



# 2021 Project Support I

## GUIDELINES AND APPLICATION INSTRUCTIONS



Cleveland Print Room

Eligibility Check Due:  
**June 25, 2020 BY 4:30 PM ET**

Application Due:  
**AUGUST 6, 2020 BY 4:30 PM ET**





Dear Applicant,

**Thank you for your interest in the 2021 Project Support I grant program.** Cuyahoga Arts & Culture's [mission](#) is to inspire and strengthen the community by investing in arts and culture. CAC is excited to work with you to connect Cuyahoga County residents to arts and culture in our community.

Cuyahoga Arts & Culture (CAC) is one of the largest local public funders for arts and culture in the nation, helping hundreds of organizations in Cuyahoga County connect millions of people to cultural experiences each year. Cuyahoga County residents created CAC in 2006 when they approved a tax on cigarettes to support arts and culture. Since 2007, CAC has invested more than \$193 million in more than 420 organizations both large and small, making Cuyahoga County a more vibrant place to live, work and play.

This cycle, Project Support I and Project Support II grant programs are open to applications. If you're unsure of which program is the best fit for your organization, please take a look at the [2021 Grant Program Guide](#). If you're still unsure, feel free to contact us.

**This document contains the guidelines and detailed application instructions for 2021 Project Support I,** which offers grants of up to \$25,000 for 501c3 organizations providing arts and cultural programming to residents of Cuyahoga County. Please keep in mind these two important dates:

- **Submit your Eligibility Check by June 25, 2020, by 4:30 pm ET**
- **Submit your Application by August 6, 2020, by 4:30 pm ET**

We encourage all applicants to start the process early to give themselves and CAC staff as much time as possible to help you succeed. CAC will be hold informational workshops during the application cycle and other opportunities for one-on-one assistance. CAC staff is always available to help answer any questions. As public employees, it is our role to support you and help you to be successful.

For additional information please contact a program manager: [Luis Gomez](#) at 216-515-8303 x106, [Heather Johnson-Banks](#) at x108 or [Dan McLaughlin](#) at x101. To learn more about Cuyahoga Arts & Culture, visit [cacgrants.org](#) and [sign up](#) to receive email updates.

We look forward to working with you!

Sincerely,

The Cuyahoga Arts & Culture Team



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## Program Overview

### Background

The purpose of Cuyahoga Arts & Culture’s Project Support (PS) grant program is to promote public access and encourage the breadth of arts and cultural programming in our community by supporting Cuyahoga County-based projects. Grant applications are reviewed annually through a transparent panel review process. CAC will offer two Project Support grant options in 2020 for projects occurring in the January 1 – December 31, 2021 grant period. This document provides the guidelines and application instructions for the Project Support I program.



*CityMusic Cleveland has been a Project Support recipient since 2011. Photo by Lilia Sciarretti*

### Project Support I (PS I)

- Grant requests of up to \$25,000 for 501c3 organizations based in Cuyahoga County
- [Application](#) consists of 10 narrative questions, budget and support materials
- Completion of a [SMU|DataArts Cultural Data Profile](#) for the most recently available fiscal year (2018 or 2019) required
- 1:1 cash [match](#) required

CAC will also offer the following grant opportunities for 2021:

- [2021 Project Support II \(PS II\)](#): grants of up to \$5,000 for 501c3 organizations.

To learn more about the differences between Project Support I and Project Support II, refer to the [2021 Grant Program Guide](#). Organizations may only submit one application per cycle.

**Please Note:** You will submit your SMU|DataArts Cultural Data Profile Funder Report as part of the Eligibility Check process, not with the Application. CAC will determine your maximum request amount using your FY 2019 arts and cultural expenses from the Funder Report.

### Key Dates



## Who May Apply

To be eligible for the 2021 Project Support I grant program, applicant organizations must meet all of the following [eligibility criteria](#):

- Have received CAC funding in the past (Project Support or General Operating Support);
- Have a [permanent and viable base](#) of operations in Cuyahoga County for at least one year prior to June 25, 2020 (as verified in part by an organization’s Articles of Incorporation);

**Permanent and Viable Base of Operations in Cuyahoga County:** applicant organization, branch or affiliate office must have a business address in Cuyahoga County and conduct at least 51% of its local programs and services in Cuyahoga County for the residents of Cuyahoga County and visitors to Cuyahoga County.

- Be a [501c3 organization](#) as verified by [Guidestar’s Charity Check](#) service;
- Have produced or presented [arts or cultural](#) program(s) open to the [public](#) within the previous two years prior to June 25, 2020;

**Arts or Cultural:** defined in the [Ohio Revised Code, Chapter 3381](#) (CAC’s enabling law) as “including, but not limited to, literature, theater, music, dance, ballet, painting, sculpture, photography, motion pictures, architecture, archaeology, history, natural history, or the natural sciences.”

