION** with REQUIRED ATTACHMENTS and **TWO (2) COPIES OF ARTISTIC SUPPORT MATERIALS**. Please review the next few pages for instructions on how to collate your application package. All attachments should be in the required order.

APPLICATION FORMAT

FORMAT: The application and attachment pages must be clearly legible. The application **MUST BE TYPED** using an **11-point font** or larger with margins of at least 0.5" on all sides. Pages must be single-sided, 8-1/2 x 11 inch sheets; oversized materials, and newspaper clippings must be photocopied or laid out to fit this format. Use clips or rubber bands to keep intact. **Do not STAPLE or BIND the application!**

Please LABEL and NUMBER the pages in your application. Make sure the pages are in this specified order:

1. Front page of the application form
2. Application narrative
3. Budget section pages
4. Budget breakdown
5. Other information section page(s)
6. Certification/signature page and fiscal agent page (if using) – ***please sign in blue ink***
7. History of organization that includes artistic mission statement, not to exceed one (1) page
8. Current bios of key administrative and artistic personnel, not to exceed three (3) pages total (*no resumes*)
9. List of organization's board of directors, including addresses, telephone numbers and business/ community affiliation
10. One-page description of the Artistic Support Materials (please label and number all Artistic Support Materials)
11. Demographic information chart
12. Deficit Reduction Plan (if applicable)
13. Copy of the most recent Financial Statement or Audit
14. Form 990 or 990-EZ, most recent copy submitted to the IRS (except for municipal governments)
15. **Current State of Georgia Certificate of Incorporation / Annual Registration**
16. Application checklist
17. **First-time applicants ONLY:** IRS 501(c)(3) letter (determination of tax-exempt status)
18. TWO (2) copies of the Artistic Support Materials

Completing the Application

- When completing the application, please use the space provided.
- For the budget sections, please use the forms provided in the application
- Please **do not** send a blank form with the words 'see attached' printed on it and the required information in a separate page.

ARTISTIC SUPPORT MATERIAL

Applicants may submit two (2) copies of Artistic Support materials to be shared with panelists during the panel meeting. If you do choose to submit support material, we recommend it be in relation to any new or modified programming for the upcoming year. Please be advised that support material is judged on quality of programming represented and the quality of the material itself. We suggest you limit the amount support material to the best representation of your programming.

INSTRUCTIONS

Label all materials with the organization's name. When selecting the support material representative of your organization, please consider the following:

- ❖ **The materials must be recent (within the past three years).**
- ❖ Artistic examples should be representative of the work of the artists involved in the project.
- ❖ Presenting organizations are encouraged to send artistic materials representative of the artists that will be presented during the application contract period and a sample of work presented in the past two seasons.
- ❖ Artistic examples should be reflective of the genre for which the application is submitted.
- ❖ In the case of museums, the 'artistic' support material should represent the type of cultural programming offered by the institution.

Description of Support Material

You must include a one-page description of all artistic support material submitted. The description should include the organization's name as well as the following:

- Title of the piece
- Performers (e.g., musicians, choreographer, artists, authors, etc.)
- ***Date and location of the piece***
- A brief synopsis of the work
- Any other relevant information that could assist the panel in reviewing the work

Acceptable support material

Be sure to clearly label each sample with the applicant's name. Make sure digital support material is compatible with a variety of systems.

Videotape or DVD (DVD <i>preferred format</i>)	<ul style="list-style-type: none"> • At least 5 minutes in length, cued to the section that you want the panel to view
Compact Disc (CD)	<ul style="list-style-type: none"> • Indicate in the Description of Artistic Support Material which track(s) you want the panel to listen
Slides <i>You may send in Power Point or a photo CD (CD is preferred format) in lieu of actual slides</i>	<ul style="list-style-type: none"> • Maximum of 10 slides; suggested that you include 1-2 slides of a general installation view of space • Should be <u>no more than 3 years old</u> • Slides must be 35mm and suitable for projection. <u>Do not</u> submit glass slides or affix masking tape or other thick tape to label slides. Number each slide. Place ink dot in on the front bottom left of each slide to guarantee that it is projected correctly. Place the slides in a 9" x11" clear plastic

	slide sheet
Writing samples	<ul style="list-style-type: none"> • Writing samples by writers involved in the project (journals, magazines, books, etc.) • If journal or magazine, send most recent issue
Promotional material	<ul style="list-style-type: none"> • Brochures, flyers, programs, announcements, etc.
Press reviews or published writings about the organization	<ul style="list-style-type: none"> • Newspaper clippings, etc. • Must be photocopied or laid out to fit 8-1/2 x 11 inch sheet

