

Diversity in the Arts - Program Guidelines



Funded by Duke Energy, United Arts' *Diversity in the Arts Program* is designed to increase participation of organizations led by people of color in United Arts' funded programs. Our hope is this program will result in greater participation in programs provided by diverse arts and cultural organizations, not only attendance, but participating as artists and performers in the programming, serving on volunteer committees and boards, and ultimately becoming arts and culture patrons and supporters.

Deadline: March 8, 2021, at 5PM Notification of approved projects will be made by April 1, 2021.

- Projects must occur between April 1, 2021 and July 30, 2021.

Request Amount: Maximum of \$5,000

- Funding is for contracts for service and based on program fees (per person, group or event), up to \$5,000.

Organization Eligibility Summary:

- Principal office located, and provide programming in, Lake, Orange, Osceola and Seminole counties.
- Completed at least one year of operations, providing cultural programming (defined as production, presentation or instruction of performing, visual, literary or media arts, the sciences, or history and heritage).

Program Description

The proposed project must focus on the arts, sciences, or humanities and be open to the public. Fine arts, history of a culture, exhibits, performances, festivals, or arts education programs are examples of typical projects. Disciplines that don't normally fall under the arts but are culturally relevant may be considered. Preference will be given to programs executed by professional artists, performers and qualified staff.

To ensure this new program supports its intended audience, applicants must demonstrate their organization is led by a person of color (defined as Black, Latin, Asian, Native American, etc.). Preference will be given to programs serving an audience/community that is diverse. Current United Arts grantees are not eligible to apply, the focus is on organizations that haven't secured United Arts funding before. Organizations that have lapsed funding from United Arts in the last three years may also be considered.

This program will be a contract for service opportunity, up to the approved award amount, with a maximum of \$5,000. Payment will be made for services rendered based on your proposed per person/event price of cultural programming. Fee amounts should be reasonable and include any associated expense amounts, such as artist fees, materials, venue rental, etc. A short survey on attendance and demographics, along with documentation of programs (videos and/or photos) must be supplied with the invoice.

In all cases, final eligibility decisions are made by United Arts staff. Each organization is limited to one Diversity in the Arts application per deadline. Priority will be given to applicants who are serving underserved communities and/or predominantly people of color. Approval of funding carries with it no assurance of continued funding in subsequent years.

Additional information sections below include Request Amount, Funding Decision Process, Grant Payment Schedule, Target Marketing to Diverse Communities, Requirements During the Grant Period and Application Tips.

Additional information

Request Amount: A maximum of \$5,000. Funding is competitive; not all projects of merit will be funded. Applicants should note ineligible items listed on page 3, under *Funding does not support the following*. For examples of how other cultural organizations in Central Florida have structured their program fees (in this case per student or group/class), please visit <https://www.uaartsed.com/educator/>

Funding Decision Process: Staff initially reviews applications and may utilize a panel for recommendations. Staff may contact applicants for additional materials, please watch email closely. Incomplete applications will be rejected. If the primary contact will be out of town, designate a contact person and notify Rafael@UnitedArts.cc. Awards are determined by the Executive Committee of United Arts' board of directors.

Payment Schedule: Awardees will sign an online award agreement and payments will be made after services have occurred and invoices submitted.

Eligibility Requirements

To apply, the organization must have:

- Completed at least one year 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 in Lake, Orange, Osceola or Seminole counties.
- Have insurance: All organizations must have \$1M commercial general liability insurance (United Arts must be additionally insured), \$1M auto liability insurance and Worker's Compensation (if required by law). United Arts must also be certificate holder.
- Video and/or photo examples of past work or work that is proposed.
- Biography/resume of leadership and lead artists/staff involved with the project.
- Supply at least one letter of recommendation, ideally from a community or professional leader that experienced your work/services.
- 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.

Project Eligibility Requirements

- Involve the arts, sciences, or humanities, such as the fine arts of a culture.
- Occur in Lake, Seminole, Orange or Osceola Counties.
- Be open to the public.
- Programming must directly appeal to racially/ethnically diverse audiences and must include how marketing would be done to bring in those audiences.

This program does not support:

- Individuals (must be an organization or collective).
- A public or private entity governed by a county, municipality, school district, community college, college, university, or an agency of state government.
- Organizations that have received grants from United Arts within the last 3 years.
- Media companies (TV/radio/print)
- Faith-based organizations
- Fraternal or sports organizations
- Political causes, candidates, organizations, or campaigns

Funding does not support the following:

- 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)
- 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
- 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 funding; funded presentations must be by professional artists and performers.

Requirements During the Award Period:

- **Request Permission for Changes:** Significant project changes must be requested in advance. Changes may or may not reduce the award amount, requiring a return of funds to United Arts. Contact Rafael@UnitedArts.cc with questions or to discuss a potential project change.
- **Notification:** During the project, awardees must keep Rafael@UnitedArts.cc on their email list, renew insurance policies when they expire, and notify United Arts of any contact changes or project changes. United Arts will add contacts to its email list including resources and opportunities.
- **Publicity:** Projects supported by United Arts are required to post their events on OrlandoAtPlay.com, when the dates and other details have been set. United Arts promotes select events through its email newsletter and, if at least two months in advance, the calendar section of *Orlando Arts Magazine*. To add an event, go to www.OrlandoAtPlay.com/page/submit_event/.
- **Legal & Insurance:** You must comply with fair labor standards and a drug-free workplace and maintain insurance coverage. At the time of award acceptance, all awardees 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).
 - Commercial Auto Liability, \$500,000 (unless covered under Commercial General Liability policy)
 - Workers' Compensation, as required by law (if the organization employs more than three paid staff)

Awardees 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:** Awardees 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.
- **Acknowledgement:** Awardees must acknowledge this funding in all project publicity and materials (whether printed, online, verbal, or other), with the United Arts logo and statement “This project is made possible by a grant from United Arts of Central Florida.”
- **Surveys & Demographics:** This funding requires the awardee to collect demographics from audiences served. Collected data must be included with invoice/s for payment.

Application Tips

For tech support or other questions: Contact Rafael@UnitedArts.cc or 407.790.7844.

- 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.*
- Don't stop here!
 - Take advantage of free postings on United Arts' events website OrlandoAtPlay.com (click “Submit Listing” at top right).
 - 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 to learn how to apply.
 - Apply for grants from other funders, including the Florida Division of Cultural Affairs (www.Florida-Arts.org) and Orange County Arts & Cultural Affairs (www.UnitedArts.cc/grants)