- Provide the required [financial documentation](#) as outlined in the table on page 8; and
- Be incorporated and authorized to do business in Ohio as verified by the [Ohio Secretary of State](#).

CAC strongly encourages applicants who are from communities that have been historically excluded or marginalized.

Informed by the Grantmakers in the Arts “[Racial Equity: Statement of Purpose](#),” these communities include: African and African American; Latinx; Asian and Asian American; Arab; Native American.” Organizations representing Pacific Islander; lesbian; gay; bisexual; queer; transgender and gender-variant people; people with disabilities; and women are also encouraged to apply. Cuyahoga Arts & Culture also recognizes that some marginalized communities may not be listed here. Marginalized communities do not include fringe artistic disciplines.

### Who May Not Apply

The following types of organizations are not eligible to apply to the 2021 Project Support I grant program (this list is not exhaustive):

- Organizations that have extended their 2020 Project Support grant into 2021;
- Organizations that are not in good standing with CAC and/or in compliance with previous grants;
- Organizations that are serving as [fiscal agents or fiscal sponsors](#) for an organization or program;
- Religious institutions without a separate [501c3 organization](#) that specifically administers non-sectarian public programming;
- Organizations that have not received CAC funding in the past;
- Private non-operating foundations;
- Units of government;
- K-12 schools, including parent-teacher associations and similar groups;
- Individuals
- Fundraising organizations, such as “Friends Of” groups who do not conduct their own programming.

Additionally, organizations receiving or applying for a General Operating Support or applying for a Project Support II grant from CAC are not eligible to apply for Project Support I funding in the same grant cycle.

**Note for colleges and universities:** Colleges and universities are eligible only for activities that clearly serve the needs of the community and are designed to involve a broad audience. Activities that are credit-producing or are oriented primarily to collegiate students and the academic community are not eligible.

### What is a Project?

A project is a specific, connected set of activities, with a beginning and an end, explicit goals/objectives and a predetermined cost that does not equal the organization’s total annual budget. Projects may be one-time events, such as a festival or exhibit; or a defined series of events, such as a roster of classes or a series of productions. Projects with multiple components must show that there is a cohesive theme that ties the project together.

#### Pre-Screening of Applications

CAC staff will pre-screen applications before moving them forward to panelists for review. If the submitted project does not meet CAC’s definition of a project (above) or of [arts or cultural heritage](#), or if the application appears to be a request for general operating support, CAC staff will deem the project ineligible for funding. The application will not be reviewed by the panel and your organization will be ineligible for funding in 2021.



## Application Review Process

All eligible applications are evaluated by a panel of arts or cultural professionals from outside the region in a public panel review process. 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. CAC staff and trustees take every effort to ensure that the panel is diverse in terms of race, gender, age, and discipline. All panelists receive an honorarium for their service.

CAC staff members provide eligible grant applications and support materials to panelists approximately four weeks prior to the panel review meeting to allow panelists sufficient time for their evaluation. During the panel review meeting, **the panel will evaluate all eligible applications based on CAC Funding Criteria: Public Benefit; Artistic and Cultural Vibrancy; and Organizational Capacity.** For more information see the [Funding Criteria](#) section.

CAC staff members chair the panel review, but do not score or provide opinions on applications. Staff will manage all administrative and logistical actions necessary to conduct a successful panel review: provide panelists all documentation necessary to evaluate applications effectively; train panelists in matters of CAC policy and procedures; and provide all available objective information regarding an applicant to the panel.

## Grant Recipient Requirements

### Grant Agreement and Compliance

If your application is approved for funding by CAC's Board at its November 2020 meeting, CAC will prepare a letter with the grant amount and grant agreement for each grant recipient. CAC staff will be available to meet with new and returning grant recipients to review the grant agreement requirements. To be considered an active grant recipient and receive funding, recipients must sign a grant agreement. All funded activities and grant expenditures must occur during the grant period, January 1 – December 31, 2021.

### Events Calendar and Credit Requirements

Funding from CAC comes from a tax approved by residents of Cuyahoga County. CAC asks that organizations receiving Project Support partner with CAC throughout the grant cycle by communicating with their grant manager at CAC, posting events and job opportunities on CAC's website, connecting with CAC on social media, and saying thank you to the residents of Cuyahoga County for their support. Grant recipients are required to post events (and encouraged to post jobs) to CAC's online events calendar, [ClevelandArtsEvents.com](http://ClevelandArtsEvents.com). The [Events Calendar and Credit Requirements](#) document outlines how to partner with CAC. Grant recipients that do not comply with these expectations may be subject to a reduced final grant amount.