➔ **Tips for applicants submitting slides, videos, DVDs, audiocassettes, or CDs:**

Panelists generally spend no more than two to three minutes on the artistic materials submitted for each application during the panel meeting. To make the best impression:

- *Be selective:* only submit work that best represents your organization or project
- *Compatibility:* Make sure digital support material is compatible with a variety of systems
- *Don't forget your cue:* Cue submissions to the start of the samples to be reviewed.
- *Remember **quality over quantity!***

IMPORTANT NOTICE:

Support materials will not generally be returned.

Support materials will be only returned to applicants who enclose a self-addressed stamped envelope (SASE) with sufficient postage and protective packaging if necessary. Materials will be returned approximately eight weeks after the panel review meeting. If no SASE is enclosed, the materials become the property of the Fulton County Arts Council and will be discarded by August 2009.

The Fulton County Arts Council cannot assume liability for loss or damage to any materials submitted. Please do not submit original or one-of-a-kind works.

*APPLICATION
INSTRUCTIONS*

INSTRUCTIONS FOR COMPLETING APPLICATION FORMS

This section provides definitions and specific details of what information should be included in the application forms.

SECTION I. – APPLICANT DESCRIPTION

- **APPLICANT:** Enter the organization's name, website, mailing address, physical address (if different from mailing address), phone number, fax number, and executive director's name and email address.
- **CONTACT PERSON:** This is the person to contact for more information about the application. He/She should be familiar with the application and be reachable during daytime hours. Enter the person's name, title and contact information.
- **BOARD CHAIR:** This is the chairperson of the board of directors or board of trustees for the applicant organization. Enter the person's name, company, and contact information.
- **ORGANIZATIONAL INFORMATION:** Enter the following:
 - Federal ID No. (EIN) : Indicate the Federal Identification Number (EIN) along with the organization's date of incorporation and fiscal year (ex. July 1 -June 30; January 1 – December 31; etc.).
 - Fulton County Commissioner and District: The name of the Fulton County Board of Commissioner and the district served where the applicant organization is located. Refer to the Zip Code listings given on the inside cover.
 - Indicate if you are using a fiscal agent.
 - Indicate if you are a previous applicant not funded in 2008/09.
- **CATEGORY (if applicable):** Check the category in which you are applying: Arts & Cultural, Majors, Community Development, or Arts Services
- **ARTISTIC DISCIPLINE:** Check the primary artistic discipline of the programs and services proposed in the application.
- **APPLICATION TYPE (if applicable):** Indicate if applying for General Support or Project Support. Be sure to refer to Guidelines for eligibility.
- **PROJECTED AUDIENCE:** Please estimate the number of people that will be served by the proposed program(s).
- **AMOUNT REQUESTED:** The amount of your request to the Fulton County Arts Council.
- **TOTAL CASH MATCH:** Applicants are required to match Fulton County Arts Council awards on a minimum one-to-one basis. Refer to Guidelines for details.
- **TOTAL ORGANIZATION CASH BUDGET:** This figure must correspond to the number provided in the Budget section.
 - General Support Applicants: This is the total ORGANIZATION CASH operating expenses for the organization
 - Project Support Applicants: This is the total PROJECT CASH budget, *not* the organization's operating budget.

- **SCOPE OF SERVICES:** A brief description of the proposed services detailed in the application. MUST FIT ON FRONT PAGE. **The Project Summary should clearly and concisely summarize your project, include project dates and location(s), and will be the language used in your contract.** For example:
 - *To present a concert series of four free performances targeting residents in North Fulton. Performances will be held at the Cultural Arts Center in October 2009, December 2009, March 2010, and May 2109. To offer outreach programming to senior and community groups throughout the year (July 2009 – June 2010.)*
 - *To provide an afterschool arts program to youth ages 5-12 in South Fulton from September 2009 – May 2010. To provide a Spring Break arts camp for youth ages 13-17 from April 3-7, 2009 at the South Fulton Community Center.*
 - *To provide free technology services to arts organizations throughout Fulton County (July 2009 – June 2010.)*

SECTION II. – APPLICATION NARRATIVE

Please refer to the Narrative section for the maximum number of pages allowed. Be sure to provide **all** of the information requested and divide the narrative into sections using the titles provided. **Please make sure that you use the correct narrative instructions for your request.**

SECTION III. – BUDGET SECTION: GENERAL AND PROJECT SUPPORT APPLICATION

Use your own fiscal year to determine these numbers; you do not need to recalculate to fit the Contract for Services cycle. Please provide figures for: last year (2007/2008 actual figures), current year (approved budget figures for 2008/2009), and next year (projected budget figures for 2009/2010).

