

**2017 – 2019**  
**CULTURAL RESOURCE DEVELOPMENT GRANT**  
General Eligibility Requirements and Evaluation and Review Process



***Please make sure to review this document completely  
before beginning application.***

The City of West Hollywood Cultural Resource Development Grant supports arts organizations with budgets under \$75,000 and an interest in strengthening their organization's infrastructure. The Cultural Resource Development Grant provides two benefits for nonprofit arts organizations by supporting both the organization's mission to provide arts programming, and to support the organization itself with technical assistance to improve its ability to fundraise, develop audiences, and build its administrative structure.

#### General Information

- These grants are intended for newer, smaller and/or less-experienced non-profits, or established nonprofits undergoing organizational transitions, with budgets generally under \$75,000 and primarily volunteer run.
- Grants are provided for programming, as well as technical assistance, including support to access the DataArts platform (formerly the California Cultural Data Project), which is required should the organization wish to move into the City Arts Project Grant category at a future time. *[DataArts is the platform that allows an organization to create its Cultural Data Profile (CDP) which is required to be submitted with the City Arts Project Grant application. The CDP is an online survey that nonprofit arts, culture, and humanities organizations – large and small, and across all disciplines – use to capture, share, and analyze their financial and programmatic information in a standardized format, all in one safe, secure place.]*
- **2017: 3-Year Grants:** With its first successful application, an organization will be awarded funding for three years, following which the organization may apply for funding through the City Arts Project Grant category.

- Maximum grant award per year is \$2,500 with an additional \$1,500 in technical assistance. With its first successful application, the organization would be awarded a three-year contract (maximum grant of \$7,500 and technical assistance of \$4,500 payable over 3 years).
- The City anticipates awarding 2 grants in this category for 2017.

**APPLICATION DEADLINE IS 3 P.M. FRIDAY, SEPTEMBER 9, 2016**

**General Requirements**

To be eligible for consideration, organizations must fulfill **all** of the following requirements:

1. The primary mission of the organization must be the production and/or public presentation of one or more disciplines of the arts. This includes, but is not limited to, performing arts, literary arts and media and visual arts.
2. Organizations must be a registered and active nonprofit arts organization;;
3. Organizations must provide proof in the form of a Certificate of General Liability Insurance in an amount not less than two hundred thousand dollars (\$200,000) per occurrence for bodily injury, personal injury, and property damage.
4. Organizations must provide a financial statement detailing the organization's income and expenses for the previous year (*for example, a calendar year statement would be for January 2015 – December 2015; a fiscal year statement would be for July 2015 – June 2016*).
5. Organizations must be able to demonstrate commitment to and involvement with the West Hollywood community.
6. Organizations must be able to demonstrate artistic quality and experience in their field as well as provide at least one year of programming documentation.
7. Projects must take place in West Hollywood or in the immediate West Hollywood adjacent area and include opportunities for West Hollywood residents in the proposed activities.
8. Organizations awarded a Cultural Resource Development Grant must submit a Final Report within 30 days of completing the grant project. Failure to file a Final Report may result in the following:
  - a. Requested return of grant funds for that year;
  - b. Forfeit of any awarded grant funds for the coming year, and
  - c. The inability to request funding in the future without the completion of the final report.

## **Grant Program Objectives**

The City has identified the following objectives for the program:

- To enhance an organization's knowledge, skills, and business and professional development needs.
- To engage an organization in specific professional and business development activities that will aid it in building its capacity, strengthening its infrastructure, and/or extend the reach of its programming activities.
- To assist an organization with strategic planning that will help it meet its mission, goals and objectives.
- To encourage an organization to explore innovative programming to extend its audience reach and enhance the reputation of West Hollywood as an "Arts City."

The City anticipates the following results from this grant program:

- Organizations acquire knowledge and skills that will aid them in becoming a more sustainable arts organization.
- Organizations are more versed at developing realistic goals and objectives that will build and strengthen the organization's capacity to provide quality arts program.
- Organizations extend the reach of their partnerships and collaborations that provide positive public relations for the organizations and for West Hollywood as an Arts City.
- Organizations gain/maintain a competitive edge for a variety of arts grant opportunities.

## **Review Process**

A review panel of the West Hollywood Arts and Cultural Affairs Commission and community members will evaluate and score grant applications using the following criteria:

1. Artistic quality of the organization (0-25 points)
2. Involvement in the West Hollywood Community (0-30 points)
3. Managerial and Fiscal competence based on organizational paperwork, finances and completeness of the application (0-15 points)
4. Overall merit of the project (0-15 points)
5. Readiness and ability to utilize technical assistance (0-15 points).

The amount of any award will be determined by ranking within the point structure; the overall appropriateness and quality of the project; and the size of the organizational budget.

An organization's grant award will be determined, in part, by the size of the organizational budget. Notwithstanding the maximum grant amounts and the foregoing criteria, no grant shall be larger than 20% of the organizational budget; and no grants smaller than \$1,000 will be awarded.

All applicants will be screened initially by staff to ensure compliance with the eligibility requirements. Applicants who do not meet these requirements will not be forwarded onto the grants panel for review.

