

# 2017-18 Diverse Programming Grant Guidelines



*With funding from Duke Energy, United Arts' Diverse Programming Grant will incentivize the creation of arts & cultural programming that will appeal to a wide range of audiences, particularly racially/ethnically diverse communities in Central Florida. The ultimate goal is to increase the participation of diverse communities in arts and culture, not only attending performances, but participating as artists and performers in the programming, serving on volunteer committees and boards, and ultimately becoming arts and culture patrons and supporters.*

<b>Apply Online By</b>	<b>5 pm Oct 5</b>	<b>5 pm Feb 1</b>	<b>5 pm May 1</b>
Notified By / Projects Can Begin	Nov 1	March 1	June 1
Projects Must End By	One year after project start date		
Final Report Due	30 days after final event, for final 25% of funding		

## Organization Eligibility

In order to apply, the organization must have:

- Nonprofit 501(c)3 corporate status, in good standing with State of FL Division of Corporations & the IRS (United Arts will verify current 501(c)3 status at [www.irs.gov](http://www.irs.gov) and current good standing with the State of Florida Division of Corporations at [www.sunbiz.org](http://www.sunbiz.org).);
- Completed three years of operations, providing cultural programming (defined as production, presentation or instruction of performing, visual, literary or media arts, the sciences, or history and heritage);
- Principal office located, and provide programming (3 years) in, Lake, Orange, Osceola or Seminole counties;
- Arts/cultural primary mission;
- Over \$25,000 three-year average cash operating revenue;
- Local governing board (may include members who reside outside Central Florida) that meets at least quarterly and operates under a set of bylaws;
- Must provide equal access and opportunity in employment and services and may not discriminate on the basis of race, color, ethnicity, religion, gender, ancestry, national origin, geography, age, varying abilities, pregnancy, sexual orientation, gender identity, marital status, familial status, citizenship status, or socioeconomic status.

Organizations are NOT eligible if they are:

- A public or private entity governed by a county, municipality, school district, community college, college, university, or an agency of state government;
- Media companies (TV/radio/print);
- Faith-based organizations;
- Fraternal or sports organizations;
- Political causes, candidates, organizations, or campaigns; or
- Organizations that are adjuncts to for-profit organizations. ("Friends of" organizations are eligible to apply only in lieu of the parent nonprofit organization.)

In all cases, final eligibility decisions are made by United Arts staff. Each organization is limited to one Diverse Programming Grant application per deadline, and one funded Diverse Programming Grant every other year (July-June period). Priority will be given to applicants who have not received a Diverse Programming Grant in the past. Approval of one year of funding carries with it no assurance of continued funding in subsequent years. Applicants must be in good standing with any prior grant reporting, if applicable.

**Project Eligibility:** The proposed project must involve the arts, sciences, or humanities, such as the fine arts of a culture; must occur in Lake, Orange, Osceola or Seminole counties; and must be open to the public. Also:

- Programming must directly appeal to racially/ethnically diverse audiences and must include a strong target marketing plan (see below) to bring in those audiences. Funds may be used for program expenses and marketing of the program.
- The project must serve a new or expanded constituency for the applicant – program content and marketing must seek to attract a racially/ethnically diverse segment of the population not currently attending the organization’s programs or events. *Must specify # of incremental people served in the target demographic.*
- A production or exhibition within a standard season may be eligible if it represents an increase in diverse programming from prior years.
- Partnerships with culturally diverse organizations are encouraged. United Arts can help connect you with diverse organizations; contact [Mary@UnitedArts.cc](mailto:Mary@UnitedArts.cc).
- Programs scheduled exclusively during racial/ethnic heritage months may not be competitive, and thus are not recommended.

Multiple projects can be included in one application, but separate budget forms are required for each project.

This grant cannot fund:

- Capital expenditures (including acquisitions or equipment), or any building, renovation or remodeling of facilities;
- Deficit reduction, bad debts, contingencies, fines and penalties, interest payments, litigation costs, or any other comparable financial costs;
- Contributions to cash reserves and/or endowment funds;
- Lobbying or attempting to influence federal, state, or local legislation;
- Fundraising events, activities, and related expenses (e.g., benefits, dinners, sporting events, etc.);
- Awards, prizes, or scholarships for use outside the applicant’s programming;
- Tuition for academic study;
- Projects produced by K-12 students (priority is on professional artists and arts organizations engaging the public);
- Food or beverage for hospitality or entertainment functions;
- Regranting, contributions, or donations;
- Projects benefiting for-profit organizations;
- Private events closed to the general public and activities restricted to an organization’s membership (including school competitions, recitals and graduations – professional competitions are eligible if applications and events are open to the public);
- Excessive administrative costs of the hosting organization (15% max allowed for internal salaries, costs related to owned venue, etc);
- Staff travel outside of Lake, Orange, Osceola or Seminole counties;
- Projects in the following areas: acrobatics, aerobic dance, beauty pageants, clowning, comedy, cosmetology, face painting, fashion shows, karaoke, juggling, magic shows, martial arts, mineralogy, gemology, modeling, nature presentations, quiz bowls or travel presentations;
- Projects of a religious nature designed to promote or inhibit religious belief and/or practice and that have no basic underlying secular theme or topics; or
- Festival costs not related to the fine arts including commercial artists/musicians, DJs, food/beverages, business expos, social service projects, etc. Children’s performances or exhibits are not eligible elements of a festival for grant funding; grant-funded presentations must be by professional artists and performers.