Part A. Three-Year Budget History

Operating Budget: Please provide a three-year overview of your organization’s operating budget. Include only cash expenses/income.

Capital Budget: Please provide a three-year overview of the organization’s capital budget. Include only cash expenses/income. Include in this section only figures related to purchase or building of real estate, renovations or improvements involving structural change, payment for roads, driveways or parking lots, permanent and generally immobile equipment such as grid systems or HVAC systems, etc. **Do not** include equipment purchases such as computers, copiers, cameras, etc. Those are operating expenses.

Endowment Fund: Please provide value of organization’s endowment (restricted assets).

Clarifications:

1. Changes of 20% or more: Looking at the expenses/revenue for each year, please explain if there are changes that are 20% or more from year to year. (For example, if your expenses were \$350,000 in 2008/2009 and the approved budget expenses for 2009/2010 are \$425,000, that’s an increase over 20% – explain the rationale for the increase (more programs, anticipated increase in contributions, etc.).
2. Surplus or Deficit: Please provide rationale for existing or projected surplus/deficits. If there is an existing deficit, please provide details about the deficit reduction plan and attach the board-adopted plan. If a deficit is projected, please explain why the organization is operating with a deficit-spending policy.

Part B. Budget Details

Check if General or Project Support. Please provide a 2-year detailed budget summary, using the categories provided. Please see the following page for definitions of allowable expenses in each category.

General Support: Use your own fiscal year to determine these numbers; you do not need to recalculate to fit the Contract for Services cycle.

Project Support: Must use budget figures that correspond to the project period July 1, 2009 – June 30, 2010.

Part C. Budget Breakdown

Please attach a breakdown of the items summarized in the detailed budget above. Include only cash expenses/income. Be as specific as possible.

- Personnel: Please list positions by title, not by the name of the incumbent (i.e. Producer, \$25,000). Don't forget to include benefits and payroll taxes, if applicable.
- Outside Fees & Services: Please list by nature of the service, not by the name of the service provider (i.e. fundraising consultant, \$10,000).
- Marketing: Please list by nature of the service, not by the name of the service provider (i.e. advertising fees, newspaper).
- Other Operating Expenses: Please try to group in logical sub-categories (i.e. office supplies - \$15,000; utilities, \$10,000). Itemize within reason.)
- Corporate, Foundation and Project Support: Please itemize (list separately) any contribution over \$2,500 including name of the contributor and amount (i.e. Bank of the South, \$5,000). ***Do not breakdown as "local corporations -- \$20,000"; please itemize!***
- ***Please asterisk any confirmed funding.*** If the funder has a history of giving to the organization, but the amount has not been confirmed as of the application date, you may add a footnote to explain and outline funding received in the past from this funder.

Part D. Other Budget Information

1. In-Kind Services: If the organization plans to receive donated goods or services, please indicate here the source, type of service, and market value. If the organization does not track in-kind donations, please indicate so in the form.

2. Fulton County municipality: Indicate in which Fulton County city the organization is located and detail any cash or in-kind support the organization receives from that city.

3. Breakdown of FCAC funds: Please outline how the organization plans to use the amount requested (artists fees, supplies, etc.). Please list only eligible activities!

4. Amount Requested: Please indicate how the organization plans to meet the expenses related to the project. Project support applicants should also indicate if this is a recurring or new project. If recurring, please compare the proposed budget with the actuals from previous years.

5. Other Fulton County funding: In an effort to avoid duplication of services, we need to collect information relative to funding that the organization is receiving or plans to receive

from other Fulton County agencies, such as the Departments of Health, Human Services, etc. Do not include here funding received from other governmental sources (such as municipalities, state agencies, federal agencies, regional authorities, etc.).

6. Gender specific programming: Indicate any programs or services for which you are applying for funds that specifically target men/boys or women/girls.

SECTION III. – BUDGET SECTION: SMALL & EMERGING ARTS ORGANIZATIONS AND GRASSROOTS APPLICATIONS

Part A. Organizational Budget

Include the ORGANIZATION'S cash-operating budget for the most recently completed fiscal year (2007/2008), the current fiscal year (2008/2009), and the upcoming year (2009/2010).

