



2011 Project Support (PS) Grant Program Application Instructions

Introduction

The Project Support (PS) Grant Program supports Cuyahoga County based projects of not-for-profit organizations that promote and sustain high quality arts and/or cultural programming for the public. PS grants are funded on a one (1) year basis. In 2011, the grant period will be the calendar year January 1, 2011 – December 31, 2011.

Pre-Application Meetings & Workshops

First time applicants to CAC grant programs are strongly encouraged to schedule a pre-application meeting with CAC. The pre-application meeting is an opportunity to review and discuss your organization, the PS Grant Program requirements and CAC's grantmaking process.

CAC will hold workshops to review the PS application and submission process. We strongly encourage all applicants to attend. We will send email notification with workshop registration information to each eligible applicant.

NEW Ohio Cultural Data Project Funder Report

Every eligible applicant is required to complete a data profile in the Ohio Cultural Data Project (<http://www.ohculturaldata.org>). The data profile will be for your organization's FY 2009. See complete instructions for creating a data profile in Appendix 2.

The Ohio CDP is a powerful management tool for arts and cultural organizations. This unique system will, at no cost, allow arts managers and artistic leaders to understand and analyze their organization's financial performance and situation easily and intuitively. By participating in the Ohio CDP, you will be part of a successful and growing project that will allow researchers and the arts community as a whole to better articulate and provide evidence for the sector's assets and needs, as well as its contributions to the state and the country.

In person training sessions will be offered in June. Frequent online webinars have been scheduled (see <http://www.cacgrants.org/project-support.php> for dates) and online training through the OCDP website is also available.



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Application Checklist, Submission Process & Deadline Dates

The PS Grant Application must be submitted both electronically and in hard copy as follows.

Due Tuesday, July 27, 2010 by 11:59 pm

- Electronic submission of the PS Grant Application through CAC's online system.

Due Wednesday, July 28, 2010 by 4:30 pm

- One (1) hard copy** of the PS Grant Application (PDF). Must include the original signed Statement of Assurances page.
- One (1) hard copy Ohio Cultural Data Project CAC Funder Report for the 2009 FY.
- Two (2) hard copies of other support materials

Do not bind or staple copies and materials and do not insert them into notebooks, folders or other report covers. Use paperclips or binder clips only. Do not submit oversized (larger than 8 ½"x11") materials.

Any application submitted without the required items listed above will be considered incomplete.

Keep a copy of your application and all support materials.



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Panel Review

All eligible applications are evaluated by a panel of out-of-state arts or cultural professionals in a transparent review process. Between seven and nine panelists are selected and appointed by the CAC Board of Trustees for each grant cycle. Panelists are chosen to represent a cross-section of professionals qualified to provide expert knowledge of specific arts or cultural disciplines, as well as for their management experience, professional knowledge of the sector, and prior panel experience. The CAC staff and trustees take every effort to ensure that the panel is diverse in all respects. All panelists receive an honorarium for their service.

The Panel Review takes place over several days in meetings that are open to the public. All panel proceedings are audio-streamed live from the CAC website and audio recorded for the public record. CAC staff will notify all applicants of the panel review meeting dates, times, and locations, and will post all details on the CAC website in advance.

Although the Panel Review meetings are open to the public, applicants and other audience members are observers only and not permitted to interact with the panel in any manner at any time during the deliberations.

CAC staff does not take part in the review, discussion, or scoring of applications; nor do they provide opinions on the applications. In advance of the review process, CAC staff will provide panelists with objective information regarding an applicant's grant history with CAC. CAC staff will also manage all administrative and logistical actions necessary to conduct a successful public meeting; provide panelists all documentation necessary to evaluate applications effectively; inform the panel in matters of CAC policy and procedures; provide all available objective information regarding an applicant to the panel; record panel comments; summarize panel recommendations for public record; and collect and tabulate score sheets.

Panel Review Dates

Tuesday, September 21, 2010 at 9:00 am
Thursday, September 23, 2010 at 9:00 am
Idea Center at Playhouse Square, Westfield Insurance Studio Theatre
1375 Euclid Avenue
Cleveland, OH 44115

Notification of Eligibility for the Panel Review

CAC staff will notify all applicants via U.S. Mail whether their application is eligible to be reviewed by the panel and will also provide further details regarding the panel process and procedures. Incomplete applications will not be reviewed by the panel.