### Reporting Requirements

All grant recipients that receive a 2021 Project Support grant must submit a final report online within 60 days of the completion of the project. In addition to a final report, CAC staff may conduct site visits during the project period. Reporting guidelines and instructions will be posted online in advance of deadlines. Reports consist of a narrative, financial documentation and support materials. Grant recipients that submit a late final report, or do not submit a final report, may receive a reduced or revoked final grant amount.

### Maintaining Good Standing

In order to receive CAC funds, a grant recipient must maintain its good standing with CAC during the grant period. A grant recipient is in good standing if it:

- Fully and completely meets all requirements as stated in the grant agreement for the duration of the grant period;
- Accurately represents its organization and its activities in all documents submitted to CAC. This includes, but is not limited to, the eligibility check, application, final report and all other reports and forms; and
- Continues to meet the [eligibility criteria](#).

A grant recipient not in good standing with CAC will be officially informed of this status in writing.



*Ingenuity has received a Project Support I grant since 2014*

## Application Process

The following is an overview of Cuyahoga Arts & Culture’s Project Support I grant program application process. News, updates and events (including technical assistance workshops and webinars) will be posted on the CAC website and distributed via email. Sign up at [cacgrants.org](http://cacgrants.org) and opt-in to receive *CAC Grant Information* to learn more. **We highly encourage all of our applicants to add CAC’s URL and staff email addresses to your email safe senders list, address book, or contact list to continue receiving important information from CAC.** CAC will not extend any deadlines if our emails are sent to your spam or junk mail.

**We strongly recommend that you begin your eligibility check and online application well before the due date** to familiarize yourself with the online system, complete the [SMU|DataArts Cultural Data Profile](#) requirements, and to address any technical concerns.

### Key Dates



### How to Apply

#### Attend a Workshop

CAC will offer a variety of technical assistance workshops/trainings in advance of the application deadline. Information regarding such trainings will be posted on the CAC website and all applicants will be notified by email. While workshops are not required, we strongly encourage and invite all eligible applicants to attend.

#### Application FAQ

##### ***What is an eligible project?***

Proposed projects must be arts or cultural activities open to the public. The funded activities must originate and be completed during the grant period, January 1 – December 31, 2021. The project must be open to the public and conducted in Cuyahoga County. Organizations may only apply for one project per funding cycle. **College and university projects must involve and show support from the general community beyond the students, faculty and staff.**

##### ***What does CAC mean by arts and culture?***

The [Ohio Revised Code Chapter 3381](#), CAC’s enabling law, defines arts and culture as “including, but not limited to, literature, theater, music, dance, ballet, painting, sculpture, photography, motion pictures, architecture, archaeology, history, natural history, or the natural sciences.”

Organizations that do not have a primary mission that is arts & culture are encouraged to apply (community development corporations, social service organizations, etc.) if the proposed project meets CAC's definition of arts and culture.

***Are there match requirements?***

Project Support I grants are matching grants. Applicants are required to leverage CAC funds to secure additional income from other sources. This program requires a 1:1 cash match by the applicant. This means that CAC will provide no more than half of the project's total expenses.

The matching funds may come from any source, excluding in-kind. Sources of your matching funds can include, but are not limited to, foundation or government grants, private donations, ticket sales, and member dues.

Matching funds may not include other funds from CAC. **This includes any CAC co-funded grants.** Contact CAC staff with any questions.

***What are the funding restrictions?***

Project Support I funds cannot be requested for: operating support; fundraising events; religious ceremonies or events advancing or inhibiting a particular religious ideology; or advocacy of specific political causes or candidates.

Restricted uses of CAC funds include but are not limited to:

- credit-bearing academic programs (K-12 and college level)
- activities that are not open to the general public
- general operating support or operating expenses not directly related to your project
- fundraising or benefits
- regrating, scholarships, tuition assistance, awards or cash prizes
- deficit reduction or elimination, trust endowments, cash reserves, penalty or litigation fees, loans, or interest on loans
- capital improvements, facilities or equipment
- religious ceremonies or events advancing or inhibiting a particular religious ideology
- cost of receptions, food and beverages
- agent's fees for programs contracted through commercial agencies
- travel outside of the United States
- advocacy of specific political causes or candidates

## Step 1: Eligibility Check

**Eligibility Check due June 25, 2020, by 4:30 pm ET**

### ➤ **Submit the Eligibility Check**

The eligibility check is the first step in applying for a Project Support grant for all applicants and is submitted via CAC's [online application and reporting system](#). CAC uses the eligibility check process to determine whether an organization meets the criteria to submit an application. **You do not need to have a finalized project plan at this stage.**

Organizations that do not complete the eligibility check will not be permitted to submit a Project Support grant application and will not be eligible for funding. However, completing the eligibility check does not automatically make your organization eligible to apply for funding. Following the submission of the online eligibility check, CAC will notify applicants via email, to the primary contact on record, whether they are eligible.

Recipients of 2019 or 2020 Project Support grant funds will submit fewer items during the eligibility check process.

