



## **COVID-19 ARTS SMALL BUSINESS RELIEF** ***FULTON COUNTY VIRTUAL ARTS INITIATIVE***

**DESCRIPTION:** Competitive funding awards are available to individual artists and non-profit arts organizations that have been affected by the COVID-19 pandemic and shutdowns for the development of virtual arts and cultural programming experiences.

**GRANT REQUESTS:** Up to \$5,000 for individual artists and up to \$20,000 for nonprofit arts organizations.

**ELIGIBILITY:** Fulton County nonprofit arts organizations and professional artists that are actively working in the creative community.

**DEADLINE:** Applications must be received through WebGrants by June 16, 2020 at 11:59 pm.

### **GUIDELINES**

Fulton County recognizes the therapeutic value of the arts and the need to support the creative community during the COVID-pandemic and is pleased to offer operational support to enhance the arts sector's ability to present virtual arts programs and creative engagement opportunities for Fulton County residents and visitors. FCAC strongly welcomes and encourages a diversity of artistic expression that highlight the breadth of cultural experiences inclusive of but are not limited to: spoken word, virtual arts exhibitions, arts classes and workshops, performances and literary readings. Examples of eligible expenses include renting or purchasing equipment, hiring performers, artists or designers, marketing, printing, or web hosting services. Examples of ineligible expenses include salaries and benefits for full and part-time staff not associated with the project, rent, mortgage, utilities, insurance, or accounting fees.

### **BASIC INFORMATION**

Applicants should thoroughly review the guidelines before preparing the application. There are additional questions in the online application.

**Application Deadline:** Tuesday, June 16, 2020 at 11:59 PM

**Link to online application process:** <http://fulton.dullestech.net/index.do>

**Grant Request:** Up to \$20,000 for nonprofit arts organizations and up to \$5,000 for individual artists. All awards are nonmatching.

**Eligible Projects:** Organizational applicants are required to produce at least 4 hours of total programming. Individuals must be professional artists that earn at least 50% of their income as a practicing artist in Fulton County. Individual artists are required to produce at least 2 hours of total programming. Programming should have the capacity to be re-broadcast throughout the year.

**Requirements:**

- Online application
- Project Narrative
- Project Budget
- Artistic resumes or bios of key personnel
- Artistic support material representative of the individual or organization's body of work

**Organizations Only:**

- IRS 501(c) Letter
- Financial Form
- Board of Directors List/Advisory Board List
- Current Income Statement and Balance Sheet (for organizations with budgets between \$200,000 and \$500,000)
- Organization's most recent audit (for organization with budgets over \$500,000)

**Individual Artists:**

- Must have residence in Fulton County for at least one year prior to the deadline, and live and work in Fulton County for at least eight months of the year.
- A PO Box or location of studio is not allowed for qualification of the individual artist residency status.
- Must be a professional artist or curator as evidenced by training and practice
- Exhibit a consistent level of high-quality work as demonstrated by support materials
- Provide a copy of the lease as evidence and proof of studio and copy of a utility bill as proof of residency with the supporting documentation

# GUIDELINES

## INTRODUCTION

The Virtual Arts Initiative is made possible by the Fulton County Board of Commissioners under the guidance of the Fulton County Arts Council. The initiative is designed to provide a supportive tool for organizations and creative entrepreneurs/individual artists that have felt the impact of COVID-19 and have begun charting the course forward to emerge stronger.

Note that the rights to all programming produced through the FULCO Virtual Arts Initiative will become the sole property of Fulton County and may be used at Fulton County's discretion for noncommercial purposes only.

### **Virtual Arts Initiative Goals:**

1. To expand access to the arts for all;
2. To provide essential financial support to sustain the cultural infrastructure of Fulton County;
3. To assist with address the therapeutic value of the arts the recovery efforts associated with the COVID-19 pandemic and related shutdowns; and
4. To showcase the creativity of Fulton County artists and arts organizations.

## ABOUT FCAC

For more than 40 years, FCAC has vigorously pursued quality arts programming through support and development of artists, arts organizations, arts institutions and cultural programming for residents. While FCAC believes the arts are essential to the quality of life of our citizens and to the economic and social health of our communities, the arts are uniquely positioned to help craft a vision for our future.