Application Scoring

Panelists review and score each eligible application on a point scale from 0 to 100 based on the funding criteria outlined in Appendix I. The Olympian Method is used to reach an aggregate panel score for each applicant. In the Olympian Method the single highest score and single lowest score submitted by the panelists will be eliminated when computing the average score of all the panelists. Any applicant receiving an aggregate score of 70 or higher will be recommended for a PS grant. Any applicant with an aggregate score lower than 70 is automatically ineligible for a PS grant and will not be recommended for funding. CAC will notify all applicants by U.S. mail and/or email regarding their score and whether or not they will be recommended for funding.



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Online Application Login Instructions

To log on to the online PS Application, follow the instructions below.

If you have previously created a user profile using the online system (i.e. for the 2008 or 2009 Project Support Grant Program):

1. Go to <http://cac.cgweb.org/login.php>
2. Enter your existing user name and password. If you have forgotten your user name or password, enter your email address and click "Remind me!", or contact CAC and we will look it up for you. **Do not create a new profile if one already exists for your organization.**
3. Once you are logged in, click "Edit Profile" on the left side of the screen
4. On your profile page, make sure "Organization" is selected as your profile type. Then review and update/correct each field as necessary. Note that all fields in this section are required, including those not marked with an asterisk.
5. Click "Update" on lower right side of screen.
6. On the bottom left side of the screen enter the invitational password supplied by CAC on your official letter of eligibility. Then click "OK." A message will state "Congratulations! You have successfully unlocked Project Support 2011." Click the "**here**" link to apply to the program.
7. Scroll down to the "Project Support 2011" section.
8. Click "Start Application" and follow the instructions to complete each section. You can log in and out of the online system as often as you like to edit and save work on your application in advance of the submission deadline. You are not required to enter the invitational password each time you log in.
9. To access your application in progress, log in and click on "Current Programs and Applications" on the left side of the screen. Scroll down to the "Project Support 2011" section and click "Edit Application #PSXXXX In Progress" (unique number for each application).

If this is your first time applying for a grant to CAC using the online system:

1. Go to <http://cac.cgweb.org/login.php>
2. Click on "Click Here to create a new profile" located towards middle of screen.
3. Read and accept the license agreement. You will then be directed to a page of profile data.
4. Select "Organization" as your profile type. Then complete each field. Note that all fields in this section are required, including those not marked with an asterisk.
5. Click "Submit" on lower right side of screen.
6. On the bottom left side of the screen enter the invitational password supplied by CAC on your official letter of eligibility. Then click "OK." A message will state "Congratulations! You have successfully unlocked Project Support 2011." Click the "here" link to apply to the program.
7. Scroll down to the "Project Support 2011" section.
8. Click "Start Application" and follow the instructions to complete each section. You can log in and out of the online system as often as you like to edit and save work on your application in advance of the submission deadline. You are not required to enter the invitational password each time you log in.
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Narrative Instructions

The narrative is an important part of your application. It is your opportunity to communicate to the panel the context, goals, standards, plans, methods, processes, controls, public impact and benefit of your organization, program or project—the who, what, when, where, why and how. With the narrative and support materials, it is important that you communicate all relevant information necessary for a person unfamiliar with your organization to fully understand:

- Who the organization serves;
- The organization's artistic vision or standards;
- The organization's recent work and accomplishments (through the citation of specific examples);
- How artistic decisions are made and the qualifications of persons responsible for making those decisions; and
- How the organization is managed and operates.

Before starting your responses to the narrative section, review the **Criteria for Funding** (see Appendix I) as well as CAC's funding priorities and goals. If you have questions regarding any part of the application, please contact CAC staff.

We recommend that you prepare your answers offline in a word processing program and save to your computer's local drive, and when you are ready, copy and paste your responses into the appropriate text box in the online application form.

Additional tips:

- Note that after each question, we have indicated which criteria are being addressed by your response. Carefully review and edit your answers to ensure they meet the specifications.
- Keep in mind that panelists are from outside the State of Ohio. They may not be familiar with your organization, your arts or cultural activities, or your audience. Panelists will score your application based on what they learn through your application and support materials and through any other research they may choose to conduct. Do not assume the panel is familiar with local people or places or acronyms without explanation.
- Use spell-check as you work offline; the online application system does not have this feature.
- Note the maximum character limits indicated for each response, and that spaces count toward these limits. The online system will alert you to how many characters you have used and will not allow you to exceed the limits. If you are copying and pasting from a word document, use the word count feature in word to check number of characters.
- **Do not indent or use boldface, italics, underlining, bullet points, numbering, or any other formatting options available in word processing programs. Formatting will not transfer into the online application form and will cause your text to become illegible.**
- Do not use all caps/upper case letters.
- The system will not allow you to change the 10-point font size or style.
- Answer all of the questions before electronically submitting the online application.
- Save your work frequently.
- Review a PDF version of your application at any time by clicking the PDF button at the bottom of the online application page. Be sure to make a final review before you submit.
- Do not send additional narrative text in print format with your support materials.