### **Important Notes**

- When preparing the project budget, make sure to include the City grant request on the appropriate budget line.
- All grant information provided by the applicant becomes public record.
- Any organization that accepts grant funding is subject to audit by the City to ensure that grant funds were used for the project as reported by the organization. The organization should maintain and retain records on revenue and expenditures related to the project for at least three years. Should organizations not adequately account for use of the grant funds, they may be ineligible for any further grant funding from the City.
- Organizations interested in using City facilities for their programming should include project related expenses associated with the use of the facilities in the project budget section as noted below.

### **Venues for Performing and Presenting Arts Grant Projects**

City facilities are under demand by many different groups, so the City encourages organizations to seek non-City-owned spaces in which to present their programming. Receipt of a grant does not guarantee the use of City facilities. Organizations should be realistic in the cost of rehearsal and performance time in a facility and this cost should be reflected in the organization's proposed budget. **Should the City be able to accommodate the project in one of its facilities, the organization should include the cost of the space in its budget and include it as an in-kind donation by the City.**

#### **Non-City-owned facilities**

Organizations are encouraged to seek out non-City owned facilities and non-traditional spaces. The venue should still adhere to regulations on use of space. Some non-traditional spaces could include bars/clubs in West Hollywood.

The City has compiled a list of basic rates and amenities for West Hollywood Theatres, though organizations should always double check with the facility to verify information and pricing (<http://www.weho.org/home/showdocument?id=18036>). Theatres in West Hollywood include the following

- Actor's Company (<http://theactorscompanyla.com>),
- Lee Strasberg ([losangeles@strasberg.com](mailto:losangeles@strasberg.com))
- MACHA Theatre ([www.machatheatre.org](http://www.machatheatre.org))

### **City Facilities**

It is advisable to discuss with City Staff which spaces might be available prior to an organization indicating that the City facility would be the host location for the event. City facilities include the following:

**Fiesta Hall, Plummer Park:** Seats 150-200, Large Indoor Stage, Dressing Rooms, Kitchen, Courtyard, Stage Lighting (not movable, organization must hire lighting tech at \$75/hour). Users are responsible for set-up and break down. There is ample parking on site. The facility has a projector and screen but the City's approved contractor must be hired to use the City's equipment in Fiesta Hall. Alternatively, organizations may bring in their own equipment.

[https://apm.activecommunities.com/weho/Facility\\_Search?facility\\_id=26](https://apm.activecommunities.com/weho/Facility_Search?facility_id=26)

**Plummer Park Community Center,** Rooms 1+2: Can fit up to 80 people, NO Stage, no dressing rooms, users responsible for set-up and break down, ample onsite parking. Wooden floor (could accommodate dance).

[https://apm.activecommunities.com/weho/Facility\\_Search?facility\\_id=77](https://apm.activecommunities.com/weho/Facility_Search?facility_id=77)

**West Hollywood Park Auditorium:** Fits up to 300 but only contains about 100 seats. Organizations wishing to have more chairs would need to provide them. Large Indoor Stage, No Dressing Room, Very Basic Stage Lighting (Group may be able to use bars for additional lighting), ample parking on site. Users are responsible for set-up and break down.

[https://apm.activecommunities.com/weho/Facility\\_Search?facility\\_id=37](https://apm.activecommunities.com/weho/Facility_Search?facility_id=37)

**West Hollywood City Council Chambers:** 139 fixed seats, with an additional 20-30 temporary seats. There is no stage. To use sound and projection equipment, the organization must hire the City's contracted sound tech at \$450 for a 4 hour period, with \$150 for each additional hour. Limited lighting options (lights cannot be moved). Projection screen 9x16 ft. Bluray player. No surround sound.

[www.weho.org/libraryrooms](http://www.weho.org/libraryrooms)

**West Hollywood Library Community Meeting Room:** No stage, no stage lighting. There is a projector, screen and sound system. To use sound and projection equipment, the organization must hire a sound tech at \$450 for a 4 hour period, with \$150 for each additional hour. Alternatively, organizations can bring and run their own equipment. The room fits up to 80 people. There is no dressing room. There is ample onsite parking.

[www.weho.org/libraryrooms](http://www.weho.org/libraryrooms)

**Kings Road Park:** There is a small, recently refurbished indoor facility that can be used for readings, workshops or small performances. Comfortably seats about 35-40 people. Any projects that take place in Kings Road Park must conclude by dusk, as the Park is closed at dusk. There is no stage. While there is no designated dressing room, the kitchen may be used since it has doors to close it off from the main room.

[https://apm.activecommunities.com/weho/Facility\\_Search?facility\\_id=76](https://apm.activecommunities.com/weho/Facility_Search?facility_id=76)

**Outdoor spaces:** While outdoor spaces in the parks or other City owned property can provide terrific locations for programming, they also may require significant coordination with the City, depending upon the project. In some cases, a Special Event Permit may be required. It is recommended that you have a preliminary discussion with City Staff prior to submitting an application that involves using an outdoor space.