All ineligible items must be removed from the application budget when calculating match.

### **Target Marketing to Diverse Communities**

In 2015 and 2016, with funding from Duke Energy, United Arts held a series of workshops for the cultural community about target marketing to diverse populations. The workshops included information on why diverse audiences are important, their buying power, education levels, and interest in arts and culture. The workshops have served to debunk

racial/ethnic stereotypes and provide the business case on why reaching out to diverse communities is important. Handouts from the workshops are available at [www.UnitedArts.cc/diversity](http://www.UnitedArts.cc/diversity).

Through these workshops, it became evident that there is a significant lack of information and knowledge about available arts and cultural experiences within these underserved communities. As a result, many diverse communities have little or no access to the wide range of arts and cultural activities in Central Florida. Through increasing access and exposure to the arts and culture community United Arts hopes to increase the participation of ethnic communities in Central Florida's arts and cultural community. This means diverse audiences not only attending performances, but participating as artists and performers in the programming, serving on volunteer committees and boards, and ultimately becoming arts and culture patrons and supporters.

Target marketing is a requirement of this grant. Successful target marketing requires more than just obtaining a diverse contact list to send your press releases to, placing generalized collateral in diverse locations without physical representation, and running one-off ads through diverse media outlets only when you have a program featuring someone from that culture. Successful target marketing requires

1. in-depth research to learn and fully understand your target audience,
2. adjusting your marketing message, materials, and even the leadership, staff, and programming of your organization to better reflect your target audience and that audience's values and, lastly,
3. a long-term plan and buy-in from your entire organization to continuously engage with your target audience, to show your commitment to establish and foster genuine relationships with those who make up that target audience.

For more information and tips, see [www.UnitedArts.cc/diversity](http://www.UnitedArts.cc/diversity).

**Request Amount:** A maximum of \$5,000; funds must be matched \$1:\$1 by cash income from other sources. No in-kind match is eligible. Funding is very competitive; not all projects of merit will be funded. Maximum grant award is \$5,000, but average grants will be lower. Any applicant whose project will not be possible with partial funding must notify United Arts. Applicants whose project budget includes ineligible expenses (see above) must remove them when calculating the request amount; contact United Arts for assistance if needed.

**Funding Decision Process:** Staff initially reviews applications. Staff may contact applicants for additional materials, so please watch email closely. Incomplete applications will be rejected. If the primary contact will be out of town, designate a contact person and notify [Mary@UnitedArts.cc](mailto:Mary@UnitedArts.cc). United Arts usually postpones consideration of funding if the event falls within the next cycle. Grant awards are determined by the Executive Committee of United Arts' board of directors.

**Availability of Funding:** The grant pool starts in October and is available for the next two cycles (Feb & May) until funding is gone; projects submitted in October have the best chance of funding. United Arts will post on the website ([www.UnitedArts.cc/grants](http://www.UnitedArts.cc/grants)) if funding has run out for the current cycle.

**Grant Payment Schedule:** Grantees will sign an online award agreement before receiving grant funds. 75% of funds will be issued once award agreements are in place; the final 25% will be issued after project is complete and final report has been approved. The final report is due 30 days after the final event.

#### **Requirements During the Grant Period:**

- ❑ **Request Permission for Changes:** Significant project or budget changes must be requested in advance. Changes may or may not reduce the grant amount, requiring a return of grant funds to United Arts. Contact [Mary@UnitedArts.cc](mailto:Mary@UnitedArts.cc) with questions or to discuss a potential project change.
- ❑ **Notification:** During the project, grantees must keep [Mary@UnitedArts.cc](mailto:Mary@UnitedArts.cc) and [FloraMaria@UnitedArts.cc](mailto:FloraMaria@UnitedArts.cc) on their email list, renew insurance policies when they expire, and notify United Arts of any contact changes or changes in IRS tax-exempt status. United Arts will add grantees to its email list including resources and opportunities.