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- Additional instructions and technical tips for completing and submitting the application are also included in the online system.
- If you have any questions while completing your application, contact CAC staff member Stacey Hoffman at 216.515.8303, x101 or by email at shoffman@cacgrants.org.

Application Questions

Responses to questions should address indicated criteria A, B or C. Refer to Appendix 1 below for details on criteria A, B and C.

Number	Question	Criteria Addressed by Question	Character Limit with Spaces
Section I	Project Information		
	Organization/Program Name: Enter your organization's name or the name of the sub department/program in charge of the arts/cultural program.	n/a	100
	Project Title: Enter the name of the project.	n/a	100
	Project Abstract: Briefly describe the project.	n/a	100
	Project Budget: What is the budget for this project? (Note: budget should only reflect costs incurred within the grant period 1/1/2011 - 12/31/2011)	n/a	20
	Project Request: What is the amount requested from CAC? (Note: PS request cannot exceed 25% of cash operating expenses for public arts or cultural programming and cannot exceed \$50,000. The requested amount must not be more than 50% of the proposed project's total cost. Approved a/c expenses have been provided to you by CAC with intent to apply eligibility letter).	n/a	15
	List event/activity date(s). (Note: dates cannot be the entire CAC grant period. Event must begin and end within the grant period).	n/a	500
	Enter the total number of expected participants.	n/a	30
	Upload Ohio Cultural Data Project Report	A, B & C	File Upload



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Section II	Project Narrative		
1	Describe the proposed project, including the goals, the need for the project and an overview of project activities.	A, B & C	1500
2	How will funds from CAC be used to support this project?	A, B & C	500
3	How does this project relate to and/or advance your organization's mission?	A, B & C	1000
4	What is the artistic or cultural importance and/ or benefit of this project to the community?	A, B & C	1000
5	How will your organization ensure the quality of the program events or activities?	A	1000
6	If the project involves contracting outside artists, describe how the selection process will be implemented including the criteria used to select artists and the review process.	A	1000
7	If the artists/cultural personnel are on staff or have been selected upload brief bios and include a brief overview of their role in the project. (Note: Upload a word document with brief one paragraph bios with explanation of their role in the project)	A	File Upload
8	How does this project benefit your community?	B	1,000
9	Describe the community served by this project. Include in your response a demographic overview including: age, gender, ethnicity of expected audience; how this program targets this audience; & where you expect audience/participants to come from.	B	1500
10	Discuss the types of community support for your project. Include collaborations, in-kind(non-cash) or other as appropriate.	B & C	1000
11	Describe how this event will be publicized to the community. Detail in-kind, fee based, and social networking plans as applicable..	B & C	1000
12	Briefly describe the planning process. Include as applicable the involvement of the community; evaluations or surveys from past programming and staff credentials contributed to the process.	C	1500
13	Is the event free or fee-based? How was this decision made?	B & C	500
14	What is your organization's plan to raise contributed and/or earned income sources for the project? (Note: CAC grants require a 1 to 1 cash match)	C	1000
15	Discuss your organization's plan to evaluate the project.	C	1000



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Section III	Project Budget		
	In the table provided in the online application form, detail all of the income and expenses for the project.	A, B & C	Table
	Project Income - Provide information on income for the project. There are three columns. In column one enter the total amount from the source(s). In column two enter the amount of this that is projected (or pending) OR enter an amount in column three if you know the amount that is already committed for the project.		
	Project Expenses - Provide information on expenses for the project. The table is divided into three columns. In the first column indicate allocation of CAC funds for each applicable line item. In the second column, indicate allocation of expenses or the remainder of expenses for a line item. The third column adds the two columns to provide total expenses for the line item.		
	Budget Narrative		
	In the budget narrative please explain details relevant to each income/expense line item included in your budget.		
	Project Income		
1	Detail committed contributed/government sources. If not applicable - answer "no committed funds."		500
2	Detail projected/pending grants from contributed/government sources. If none, answer, "no pending grants" or "not applicable."		500
3	Detail earned income sources. If none, answer, "no earned income" or "not applicable."		500
	Project Expenses		
4	Detail paid staff costs - in calculation include staff, time allocated to project, rate of pay. If no paid staff, answer "not applicable"		500
5	Detail outside personnel fees. Include rate of pay and personnel role (i.e. contracted artist). If not applicable, answer, "not applicable"		500
6	Detail any expenses listed as "other" or line items needing additional explanation. If none, answer "not applicable"		500