Part B. Project Budget – Expenses and Income

Please provide a detailed budget for the PROJECT outlined in the application. Use the space provided. The expenses must be incurred during the project period, which is **July 1, 2009 through June 30, 2010**. Include both cash and in-kind expenses and income. Refer to the *Glossary of Budget Items* listed below for explanations of the budget terms.

SECTION IV. – OTHER INFORMATION

1. Bonus Points: Please indicate confirmed locations of venues in North, South, or Southwest Fulton where the organization will provide services. **See exception regarding programming in schools in Fulton County.**
2. Fulton County municipality: Indicate in which Fulton County city the organization is located and detail any cash or in-kind support the organization receives from that city.
3. Gender specific programming: Indicate any programs or services for which you are applying for funds that specifically target men/boys or women/girls.
4. OPTIONAL: 2008/2009: Use this section to address any comments from the 2008/2009 Panel Consensus Statement.
5. Other information: Please use this space to clarify any issues that you think may cause concern as the panel reviews your application.

GLOSSARY OF BUDGET TERMS

EXPENSES

Personnel – Administrative: Payments for administrative employees' salaries, wages, and benefits. Examples include managerial staff (e.g., executive directors, program directors, business managers, managing directors, development/fundraising staff) and clerical staff (e.g., receptionists, bookkeepers, etc.)

Personnel – Artistic: Payments for artistic employees' salaries, wages, and benefits. Examples include artistic directors, conductors, curators, dancers, actors, etc.

Personnel Technical/Production: Payments for technical and production employees' salaries, wages, and benefits. Examples include technical directors, stage managers, exhibit installers, etc.

Outside Fees & Services – Artistic: Payments to firms and individuals providing artistic services who are not normally considered employees of the organization. Examples include guest artists, guest curators, and individuals contracted by the organization in an artistic capacity.

Outside Fees & Services – Other: Payments to firms or persons for non-artistic services who are not normally considered employees of the organization. Examples include accountants, grantwriters, consultants, etc.

Marketing All costs for marketing, publicity and promotion. **Do NOT include payments to individuals or firms which belong under *Personnel-Administrative* or *Outside Fees & Services – Other*.** Examples of costs include newspaper/radio/television advertisement; printing and mailing of promotional brochures or flyers; etc.

Other Operating Expenses: Include expenses related to the general operations of your organization or other related project costs. Examples include but are not limited to:

- Supplies – includes but limited to office supplies, postage, art supplies, etc.
- space rental – includes but not limited to rental of office, rehearsal space, theatre, hall, etc.)
- travel – includes all costs of travel (e.g., air fare, lodging, tax, rental car expense, per diem, etc.)
- equipment – includes costs of rental and purchased equipment (e.g., computers, copiers, lighting equipment, etc.) Specify if equipment is rental, lease, or purchase. Do NOT include capital expenditures for immobile equipment such as grid systems or HVAC.
- Utilities – includes but not limited to electricity, gas, telephone, etc.
- Miscellaneous – all remaining operating expenses. Please be sure to detail.

INCOME

Earned Income: Includes but may not be limited to income derived from admission or ticket sales; memberships or subscriptions; fees for classes or workshops; gift shop or concession sales; etc.

Corporate Support: Support derived from contributions for all activities of the organization by businesses, corporations, and corporate foundations. Please list only cash support.

Foundation Support: Support derived from contributions for all activities of the organization by private and community foundations (with the exception of corporate foundations.) Please list only cash support.

Other Private Support: Support derived from donations by individuals or private sources other than corporate or foundation sources. Please list only cash support.

Government Support: Support derived from grants or appropriations by agencies of the Federal, State, or Local (city, county) governments or regional governmental authorities such as multi-state consortium of state agencies. **Do NOT include amount requested from Fulton County Arts Council.**

County Government Support: Support derived from other Fulton County departments.

Applicant Cash: Funds from the organization's present or anticipated resources to be used for operating/project expenses, such as income from endowments, interest income, or cash reserves.

Operating Deficit: When the cash expenditures exceed the cash income. A deficit reduction plan must be attached. If the organization is operating under a policy of deficit spending, the applicant must provide an explanation in *Section III – Budget Information*. Generally, deficit spending is cause for concern among reviewers.

Operating Surplus: When the cash expenditures exceed the cash income. Please provide an explanation in *Section III – Budget Information*.