The following table indicates what documentation must be uploaded for the eligibility check.

| Documentation required based on past CAC funding  | For 2019 or 2020 CAC Grant Recipients | For CAC Grant Recipients Prior to 2019 |
|---|---------------------------------------|--|
| <b>Documentation of public arts/cultural programs</b> conducted within the last two years. Up to two examples, such as marketing materials or dated photos.   |                                       | ✓                                      |
| <b>2019 or 2018 SMU   DataArts Cultural Data Profile Funder Report*</b>   | ✓                                     | ✓                                      |
| <b>FY 2019 or FY 2018 Financial Document**</b> <ul style="list-style-type: none"> <li>• <u>Organizational Budget Expenses \$750,000 or more</u>: Independently certified financial audit and IRS Form 990/990-EZ or Form 990-PF</li> <li>• <u>Organizational Budget Expenses \$749,999 or less</u>: IRS Form 990/990-EZ or Form 990-PF</li> </ul> | ✓                                     | ✓                                      |

\*All PS I applicants will need to complete a Cultural Data Profile for their most recent fiscal year as part of the eligibility check.

\*\*For the 2021 grant cycle your organization can submit its most recently completed financial documentation.

\*\*For CAC's purposes, IRS Form 990 must indicate total expenses on Line 17 for Project Support I

- **Complete your Cultural Data Profile and Generate and Review the Funder Report**  
Cuyahoga Arts & Culture requires all Project Support I applicants to complete a Cultural Data Profile through the [SMU|DataArts](http://www.culturaldata.org/) website (<http://www.culturaldata.org/>) as part of the Eligibility Check process. This year organizations will be able to submit a funder report for their most recent data, either FY 2019 or FY 2018. SMU|DataArts is a national, collaborative online system that collects and standardizes historical financial and organizational data.

You will need to generate your CAC Funder Report and upload it in the Support Materials section. Please refer to the [Cultural Data Profile Guide](#) for more information.

- **Learn your Maximum Request Amount and Gain Access to the Online Application**  
**Cuyahoga Arts & Culture determines your maximum grant request amount.** This amount is based on the financial information submitted in your SMU|DataArts funder report during the eligibility check. The maximum grant request amount reflects up to 15% of the organization's expenses for arts or cultural programming (last line in your funder report under Expense Details called "Total expenses less in-kind") after deducting CAC funds, not to exceed \$25,000.

To estimate your maximum request amount, use the formula below. Organizations using 2018 data will use those figures in place of 2019.

$$\left[ \begin{array}{l} \text{Your FY 2019} \\ \text{Arts and Culture} \\ \text{Expenses} \end{array} - \begin{array}{l} \text{Your FY 2019} \\ \text{In-Kind} \\ \text{Expenses} \end{array} - \begin{array}{l} \text{Your 2019} \\ \text{CAC Grant} \end{array} \right] \times 15\%$$

CAC staff will be happy to help you estimate your maximum grant request. Contact a [program manager](#) for more details.

Your request amount may not exceed the maximum grant request amount determined by CAC or 50% of the proposed project's total expenses. Grant requests may only include expenses directly related to the project that will be incurred during the grant period. **Please note:** *The grant amount you receive may differ from your maximum grant request amount.*

Once your organization has been deemed eligible, the primary contact on file will receive an email providing access to the online Project Support I application. The earlier you submit the eligibility check, the sooner you will have access to the online application.

## Step 2: Application

**Application due August 6, 2020, by 4:30 pm ET**

### ➤ **Gather your Support Materials**

Support materials are images, audio, video, links and/or other supporting documents that help bring your organization's mission and programs to life for panelists. They are essential to your application and play a critical role in helping panelists evaluate your organization and gain a better understanding of the proposed project. You may submit up to three support materials with your application. Please refer to the [Support Materials Guide](#) for more information.

### ➤ **Complete and Submit the Application by August 6, 2020, by 4:30 pm ET**

To be considered complete, an application must include all required narrative responses, a complete budget and support materials. See the [Application section](#) further details.

Late or incomplete applications will NOT be accepted. After 4:30 pm ET applications will no longer be able to be submitted through the online system. After the deadline, the system will lock you out and it will not allow you to make any further changes to your submission.

## Step 3: Public Panel Review

- The public panel review meeting will take place during the week of October 5, 2020.
- CAC staff will notify all applicants of the panel review meeting dates, times and locations; live streaming links; and will post all details on the CAC website in advance. Additional information will be made available closer to the panel review date. Applicants do not need to take part in the panel deliberations.
- **Learn your Organization's Score**
  - During the panel review meeting, panelists will score each application on a point scale from 1 to 100 based on the Funding Criteria. Refer to the [Funding Criteria](#) and [Scoring Framework](#) details.
  - The panelists' scores will be averaged for each application to determine the panel score.
  - Any applicant receiving an averaged final panel score of 75.00 or higher will be recommended for a Project Support grant at either full or partial funding. Any applicant receiving a final panel score lower than 75.00 will not be recommended for a Project Support grant. Scores are not rounded.
  - CAC staff will notify all applicants of their final panel score and whether they will be recommended for funding via email within two weeks of the panel review meeting.