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Support Materials

Support materials are essential to your application and play a critical role in helping panelists evaluate your organization. Applications that do not include support materials will not be accepted. All materials should be:

- High-quality
- Relevant
- Current (produced and/or corresponding to activities occurring between April 2008 and April 2010)
- Clearly labeled (see labeling instructions below)

Submit one copy of the Ohio Cultural Data Project (OCDP) Funder Report with the hard copy of the application. The funder report should include data for your organization for FY 2009. If your organization has a department or program that conducts its arts and culture programs, only information on that program should be entered into the OCDP data profile.

Funder reports contain one year of data. In order to generate the correct year of data for the application you must:

- a. Have entered and submitted the correct fiscal year data profile in the Ohio Cultural Data Project system.
- b. From the My CDP page, scroll to Funder Reports.
- c. Select the fiscal year end date for your organization's 09 as the fiscal year and click "GO."
- d. Scroll down to Cuyahoga Arts and Culture and click on the Project Support link. This will generate the funder report document for the PS application.
- e. Save the PDF document to your computer's hard drive as "Yourorganizationname_2011PS_CDP".
- f. Upload this Funder Report to CAC's electronic application system and submit one hard copy with support materials.

Submit two copies of no more than five of the following items:

Note: Each item counts as one, for example one annual report, one critical review, or one example of educational material. A packet of educational material or series of publications does not count as a single item. Each item will be counted individually. Include no more than two audio-visual samples.

- Annual report for most recently completed fiscal year
- Organizational brochure
- Critical review and press clipping
- Marketing plan or comparable document
- Marketing materials (for example, program brochure or flyer) for public programs
- Exhibition catalogue
- Educational Material
 - Brochure
 - Curriculum resource
 - Student study guide and/or teacher prep resource
- Newsletter
- Audio visual-materials (see details below).



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Audio-Visual Materials-Tips

Please keep in mind the following in preparing audio-visual materials:

- Produce high-quality artist documentation. The panelists rely on the documentation to analyze the quality of the work produced by your organization. Poor quality work will be a detriment to your application.
- The work should be current (presented, performed, produced within the last 18 months).
- Submit **two (2)** identical copies of all documentation.
- Submit only **two (2)** types of media for documentation.
- Please do not submit links to web pages or any other material stored or available on the internet as documentation.
- All electronic media should be viewable/functional on computers running Windows operating systems.
- Please remember to test digital media before submitting it for panel review.
- Clearly label documentation based on the requirements below
- See "Return of Documentation" on page 12 if you would like to receive your documentation back.

Labeling Requirements

Submit two (2) identical copies of work sample documentation. Label work sample to correspond with CAC labeling formats. Concise, descriptive information about the submission should be included on the online application form supporting materials question.

Applicant may choose to hand-write or type the label:

- Title of piece
- Date of performance
- Type of media
- Name of artist(s) or performing group

Media Types

Every applicant should determine the best method of documentation based on the nature of work. Applicants may choose any **TWO** of the following types of documentation:

- No more than One (1) CD with two minutes of audio content OR
- No more than One (1) DVD with two minutes of video content OR
- No more than 10 digital images

Formats

- Audio format – CD
Submit one original and one copy of up to two (2) minutes of documentation:
 - Audio CDs must be compatible with standard CD player, with ID points for each separate track;
 - CDs should also be playable on common computer media players, such as Windows Media Player or iTunes.



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- Video format
Submit one original and one copy of up to two (2) minutes of documentation:
 - DVD should be playable on common computer media players such as Windows Media Player;
 - The Supporting materials narrative question (in online application) should clearly describe what the panelists are viewing and/or hearing.
- Digital image format – CD
Submit one original and one copy of CD containing no more than 10 high resolution computer file images:
 - Label images in order of preference for presentation (e.g. performing01.jpg, performing02.jpg OR 01.jpg, 02.jpg, etc.)
 - Be sure the number or name of the digital image corresponds with the list of works on the supporting materials narrative question.