**FCAC Mission:** The mission of the Fulton County Department of Arts and Culture is to insure all citizens' access to the arts.

**Notes on FCAC Funding Awards:** FCAC believes that the arts can transform communities, and our grants support those organizations whose work demonstrates a significant benefit to the people being served.

We ask that you keep the following in mind when applying for a Virtual Arts Initiative:

- Budget determines how many applicants we are able to fund, so some deserving applicants will not receive grants.
- Because of the large number of applicants anticipated, FCAC staff members may not be able to preview your application or check to make sure it is complete.

- Each year, FCAC awards funding to all types of applicants from large to small, classical to contemporary, and first-time applicants to those that have applied for many years. We strongly encourage all types of artists and arts organizations to apply, as you meet the general guidelines for eligibility.
- Grant review panelists are not allowed to consider outside information when scoring. They can only score based on information that it is included in the application.
- Do not assume that grant review panelists have knowledge of your past applications or your history with Fulton County.
- Grant review panelists are from all areas of the metropolitan Atlanta area, so make sure that your application is understandable to people that are not familiar with your community or targeted audience.
- All panels are multi-disciplinary, so make sure that your application is understandable to people outside of your artistic discipline.
- Applicants may receive a grant that is less than the amount requested.
- Applications that are late or are not complete will be ruled ineligible and will not be reviewed by the panel. Applicants may not submit the missing material after the grant deadline. Applicants also may not change information that has been submitted after the deadline. Double check your application before submitting it to make sure it is complete
- If you discover that your submitted application is missing required information, or you need to change information, FCAC staff members can reopen your application as long as the deadline has not passed. You must notify FCAC staff in enough time that the application can be reopened, you can make the edits and submit the application again before the deadline.
- FCAC staff members want to do all that we can to assist you with your application. Please do not hesitate to call or e-mail us with questions.

## **ELIGIBILITY**

**Grant Description:** To provide program support for eligible professional artists and arts organizations located in Fulton County that have been impacted by the COVID-19 pandemic.

### **All eligible applicants must:**

- Be 501(c)(3) non-profit arts organization or residents of Fulton County.
- Be located in Fulton County.

- Be registered with the Georgia Secretary of State.
- Be in compliance with all requirements associated with any previous Fulton County funding requirements.

**Who is NOT eligible to apply?**

- Organizations with fiscal agents,
- Organizations that do not have their own IRS 501(c)(3) status
- Corporations or for-profit businesses
- Schools and Universities
- Libraries

Please note: FCAC will accept applications from parent organizations, but not fiscal agents. FCAC defines a parent organization as one with which an applicant has a long-term, legal relationship, and the parent organization has the ultimate fiduciary responsibility for the organization. A fiscal agent is an organization which allows an applicant to apply for funding using the fiscal agent's non-profit status, but which does not have a legal, binding, long-term relationship with the applicant nor does it have fiduciary responsibility.

**Use of Funds Applicants may not request Virtual Arts Initiative funds for any of the following:**

- Salary support, full or partial, for one or more positions that are not critical to the artistic project.
- Facilities costs, which can include items such as rent, mortgage payments, utilities, or insurance.

**Virtual Arts Initiative funds:**

- Can only be used for expenses that incur between July 1 and December 31, 2020.
- Cannot be requested to fund the same expense in the same time period as expenses requested from any other FCAC funding application.
- Cannot be requested for prior FCAC Contracts for Services awarded activities.
- Does not require a cash match from the applicant.

**False Information:** Any grant award made based on false information in the application may be canceled by FCAC at any time.

**Accessibility:** Any program funded by a FCAC project must be accessible to all Fulton County citizens. For information and guidance on making your programs accessible to people with disabilities, please contact FCAC staff directly at 404-612-5780.

**Timeline:** FCAC Virtual Arts Initiative funding will be announced no later than August 1, 2020.

**Deadline:** The deadline is 11:59 PM on Tuesday, June 16, 2020. The application with all required components must be completely uploaded into our WebGrants online grant application system by the deadline. FCAC strongly encourages applicants to submit the application well ahead of the deadline so that there is sufficient time allotted to upload required materials and to resolve any unexpected issues. No changes to the application may be made nor will additional material be accepted after the deadline.