- ❑ **Publicity:** Grantees are required to post their events on OrlandoAtPlay.com, when the dates and other details have been set. United Arts promotes select events through our email newsletter and, if at least two months in advance, the calendar section of *Orlando Arts Magazine*. To add your event, go to [www.OrlandoAtPlay.com/page/submit\\_event/](http://www.OrlandoAtPlay.com/page/submit_event/).
- ❑ **Legal & Insurance:** You must comply with the National Endowment for the Arts' stipulations regarding fair labor standards and a drug-free workplace, and maintain insurance coverage. At the time of award acceptance, all grantees are required to provide a Certificate of Insurance, listing United Arts as certificate holder and proving current coverage for the following types and limits of coverage:
  - Commercial General Liability, \$500,000 (event riders are acceptable or insurance held by the venue that covers your organization for the event). United Arts MUST BE listed as additional insured (usually listed in the notes field).
  - Workers' Compensation, as required by law (if the organization employs more than three paid staff) Grantees must submit a new copy of the insurance certificate whenever one of the policies expires. Any organization that believes it cannot meet the coverage requirements throughout the project period may request a reduction or waiver. Any such request shall include an explanation of the need for reduction or waiver, signed by a board representative and accompanied by a quote in writing from a potential insurer.
- ❑ **Inclusion:** Grantees must provide equal access and opportunity in employment and services and may not discriminate on the basis of race, color, ethnicity, religion, gender, ancestry, national origin, geography, age, varying abilities, pregnancy, sexual orientation, gender identity, marital status, familial status, citizenship status, or socioeconomic status. United Arts expects that the make-up of the staff, board, audience, volunteers, artists, scientists, historians, etc. involved with grantee organizations be inclusive of the diversity of the community and compatible with the organization's mission.
- ❑ **Acknowledgement:** Grantees must acknowledge the grant in all project publicity and materials (whether printed, online, verbal, or other), with the Duke Energy logo and United Arts logo and statement "This project is made possible by a grant from Duke Energy through United Arts of Central Florida."
- ❑ **Surveys & Demographics:** This grant requires use of a survey form provided by United Arts. Applicant must be able to provide surveys to attendees and collect surveys for submission in the final report. Applicant must be able to provide audience demographic statistics in the final report.
- ❑ **Recordkeeping:** Grantees must keep information (including description and photos of the project, press or publicity about the project including use of logo or acknowledgement statement, collected survey forms, attendance statistics, and financial records) for the final report. Also keep records about the grant activities and financials for at least five years after the project is completed; such records must be available for audit by United Arts representatives.
- ❑ **Final Report:** a final report form will be provided in your online account. This report will be due 30 days after the final event, to receive the final 25% of funds and maintain eligibility for future funding.

### Application Tips

For tech support or other questions: Contact [Mary@UnitedArts.cc](mailto:Mary@UnitedArts.cc) or 407.790.7844.

- Go to [www.UnitedArts.cc/grants](http://www.UnitedArts.cc/grants) to download the budget form ("save as" to your computer before editing) and start the online application.
- Start early!
  - Read these guidelines thoroughly and take note of any questions.
  - Proofread! Ask others to read your application. You can ask for a *brief* courtesy review by United Arts up to 2 days before the deadline.
  - You can make an appointment to use United Arts computers (extremely limited).
  - Gather the attachments for the application on your computer. It is recommended to compose narrative in a separate document and then copy and paste into the online application, but watch for formatting changes such as loss of space between paragraphs.
- Save often.



- Submit early! Leave extra time at the end in case you have questions or computer trouble. Missing documents or fields will prevent submission of the application. *Contact and project information for all grantees will be made available to the press, and United Arts may use quotes or pictures from applications or reports in publicity.*
- Not ready to submit by the 5:00 pm deadline? You can save it for the next deadline (Feb 1 or May 1).
- Don't stop here!
  - Take advantage of United Arts' tools for nonprofits including [OrlandoAtPlay.com](http://OrlandoAtPlay.com) (learn how to participate at [www.UnitedArts.cc/grantee-resources](http://www.UnitedArts.cc/grantee-resources)).
  - If you have education programs for schools, they may be eligible for Arts and Culture Access funding from United Arts. See [www.UAArtsEd.com/page/guidelines](http://www.UAArtsEd.com/page/guidelines) to learn how to apply.
  - Apply for grants from other funders, including the Florida Division of Cultural Affairs ([www.Florida-Arts.org](http://www.Florida-Arts.org)) and Orange County Arts & Cultural Affairs ([www.UnitedArts.cc/grants](http://www.UnitedArts.cc/grants)).
  - Let us know what we can do for you as your local arts agency!