## Step 4: Application Results

### ➤ Grant Amounts Approved by CAC Board of Trustees

- Panel scores and grant amounts will not be confirmed until the November CAC Board of Trustees meeting. This meeting is open to the public, and applicants are welcomed to attend but not required.
- The grant amount and total number of Project Support I grants will be determined by the following factors: the amount of funding allocated to the Project Support grant program (I & II); the panel score for each application; and the total request amount of all applications eligible for funding.

These are general guidelines and are subject to change based on the total CAC funds available to the Project Support grant program in any given year. It is possible that all of the allocated Project Support grant funds could be awarded to those applicants receiving higher scores and applicants with lower scores (within the 75-100 point range) will not receive funding.



*Judson's Theatre in the Circle has received Project Support I funding since 2018*



➤ **Appeals Process**

CAC will only consider and review appeals that are evidence-based and due to materially significant CAC *processing errors* that could have compromised an applicant's grant proposal. This does not include information that was in excess of the application's space limitations or information that was submitted after the application deadline. Any requests for appeals must be filed with the Executive Director within 10 working days after the conclusion of the panel review meeting. Requests received after 10 days will not be considered.

**Please note:** The panel's analysis and scoring of applications are *not* subject to appeal and therefore will not be considered for appeal by the CAC Board of Trustees. Neither grant awards nor grant award amounts are subject to appeal.



*DuffyLit has received Project Support I funding since 2011.*

## Funding Criteria and Scoring

### What are Funding Criteria?

The Funding Criteria are the principles that anchor the Project Support application: Public Benefit; Artistic and Cultural Vibrancy; and Organizational Capacity.

### Why Funding Criteria Matter

Panelists will use the Funding Criteria to evaluate and score the application. Your organization's commitment to Public Benefit; Artistic and Cultural Vibrancy; and Organizational Capacity should thread through your entire application, including the narrative, financials and support materials. By demonstrating this commitment, organizations of any size and discipline can achieve an exceptional rating in each of the three priority areas.

Panelists will evaluate and score the application using the following criteria for a total of 100 possible points:

#### **Public Benefit: 45 points**

***CAC defines public benefit as an organization's ability to meaningfully engage its community through its project.***

An organization meaningfully engages its community by:

- Demonstrating that it shares power by understanding, [respecting](#), working with, and responding to its community
- Using knowledge of its community to drive its work
- Building meaningful relationships with residents and community partners  
Being accessible and inviting to its community and open to the public

#### **Artistic and Cultural Vibrancy: 35 points**

***CAC defines Artistic and Cultural Vibrancy as an organization's ability to create a quality project that inspires and challenges its community.***

An organization inspires and challenges its community by:

- Engaging a diverse team of arts and cultural professionals, representative of the community and audience served
- Inspiring its community to think differently and/or creatively
- Incorporating a process of reflection that ensures fresh programming

#### **Organizational Capacity: 20 points**

***Cuyahoga Arts & Culture defines Organizational Capacity as an organization's ability to successfully plan for and manage its project.***

An organization successfully plans for and manages its project by:

- Recruiting and retaining an engaged and diverse board, staff, and/or volunteers who are qualified to complete the project
- Planning as a team to set project goals, measure progress and evolve
- Having clear plans to implement the project and achieve stated project goals
- Setting a budget that is realistic and appropriate for the project; demonstrating a clear plan to reach the match requirement

## Scoring Framework

Panelists will use the following scoring framework and descriptions to assess each application:

### Public Benefit: 45 Points

| Weak   | Fair    | Good    | Strong  | Exceptional |
|--------|---------|---------|---------|-------------|
| 1 – 23 | 24 – 33 | 34 – 38 | 39 – 42 | 43 – 45     |

### Artistic and Cultural Vibrancy: 35 Points

| Weak   | Fair    | Good    | Strong  | Exceptional |
|--------|---------|---------|---------|-------------|
| 1 – 18 | 19 – 25 | 26 – 29 | 30 – 32 | 33 – 35     |

### Organizational Capacity: 20 Points

| Weak   | Fair    | Good    | Strong  | Exceptional |
|--------|---------|---------|---------|-------------|
| 1 – 10 | 11 – 14 | 15 – 16 | 17 – 18 | 19 – 20     |

## Scoring Descriptions

**Exceptional:** The applicant has provided overwhelming evidence throughout the application that demonstrates that this funding criterion is fully met. Responses are clear and directly address this funding criterion. The support materials are clear, highly relevant and lead to a deeper understanding of how the criterion is met.