FCAC staff will not be available to assist with questions or to resolve technical issues after 5:00 PM on the day of the application deadline. If an applicant wants to amend an application that has been submitted, the applicant must contact a FCAC staff member prior to 5:00 PM on the day of the grant deadline. FCAC staff members can reopen an application, but the grantee must make the changes and resubmit the application before the deadline.

FCAC will not accept applications after the deadline for any reason, including technical issues with the applicant's computer system or problems with the online application system that occur after the FCAC office closes at 5:00 PM on July 3<sup>rd</sup>

Applications that are submitted after the deadline, that do not contain all of the required information, or are submitted by applicants that do not meet the eligibility guidelines will be ruled ineligible and will not be reviewed by the panel. Additional information will not be accepted after the deadline.

**APPLICATION INSTRUCTIONS:** Go to [www.fultonarts.org](http://www.fultonarts.org).

## **CRITERIA**

### **1. ARTISTIC QUALITY (MAXIMUM 40 POINTS)**

- The proposed programs demonstrate works of high artistic merit.
- The artists participating in the program are well versed in their discipline and knowledgeable of their artistic field.
- The applicant has a history of producing/presenting quality programming

### **2. COMMUNITY IMPACT (MAXIMUM 30 POINTS)**

- Active plan for expanding audiences and audience development, including outreach programs and activities that go into the community
- Evidence of understanding and responsiveness to the community.
- The organization demonstrates a significant impact on the targeted community served and underserved communities.
- Evidence of understanding and responsiveness to the community during the COVID-19 pandemic and shutdowns.

### 3. PROJECT PLANNING (MAXIMUM 20 POINTS)

- The proposed programs demonstrate careful planning and a realistic execution strategy.
- The applicant has developed educational and outreach components for the proposed artistic programs to expand the audience's appreciation and understanding of the art form(s).
- The organization has developed effective means of marketing and promoting the programs to a wide or underserved segment of the community.
- The proposal provides documentation of strong evaluation methods for the proposed program.

### 4. ACCESSIBILITY (MAXIMUM OF 10 POINTS)

- Applicant plans to ensure accessibility through programming that is accessible to and inclusive of patrons, artists and participants with disabilities.
- Applicant plans to ensure programmatic accessibility to the public and underserved populations within service area.

### 5. FISCAL RESPONSIBILITY (ASSESSED BASED ON APPLICANT'S ABILITY TO MEET REQUIREMENT)

Applicant demonstrates fiscal soundness and a stable internal structure that maintains the prescribed mission with no major deficiencies that would inhibit their ability to manage County funds.

### **PROJECT NARRATIVE (Not to exceed a total of 500 words)**

1. Describe the project being proposed, including dates/schedules, fees, artists involved and roles of partners or collaborators.
2. Describe your process for ensuring quality arts experiences to the public.
3. Describe how project supports your overall artistic goals and the goals of the Virtual Arts Initiative.
4. Describe outreach and marketing efforts to engage the public, especially those populations that are isolated from the artistic mainstream due to mental or physical disabilities, geographic isolation, or previously under-resourced areas of the County.
5. Describe evaluation mechanisms that will be used to measure project success.

### **PROJECT BUDGET**



PROJECT SUPPORT  
BUDGET BREAKDOWN

## **BOARD OF COMMISSIONERS**

Robert L. Pitts, Chairman

Marvin Arrington, Jr., Vice Chairman (District 5)  
Liz Hausmann (District 1)  
Bob Ellis (District 2)  
Lee Morris (District 3)  
Natalie Hall (District 4)  
Joe Carns (District 6)

## **FULTON COUNTY LEADERSHIP**

Dick Anderson, County Manager  
Anna Roach, Chief Operating Officer  
Lionell Thomas, FCAC Director  
Emmitt Stevenson, FCAC Deputy Director

## **FULTON COUNTY ARTS COUNCIL**

Joe Bankoff, Chair, Joan Compton, Vice Chair, Sandy Barth, Marc Boyd, W. Imara Canady, Sandra DeShields – Hightower, Jan Collins, Arnika Dawkins, Catherine Fox, Pamela Smith, Sadie Talmadge, Marie Willsey, Mtamanika Youngblood

### **CONTACT US**

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