



WEHO ARTS PROJECT GRANT GUIDELINES (2020-2021)

Please review this document completely before beginning the application.

CITY ARTS PROJECT GRANTS

The City of West Hollywood is pleased to offer annual grants to eligible, non-profit arts organizations for the production, performance or presentation of art projects that take place in the City of West Hollywood and that serve the West Hollywood community.

2-Year Grants

Organizations may apply for two years of grant funding with one application. The organization will be required to apply for two projects, one for each project year (January 1, 2020 – December 31, 2020 and January 1, 2021 – December 31, 2021).

The projects are not required to be related and may be completely separate in terms of scope, audience, artists, or other project components. At the conclusion of year one, the organization will be required to submit an update or revision for its second year project for review and approval by the Arts and Cultural Affairs Commission. In order to receive its second year grant, the organization must be in compliance with all other eligibility requirements and have submitted its Final Report for the first year project within the 30 days of completing its grant project.

The City anticipates awarding up to ten (10) WeHo Arts Project Grants for calendar year 2020, and the maximum award any organization may receive under this grant is \$9,000 for each year (\$18,000 for two years).

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

Grant Program Purpose

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

- To engage residents with the arts.
- To bring cultural tourists to the City.
- To recognize and champion local cultural resources.
- To provide arts programming that is financially and geographically accessible for the residents of West Hollywood.
- To encourage organizations to do innovative programming that enhances the reputation of West Hollywood as an “Arts City.”

The City anticipates the following results from the grant program:

- Residents have financial and geographical access to a variety of quality art programs.
- The grant funded project provides positive public relations for West Hollywood as an Arts City.
- West Hollywood becomes an arts destination City for visitors and Los Angeles regional residents.
- The program provides economic benefits to the City.

General Eligibility Requirements

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

1. The primary mission of the organization **must** be the production, performance 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 501(c)(3) and active arts non-profit in good standing with the Internal Revenue Service and the Franchise Tax Board.
3. Organizations **must** be able to demonstrate fiscal responsibility and a 1:1 funding match. Up to 50% of that match may be drawn from in-kind support.
4. Organizations **must** be registered with DataArts (formerly the Cultural Data Project) (<http://culturaldata.org/about/>).
5. Organizations **must** provide proof of insurance in the form of a Certificate of General Liability in an amount not less than two hundred thousand dollars (\$200,000) per occurrence for bodily injury, personal injury, and property damage.
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 two years of programming documentation.
7. Organizations **must** document continuous programming for the previous two years.
8. Projects **must** take place in West Hollywood or the immediate West Hollywood adjacent area and demonstrate a marketing and outreach strategy targeting West Hollywood residents and constituents.
9. Organizations **must** submit an on-line application by the deadline of 3 p.m., Thursday, September 12, 2019.
10. 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 year project (*January 1, 2021 – December 31, 2021*) may be more general in nature, but must contain a general outline of the proposed project and anticipated use of funds to realize the project.

- 11. The proposed project supports the City’s purpose and desired results from the grant program.
- 12. Applicants awarded City Arts Project Grants are required to submit a Final Report within 30 days of completing its grant project (for both the first year and second year projects). Failure to file a Final Report may result in the following:
 - a) Forfeiture of grant award and return of grant funds;
 - b) Ineligibility to request funding in the future for one grant cycle without the completion of the final report.

Review Process and Criteria

All applications 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 review panel of arts professionals and the West Hollywood Arts and Cultural Affairs Commission will evaluate and score grant applications using the following criteria:

- 1. Excellence of the organization as demonstrated in its history of programming, in fulfilling its mission, and in its artistic and organizational leadership. (0-25 points)
- 2. Relevancy of the proposed project to the West Hollywood Community as demonstrated in an understanding of the unique aspects and cultural diversity of the West Hollywood Community. (0-30 points)
- 3. Managerial and fiscal competence as demonstrated through the DataArts Funder’s Report and the proposed project budget and budget notes. (0-20 points)
- 4. Overall merit of the application in fulfilling the WeHo Arts Project Grant Program purpose through the proposed project. (0-25 points)

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 \$2,000 will be awarded.

The Arts and Cultural Affairs Commission:

- Reserves the right to reassign a grant application to another grant category for which the application and organization may be more appropriate.
- Waive certain eligibility criteria

Schedule

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 15, 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 and grant recipient notifications.
January 2020	Administration of grant awards.
February 2020	Anticipated award of grant funds (<i>Award of funds depends 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 are required to cost out in-kind support from the City as part of its project budget (*facility use and technical support*). Refer to Venues for Performing and Presenting Arts Grant Projects and Attachment A – Facilities and Recreation Services Department Fee Schedule.
- Make sure that the organizational budget information aligns with the organization's DataArts Funder's Report. If there are discrepancies between the two, provide explanations in the budget notes section.
- 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.
- **The grant request requires a 1:1 match.** Make sure that the match is clearly documented in the project budget section.
- 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 City Hall Community Meeting Room located at 8300 Santa Monica Boulevard, West Hollywood. Parking is available in the automated parking structure at 1085 N. Sweetzer Avenue.

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 persons. There is 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. 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>	