**Strong:** The applicant has provided clear evidence throughout the application that demonstrates that this funding criterion is met. Responses are clear and address this funding criterion. The support materials are clear, highly relevant and lead to a deeper understanding of how the criterion is met.

**Good:** The applicant has provided sufficient evidence throughout the application that demonstrates that this funding criterion is met. Responses are generally clear, but do not consistently address this funding criterion. The support materials are relevant but provide only some understanding of how the criterion is met.

**Fair:** The applicant has provided limited evidence throughout the application that demonstrates that this funding criterion is met. Responses may not be clear and may not address this funding criterion. The support materials may not be relevant and may not provide additional understanding of how the criterion is met.

**Weak:** The applicant has provided insufficient evidence throughout the application that demonstrates that this funding criterion is met. Responses are unclear and/or do not address this funding criterion. The support materials may not be relevant and may not provide additional understanding of how the criterion is met.

## Application Questions

If your organization is deemed eligible through the eligibility check process, CAC will notify your organization via email and provide access to the online 2021 Project Support I Application. The application questions are available in this section, and as an editable Word document [here](#). The application must be submitted online using CAC's online application and reporting system, [FluidReview](#).

**The application has six sections:**

- Organizational Overview and Financial Snapshot
- Project Basics
- Application Narrative
- Project Budget and Financials
- Support Materials
- Statement of Assurances

### Organizational Overview and Financial Snapshot

The organizational overview and project basics give panelists a glimpse into your organization and the basic details of your proposed project.

- **Mission statement, organizational history and contact information.**

*This section will be pre-populated from your FluidReview Organization Details, but you may update or correct any information here.*

### Financial Snapshot

- **Enter your organization's total budget (expenses) for the 2020 fiscal year.**

*This should NOT be the project budget*

- **Enter your arts and cultural budget (income and expenses) for FY 2019, 2020 and 2021. Depending on your fiscal year, some figures may be historic or projected.**

*If your organization's primary mission is arts and cultural, this will be your full budget. If your organization's primary mission is NOT arts and cultural, this will be your arts and cultural income and expenses ONLY.*

|                 | FY 2019 | FY 2020 | FY 2021 |
|-----------------|---------|---------|---------|
| <b>Income</b>   |         |         |         |
| <b>Expenses</b> |         |         |         |

*FluidReview will calculate your net budget from the information you typed above.*

|            |  |  |  |
|------------|--|--|--|
| <b>Net</b> |  |  |  |
|------------|--|--|--|

## Project Basics

Use the fields in this section to provide basic project details.

- **Project Title** (Up to 100 characters)  
*This should be the title, not a summary of the project.*
- **Project Summary** (Up to 500 characters)  
*Briefly describe the project in a sentence or two.*
- **Total Project Expenses**
- **Amount Requested from CAC**  
*The requested amount cannot be more than 50% of the proposed project's total expenses. See your eligibility email from CAC for your maximum allowable request amount.*
- **Project Dates**  
*The start and end dates should not be the entire grant period. All events must begin and end within the grant period (January 1, 2021 – December 31, 2021).*
- **Public Event Location(s)** (Up to 750 characters)
- **Total number of expected participants and/or audience members**
- **Who are the participants and/or audience members? How do you work with them in developing your project?** (Up to 750 characters)
- **Will the event/activity be free or fee-based? How was this decision made?** (Up to 500 characters)

## Application Narratives

The narrative is an important part of your application. It is your opportunity to communicate to the panel the specific details of your proposed project. Keep in mind that panelists are from outside the region and likely not familiar with your organization and/or community. It is important that you communicate all relevant information necessary for a person unfamiliar with your organization to fully understand your project. Before starting your responses to the narrative section, review the [Funding Criteria](#) and [Scoring Framework](#).

We recommend that you prepare your answers offline in a word processing program and copy/paste your responses into the appropriate text box in the online application. Please note that your application can be saved at any point and you may return to the application to continue work.

- 1) **Define the community that you will serve through this project.** (Up to 1,000 characters)

***Tip:** A community may be defined by geography (place), identity (attributes) or affinity (what we like). The best way to demonstrate your project's public benefit is to demonstrate that you know, respect, work with and respond to your community.*

2) **Describe your project.** (Up to 2,000 characters)

*Tip: Include an overview of project activities and how the project will be carried out. Be sure to include when and where your project takes place.*

3) **This question is about public benefit: describe how your project engages your community in a meaningful way.** (Up to 1,000 characters)

*Tip: CAC's definition of Public Benefit can be found on page 13.*

4) **This question is about artistic & cultural vibrancy: describe how your project will inspire and challenge your community.** (Up to 1,000 characters)

*Tip: CAC's definition of Artistic & Cultural Vibrancy can be found on page 13.*

5) **Set one project goal. In addition to completing this project, what goal does your organization want to accomplish within this project?**

