



ORGANIZATIONAL DEVELOPMENT GRANT GUIDELINES (2020-2022)

Please review this document completely before beginning application.

The City of West Hollywood's WeHo Arts Organizational Development Grant supports arts organizations with budgets under \$75,000 and an interest in strengthening their organization's infrastructure. The Organizational Development Grant provides two benefits for non-profit 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 infrastructure.

The grants are intended for newer, smaller and/or less-experienced non-profits, or established non-profits 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 WeHo 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 WeHo Arts Project Grant application. The CDP is an online survey that non-profit 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.]*

2020: 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.

The City anticipates awarding up to three grants in this category for 2020.

With its first successful application, the organization would be awarded a three-year contract. The maximum award any organization may receive under this grant over three (3) years is:

- Year I \$1,500 cash award and \$2,500 for technical assistance.
- Year II \$2,000 cash award and \$2,000 for technical assistance.
- Year III \$2,500 cash award and \$1,500 for technical assistance.

APPLICATION DEADLINE IS 3 P.M. THURSDAY, SEPTEMBER 12, 2019

Grant Program Purpose

The City has identified the following objectives for the WeHo Arts Organizational Development Grant:

- To enhance an organization's knowledge, skills, business and professional development needs.
- To engage an organization in specific professional and business development activities that will aid 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 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.

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 501 (c)(3) non-profit in good standing with the Internal Revenue Service and the Franchise Tax Board or provide evidence that they are under a fiscal sponsorship agreement with another non-profit organization in good standing with the Internal Revenue Service and the Franchise Tax Board.
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 2019 – December 2019; a fiscal year statement would be for July 2019 – June 2020*).
5. Organizations must be able to demonstrate a commitment (history of programming in West Hollywood, history of community involvement, support of City core and civic values) to and involvement with the West Hollywood community,
6. Organizations must be able to demonstrate artistic authenticity, experience in their field, and an understanding of the unique aspects and cultural diversity of the West Hollywood community, as well as provide at least one year of programming documentation.
7. Must submit an on-line application by the application deadline of **3 p.m. Thursday, September 12 2019**.
8. The proposed first year project (*January 1, 2020 – December 31, 2020*) must be well-conceived at the time of application with locations of activities, proposed dates of presentation, and a marketing and/or community outreach plan. The second and third year project (*January 1, 2021 – December 31, 2021 and January 1, 2022 – December 31, 2022*) may be more general in nature, but must contain a brief outline of the proposed project and anticipated use of funds to realize the project.
9. Projects must take place in West Hollywood or in the immediate West Hollywood adjacent area.
10. Organizations awarded a WeHo Arts Organizational 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:
 11. Forfeiture of grant award and return of grant funds;
 12. Ineligibility to request funding in the future without the completion of the final report.

Review Process

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.

A peer review panel will evaluate and score grant applications using the following criteria:

1. Artistic uniqueness of the organization (0-25 points)
2. Involvement and understanding of the unique aspects and cultural diversity of 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).

NOTE: Organizations whose business location is within the City of West Hollywood may receive a bonus of 4% on their score, per City policy.

Successful applicants will be determined by ranking within the point structure and the overall appropriateness and quality of the project.

Schedule

Thursday, September 12, 2019	Application deadline
October 2019	Peer review of grant applications
November 7, 2019	Performing Arts and Cultural Affairs Subcommittee to consider funding recommendations
November 21, 2019	Arts and Cultural Affairs Commission to consider ratification of Performing Arts and Cultural Affairs Subcommittee's funding recommendations
December 2019	City Council to consider approval of funding recommendations
December 2019	Grant recipient notifications
January 2020	Administration grant agreements and contracts
February 2020	Anticipated award of grant funds (<i>Award of funds depend on grantee's compliance with contracting requirements</i>)

Important Notes

- 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 (i.e., invoices, receipts, bank statements and/or accounting system 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.
- Applicants (as applicable) are required to cost out in-kind support from the City as part of its project budget (*facility use and technical support*)
- Organizations interested in using City facilities for programming should include project related expenses associated with the use of the facilities in the appropriate project budget section. Please refer to Attachment A
- When preparing the project budget, make sure to **include the City grant request** on the appropriate budget line. The project budget should adequately support the project goals and objectives, and the total amount needed to successfully realize the project in West Hollywood.