Return of Documentation

If you would like the second copy of your support materials returned to you, please include a self-addressed stamped envelope with your application. You must include the correct amount of U.S. Mail postage or prepaid amount if using another carrier. For other arrangements, please contact CAC once the Panel Review process is complete.

Statement of Assurances

The Statement of Assurances is the last page of the application. After you complete and submit the electronic application, print a hard copy in PDF. On the PDF, the Statement of Assurances must have the original signature of an authorized representative of the organization, typically the Executive Director or the Board Chair. The Statement of Assurances must also be dated.



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APPENDIX 1

Criteria for Funding

All PS grant applications will be evaluated using the following criteria:

A Artistic or Cultural Quality of Project (35 points maximum)

- Proposed activities demonstrate artistic or cultural excellence.
- Qualified and experienced artists or cultural professionals are, or will be, involved in the project.
- The artistic or cultural benefit of the project to the community is clear.
- The proposed project realizes the arts or cultural objectives of the organization and is aligned with the organization's mission.

Support Materials to evidence the **Artistic or Cultural Quality** of the Project

- Grant application
- Publicity materials/press clippings from past projects
- Organization website
- Artists biographies
- Audio-visual materials

B Community Involvement and Public Impact (35 points maximum)

- Applicant has clearly identified the community the project is meant to serve.
- The need for the project is identified and supported through evidence of community involvement in the planning.
- The applicant has explained why the project warrants public support.
- If appropriate to the project, the organization has developed collaborations with other organizations to broaden community impact.
- There is a marketing plan that is well designed and reaches the targeted community.

Support Materials to evidence the **Community Involvement and Public Impact** of the Project

- Grant application
- Publicity materials that detail location of project, admission prices, operating hours, performance times
- Marketing plan
- Letters of commitment from collaborators
- Audience survey results from past projects
- Educational materials, if applicable

C Quality of Management and Organizational Capacity (30 points maximum)

- The project shows thoughtful planning and the capacity of the organization to manage the project is clearly demonstrated.
- The project administrators have the background appropriate to managing the project.
- The budget for the project is clear; costs are realistic and appropriate to the scope of the project.
- There is income for the project already in place or pledged and evidence of the ability to raise the funds for the project.
- There is a clear plan for evaluating the project and evidence that staff/project management understand how to measure whether the project will achieve its goals and objectives.



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Support Materials to evidence the **Quality of Management and Organizational Capacity** of the applicant:

- Grant application
- Administrative or Project staff bios
- Letters of commitment from donors for the project
- Board and committee list with affiliations
- Sample audience surveys to be used



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APPENDIX 2

Ohio Cultural Data Project

Instructions for the use of the Ohio CDP:

1. Go to www.ohculturaldata.org and click on "New User Registration"
2. Create new Data Profile. **Complete a Data Profile for the most recently completed fiscal year.**
3. Enter data using your board-approved financial audit/review or year-end financial statements.
 - a. If your organization is not audited/reviewed, enter data based on board-approved year-end financial statements.
 - b. If your organization is an arts program/department within larger institution, enter data based on internal financial statements of the arts program/department and indicate that you have a parent organization in Section 1.
 - c. DO NOT enter project budgets, budgets for future years, or data from incomplete or not-yet-approved audits/reviews/financial statements.
4. When finished entering data, click on Submit/Error Check; address any errors and call the Help Desk if you have questions.
5. On My CDP, go to the Funders Reports section, select the fiscal year for the report and click on "GO". Click on the link for CAC to generate the report and print.
6. **Review your Funder Report;** if you need to make changes, call the Help Desk.
7. Include the Funder Report along with your CAC application materials.

Please Note: As part of the effort to ensure the accuracy of your data, throughout the year the Ohio CDP Help Desk will review each of your submitted Data Profile(s) and contact you with suggested revisions. **It is your responsibility to respond to the Help Desk and to make any necessary changes to the submitted Cultural Data Profile(s).** This process **will not interfere** with your ability to run Funder Reports and apply for grants.

Complete instructions for getting started with the Ohio CDP are available here:

<http://www.ohculturaldata.org/orientation.aspx>

Online training is also available here:

<http://www.ohculturaldata.org/training.aspx>

Please direct questions concerning the Cultural Data Profile to the **Ohio CDP Help Desk:**

Toll Free: 1-888-97-OHCDP (1-888-976-4237)

Email: help@ohculturaldata.org

Website: <http://www.ohculturaldata.org>

The Ohio CDP Help Desk is available Monday – Friday from 9:00am – 5:00pm EST