**Goal:** (Up to 500 characters)

**How will you know you have accomplished or made progress towards your goal?** (Up to 500 characters)

*Tip: This goal should be specific, measurable and be related to why your organization is doing this project. If awarded funds, you are required to report the status of this goal with the final report.*

6) **Describe the team that will carry out your project.** (Up to 2,000 characters)

*Tip: Specify the roles of staff members, board members and/or volunteers who will execute the project. Identify the arts and cultural professionals and include an explanation of their roles in the project. Consider including and referencing support materials that highlight their work. If you have not yet made these decisions for 2020, provide examples of individuals you have worked with in the past.*

**OPTIONAL: Is there any additional information about your project or organization that may be helpful to an outside panelist reviewing your application?** (Up to 1,500 characters)

*Tip: CAC recruits all panelists from outside of the region. What might be important information to share with someone who is unfamiliar with Cuyahoga County or your work?*

## Project Budget and Financials

Complete the following project budget tables in *FluidReview*.

### Income

Please describe your sources of income and their amounts in the table below. NOTE: Use the first row for your CAC Request.

|   | Income Source<br>(text) | Income Amount<br>(\$) |
|---|-------------------------|-----------------------|
| 1 - Enter "CAC Request" in the Income Source field to the right |                         |                       |
| 2 - Enter another source of income and the amount to the right  |                         |                       |
| 3 - Enter another source of income and the amount to the right  |                         |                       |
| 4 - Enter another source of income and the amount to the right  |                         |                       |
| 5 - Enter another source of income and the amount to the right  |                         |                       |
| <b>Total</b>  |                         | \$                    |

### Expenses

Please describe your expense categories and their amounts in the table below.

|  | Expense Category<br>(text) | Expense Amount<br>(\$) |
|--|----------------------------|------------------------|
| 1 - Enter "Administrative Personnel" in the Expense Category field to the right        |                            |                        |
| 2 - Enter "Arts and Cultural Professionals" in the Expense Category field to the right |                            |                        |
| 3 - Enter "Marketing/Publicity" in the Expense Category field to the right             |                            |                        |
| 4 - Enter "Production/Event" in the Expense Category field to the right                |                            |                        |
| 5 - Enter "Other" in the Expense Category field to the right                           |                            |                        |
| <b>Total</b>   |                            | \$                     |

These questions correspond to the budget and support material sections as appropriate.

**1) How will you spend CAC funds?** (Up to 500 characters)

*Tip: Indicate how CAC funds will be used. See [list of prohibited](#) uses of CAC funds on page 7 of guidelines.*

**2) What is your plan to raise matching funds for the project?** (Up to 750 characters)

*Tip: Specify your anticipated income sources for the project. Indicate whether funds are pending or committed.*

**3) Use this field to further explain your project budget.** (Up to 1,000 characters)

*Tip: Detail any line items that require additional information.*

**4) How will you proceed with your project if you don't receive the full amount of funding requested from CAC?** (Up to 500 characters)

*Tip: Most applicants to Project Support I receive a portion of the funds they request, based on their score (generally 75% or greater). CAC does not expect any organization to carry out their full project on only a partial budget.*

**5) Review your SMU|DataArts Funder Report. The data in your Funder Report may support or challenge your application's narrative and/or proposed budget. Use this space to provide any additional explanation to help panelists better understand how your attendance, program or financial data connects to your application.** (up to 1,000 characters)

*Tip: Panelists review the Funder Report the same way they do your other support materials. Use this space to make sure it tells the same story as the rest of your application. Call out trends, themes or line items that support your application. Clarify any areas that might be confusing, contradictory or leave panelists with unanswered questions. Please refer to [the Cultural Data Profile Guide](#) for further information.*



## Support Materials

Support materials bring your project to life and play a critical role in helping panelists evaluate your application. CAC encourages applicants to carefully select items that are clear, recent and relevant to the proposed project. Support materials may include images, audio files, videos, hyperlinks and/or other supporting documents.

Please consider using web-based support materials *instead* of uploading large files. You can share links such as a YouTube video or online photo album. Submitted links still count toward your maximum allowed. **Panelists will not review materials in excess of the three optional support materials.**

See the [Support Materials Guide](#) for more information on selecting, uploading and/or linking to support materials.

**Please note:** CAC does not own, collect royalties on or hold copyrights to artistic products resulting from its grants, nor will it take any action on behalf of the grant recipient to protect the grant recipient's intellectual property rights. CAC does, however, have legal authority to reproduce and use submitted documentation (electronically and in print) of such artistic products for educational, promotional, official or noncommercial purposes.