Annual Arts Grant Program Workshop

The City will conduct its Annual Arts Grant Program Workshop, **Thursday, August 1, 2019 at 6:00 p.m.** at the West Hollywood Library Community Meeting Room located at

625 N. San Vicente, West Hollywood. Parking is available in the Library five-story parking structure.

Connect with Us

Please connect with us by visiting:

www.weho.org/arts

www.facebook.com/WeHoPride

www.facebook.com/WeHoArts

www.twitter.com/WeHoArts

www.instagram.com/WeHoArts

Venues for Performing and Presenting Arts Grant Projects

City facilities are highly in demand. We encourage artists and organizations to seek out non-City owned facilities in which to present the proposed grant-funded project. **The receipt of a grant does not guarantee the use of City facilities.** Artists, artist collectives and non-profit organizations should be realistic when developing the project, budget and timeline and be conscious of City facility demands.

Artists, artist collectives and non-profit organizations must include cost of rehearsal and performance time in a facility as part of its project budget. **Should the City accommodate the project in one of its facilities, the organization must 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 non-City-owned facilities and non-traditional spaces. The venue should adhere to regulations on use of space. Some non-traditional spaces could include schools, places of worship, or bars/clubs in West Hollywood.

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

- Actor's Company (<http://theactorscompanyla.com>),
- Lee Strasberg (losangeles@strasberg.com)
- 11:11 Theatre (<https://www.1111exp.com>)

CITY FACILITIES

Please consult City Staff on the availability City facilities before indicating that the City facility would be the host location for the event. City facilities include the following:

Fiesta Hall, Plummer Park: Seats up to 300 depending on layout, The facility has a stage, dressing rooms, kitchen, courtyard, stage lighting (not movable, organization must hire lighting tech at \$78.42 (three hour minimum)). Users are responsible for set-up and break down. There is ample on-site parking. 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 provide their own equipment.

https://apm.activecommunities.com/weho/Facility_Search?facility_id=26

Plummer Park Community Center, Rooms 1+2 can accommodate up to 80 people. There is no stage, dressing rooms and users are 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

Plummer Park's Long Hall: Small gallery space suitable for exhibitions. Grantee is responsible for all installation, framing, insurance, and de-installation, as well as staffing of the gallery space. The gallery space must be open at least 3 days per week, 4 hours per day (minimum of 12 hours per week is required). Use of this space requires approval by the City's Arts Division. Failure to open and staff the gallery space during hours of operation may result in:

- a) Forfeiture of grant award and return of grant funds;
- b) Ineligibility to request funding in the future without the completion of the final report.

West Hollywood Park Auditorium: The auditorium can accommodate up to 300 persons. However there are only 100 seats available. Organizations wishing to have more chairs would need to provide them. This facility has a large indoor stage, no dressing room, very basic stage lighting (Group may be able to use auxiliary lighting bars to attach additional lighting supplied by the Grantee). There is ample on site parking. Users are responsible for set-up and break down.

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 may be added for a total of approximately 169 seats. There is no stage. For screenings, theatrical and visual presentations in the West Hollywood City Council Chambers, Waveguide technical support is required at \$450 (for 4 hours).

West Hollywood Library Community Meeting Room: This facility seats up to 100. No stage, no stage lighting and no dressing rooms. There is a projector, screen and sound system. Waveguide technical support is required at \$450 (for 4 hours) for the use of audio/visual equipment.

https://apm.activecommunities.com/weho/Facility_Search?facility_id=94

Kings Road Park Pavilion: Small, recently refurbished indoor facility that can be used for readings, workshops or small performances. This facility comfortably seats up to 40 persons. Projects that take place in Kings Road Park must conclude by dusk, as the Park closes at dusk. There is no stage or designated dressing room. However, the kitchen may be used as a dressing room. Users might be responsible for setup.

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 City staff, depending upon the project. In some cases, a Special Event Permit might be required. It is recommended that the user discuss with City staff prior to submitting an application that involves using an outdoor space.

Attachment A – Facilities and Recreation Services Department Fee Schedule

FACILITIES AND RECREATION SERVICES DEPARTMENT RECREATION SERVICES FEE SCHEDULE FY 18-19	ADOPTED FEE
	FY 18-19
INDOOR FACILITY USE	
Large Rooms	
West Hollywood Park Auditorium (w/stage) Plummer Park & Fiesta Hall	
Resident Private - First Hour Per Day	\$110
Resident Private - Each Additional Hour	\$35
Non-Resident, Non Profit - First Hour Per Day	\$121
Non-Resident, Non Profit - Each Additional Hour	\$35
Non-Resident, Private - First Hour Per Day	\$242
Non-Resident, Private - Each Additional Hour	\$35
Security Deposit	\$150
Sound and Lighting Technician - Hourly	\$78.42
West Hollywood Park - Library City Council Chambers	
Resident Private - First Hour Per Day	\$110
Resident Private - Each Additional Hour	\$35
Non-Resident, Non Profit - First Hour Per Day	\$121
Non-Resident, Non Profit - Each Additional Hour	\$35
Non-Resident, Private - First Hour Per Day	\$242
Non-Resident, Private - Each Additional Hour	\$35
Sound and Lighting Technician-Hourly	At Cost
Security Deposit (Fee previously listed separately in this schedule)	\$150
West Hollywood Park - Community Meeting Room	
Resident Private - First Hour Per Day	\$130
Resident Private - Each Additional Hour	\$35
Non-Resident, Non Profit - First Hour Per Day	\$141
Non-Resident, Non Profit - Each Additional Hour	\$35
Non-Resident, Private - First Hour Per Day	\$262
Non-Resident, Private - Each Additional Hour	\$35
Sound and Lighting Technician-Hourly	At Cost
Security Deposit (Fee previously listed separately in this schedule)	\$150
Mid Size Rooms	
Plummer Park Great Hall, Combo Rooms 1&2 or 5&6	
Resident Private - First Hour Per Day	\$55
Resident Private - Each Additional Hour	\$30
Non-Resident, Non Profit - First Hour Per Day	\$75
Non-Resident, Non Profit - Each Additional Hour	\$30
Non-Resident, Private - First Hour Per Day	\$110
Non-Resident, Private - Each Additional Hour	\$30
Security Deposit	\$150

FACILITIES AND RECREATION SERVICES DEPARTMENT RECREATION SERVICES FEE SCHEDULE FY 18-19	ADOPTED FEE
	FY 18-19
Small Rooms	
Plummer Park Rooms 1, 2, 3, 4, 5, 6, Art Room 1, Art Room 2,	
Resident Private - First Hour Per Day	\$45
Resident Private - Each Additional Hour	\$24
Non-Resident, Non Profit - First Hour Per Day	\$65
Non-Resident, Non Profit - Each Additional Hour	\$24
Non-Resident, Private - First Hour Per Day	\$90
Non-Resident, Private - Each Additional Hour	\$24
Security Deposit	\$150
West Hollywood Park and Sky Room	
Resident Private - First Hour Per Day	\$36
Resident Private - Each Additional Hour	\$12
Non-Resident, Non Profit - First Hour Per Day	\$50
Non-Resident, Non-Profit - Each Additional Hour	\$15
Non-Resident, Private - First Hour Per Day	\$72
Non-Resident, Private - Each Additional Hour	\$12
Security Deposit (Fee previously listed separately in this schedule)	\$150
Kings Road Park (New separate section for Kings Rd Park)	
Resident Private - First Hour Per Day	\$56
Resident Private - Each Additional Hour	\$12
Non-Resident, Non Profit - First Hour Per Day	\$70
Non-Resident, Non-Profit - Each Additional Hour	\$15
Non-Resident, Private - First Hour Per Day	\$92
Non-Resident, Private - Each Additional Hour	\$12
Security Deposit (Fee previously listed separately in this schedule)	\$150
Kitchen Facilities	
Resident/Non-Resident (All Classifications) With Room Rental of Great Hall, Fiesta Hall, Auditorium, 5&6	\$20
Deposits	
Resident (All Classifications) With Room Rental	\$150
Non-Residents (All Classifications) With Room Rental	\$150
<i>May be required or waived where appropriate - see each individual room.</i>	