All applicants must upload or provide links to the following:

- **Upload Support Material(s)** - At least one, but no more than three, item(s) of your choice that brings your project to life and demonstrates the funding criteria.
- **Upload Board of Directors List** - *Include affiliations and their roles in the project (if applicable)*
- **Upload your SMU|DataArts Cultural Data Profile Funder Report for FY 2019 or FY 2018**

## Statement of Assurances

After completing the support materials section, your organization will electronically authorize the application by completing the Statement of Assurances. An authorizing official will certify that they are authorized to submit the application on behalf of the organization and that the information submitted in the application is true and correct to the best of their knowledge.

## Glossary

**Arts or Cultural Heritage:** defined in the Ohio Revised Code, Chapter 3381 (CAC’s enabling law) as “including, but not limited to, literature, theater, music, dance, ballet, painting, sculpture, photography, motion pictures, architecture, archaeology, history, natural history, or the natural sciences.”

**Arts or Cultural Organization:** defined in the Ohio Revised Code, Chapter 3381, as “any corporation, organization, association or institution that provides programs or activities in areas directly concerned with the arts and cultural heritage; and is not for profit and whose net earnings may not lawfully inure to the benefit of any private shareholder, member or individual.”

**Authorizing Official:** an official of your organization who has authority to legally bind the organization. This individual has authority to sign all application and grant-related documents.

**Capital:** capital improvements, expenditures, acquisitions and restorations (facilities and equipment).

**Community:** CAC defines community as the constituents (audience, participants, neighbors and beneficiaries) the applicant intends to serve. The strongest applicants clearly define their community and include plans to engage these constituents in the planning and implementation of their mission.

**Criteria:** minimum standards applicants must comply with to be considered for funding. Meeting specific criteria does not guarantee a grant award since all CAC programs are competitive.

**Cultural Data Profile:** an online survey that collects financial and programmatic data for your organization by fiscal year through SMU|DataArts.

**Diverse:** includes all the ways in which people differ, and it encompasses all the different characteristics that make one individual or group different from another. Distinct qualities and characteristics include; age, color, ethnicity, ancestry, sex, family or marital status, gender identity or expression, language, national origin, physical and mental disability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make individuals unique. It also involves different ideas, perspectives, and values.

**Eligibility Check:** the process used to determine an applicant’s eligibility to apply for CAC funding.

**Fiscal Agent or Sponsor:** an incorporated, nonprofit, tax-exempt organization that provides administrative and financial services for projects initiated by unincorporated, nonprofit organizations or incorporated, nonprofit organizations that do not have financial or administrative capability. Unincorporated groups or organizations may not apply to the Project Support program through an organization acting as a fiscal agent.

**Matching Grant:** a grant or gift made with the specification that the amount donated must be matched. Project Support I grants require a 1:1 cash match.

**Nonprofit Organization:** organizations that have tax-exempt status under Internal Revenue Code Section 501(c)(3) but are not private foundations under Internal Revenue Code Section 509 or are among those "operating" private foundations (private foundations that implement programs similar to public charities). These organizations are tax-exempt and contributions to them are tax deductible under such Internal Revenue Code Sections as 170, 642, 2055 and 2522.

**Permanent and Viable Base of Operations in Cuyahoga County:** applicant organization, branch or affiliate office must have a business address in Cuyahoga County at least 51% of its local programs and services in Cuyahoga County for the residents of Cuyahoga County and visitors to Cuyahoga County.

**Public Programming:** activities, services, productions, exhibits, tours, lectures, workshops, etc., that are open to the public.

**Qualified Personnel:** Personnel and/or artists who meet specific requirements or precedent conditions for the position they occupy. Can be measured by educational attainment, experience, certifications, knowledge of community, etc.

**SMU|DataArts:** a national, collaborative online system that collects and standardizes historical financial and organizational data. For more information, visit the SMU|DataArts website at [www.culturaldata.org](http://www.culturaldata.org).

**Support Material:** recent, relevant and quality evidence submitted by the applicant that demonstrates alignment with funding criteria and supports written narrative. Includes print, video, audio and visual materials. For more detailed information, please see the [Support Materials Guide](#).

## Additional Resources

CAC will offer a variety of application workshops, webinars and technical assistance trainings in advance of the application deadline. Workshop dates, locations and registration information will be posted on the CAC website and all eligible applicants will be notified by email regarding workshop details.

Please use the following guides referenced throughout this document for more detailed information to help you throughout the application process:

[2021 Grant Program Guide](#)

[Online Application & Reporting System Guide](#)

[Support Materials Guide](#)

[Cultural Data Profile Guide](#)

Also consider the following resources throughout the application process:

[SMU | DataArts Help Desk](#)

Past Applications: Applicants who wish to review high-scoring applications from past cycles are encouraged to contact the CAC staff.

Panel Review Audio Files: Applicants may listen to [audio recordings](#) from previous panel review meetings to inform their applications and learn from others.

As always, CAC staff is here to assist you:

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