



McKinney Arts Commission Grant Guidelines

Fiscal Year
2020 – 2021

FOR ADDITIONAL INFORMATION:

Jakia Brunell • McKinney Performing Arts Center
111 N. Tennessee St. • McKinney, Texas 75069
972-547-9023 phone • jbrunell@mckinneytexas.org

McKinney Arts Commission

Grant Guidelines

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McKinney Arts Commission - Mission

The McKinney Arts Commission serves as the advisory board to the City Council and City management in matters involving the promotion of close cooperation between the City and private citizens, institutions and agencies interested in or conducting activities relating to the arts and culture. The Commission shall be responsible for:

1. Making recommendations to the City Council relative to expenditures of City funds for the purposes of promoting and sustaining the arts in the city.
2. Serving as a review board for the funding of proposed programs within the community that are to be funded from allocations made by the City Council and/or other funding sources as determined by the City Council.
3. Providing and assisting in the development of the arts in the city by providing an annual "State of the Arts" assessment to the City Council.

McKinney Arts Commission - Goal

To create a vibrant and viable arts community in which diverse, high quality arts opportunities are available to McKinney residents and visitors.

Types of Assistance Available

The McKinney Arts Commission offers three types of financial assistance: Season Support Grants, Outreach Grants, and Project Grants. An organization may only apply for one of these grants per fiscal year. All proposals must be defined as one of the following:

1. **Season Support Grants** provide financial assistance for the costs associated with a full season of projects, performances, or events within the grant fiscal year. Applicants who have previously applied for MAC grant assistance and are seeking funding for more than one project, performance, or event per year fall within this category. Season Support grant funding assistance is limited to **no more than 50% of the applicant's project expenses, AND will not exceed \$20,000. (Requires 50% match.)**
2. **Outreach Grants** provide financial assistance for the costs associated with a single project, or if the applicant is applying for the first time. The intention of this grant program is to foster the development of start- up arts organizations or new programs. Unlike Season Support Grants, Outreach Grants are open

to individuals and organizations that do not have non-profit status. Outreach Grant funding will not be available to organizations whose nonprofit status has been revoked. Funding is limited to **no more than 50% of the applicant's project expenses AND will not exceed \$3,000. (Requires 50% match.)** In addition, Outreach Grants must meet the following criteria:

- a) The predominant purpose of the expenditure is to **accomplish a public purpose.**
 - b) Grant funds will be **paid on a reimbursable basis** at the completion of the event/project as outlined in the Outreach Grant proposal.
 - c) The City of McKinney will be acknowledged as an event/project sponsor in all publicity materials.
3. **Project Funds** provide financial assistance for the costs associated with a single, City-sponsored project. The intention of this grant program is to provide a funding source for one-time projects that the Arts Commission deems provide an artistic benefit to the City of McKinney community. Project Grants are open to individuals and organizations that do not have non-profit status. Project Grant funding will not be available to organizations whose nonprofit status has been revoked. Funding is limited to **no more than 50% of the applicant's project expenses AND will not exceed \$10,000. (Requires 50% match.)**

Eligibility *McKinney Arts Commission does not accept applications nor recommend funding for any organization that does not have a primary arts/cultural related mission, or if funding for the same project is received from other City entities (i.e. MEDC, MCDC, MCVB, etc.) for the season under consideration.*

Eligibility requirements to receive financial assistance from the City of McKinney are:

- Funding from the City of McKinney is for the encouragement, promotion, improvement and application of the arts, including music (instrumental and vocal), dance, drama, folk art, creative writing, architecture, painting, sculpture, photography, graphic and craft arts, motion pictures, television, radio, sound recording; and the arts related to the presentation, performance, execution and exhibition of these major art forms.
- Applicants for Season Grants, Outreach/Project grant funds must have a primary arts/cultural related mission. For Season Grants, applicants must be non-profit corporations (such as 501(c)(3)). Staff will verify non-profit status so it is no longer necessary to provide IRS determination of "good standing".
- Projects of the applicant should serve residents of or visitors to McKinney and should be open and accessible to the public. (For example, nursing homes are not open to the public.)

- Organization must have programming, administrative practices, and board membership which do not discriminate on the basis of race, color, national origin, gender or disability.
- Projects of the applicant must be completed between **October 1** and **September 30** of the current grant cycle.
- Administrative, technical, capital and project support will be considered. Travel, lodging, and expense accounts of officers **will not** be funded.
- Applicants must have a way of funding at least 50% of their project or season expenses.
- To be eligible for Season Grants, applicants:
 - Must have been chartered for 12 months prior to application and have stable programming during this period.
 - Must have fulfilled all prior contact obligations to grantors successfully.
 - Must be based in McKinney. For Season grants, the applicant organization must meet three (3) of the following four (4) criteria:
 1. Maintain a principal office, primary facility or a location where practice, rehearsals, performances or exhibitions are regularly conducted within the City of McKinney.
 2. Perform at least 2/3 of its events, programs or performances within the City of McKinney
 3. Promote the City of McKinney (i.e., inclusion of McKinney in the organization name, stated McKinney purpose in by-laws or articles of incorporation or through other McKinney-focused initiatives)
 4. Must have an active Board of Directors with either three members who reside or work in McKinney or, 1/3 of its members reside or work in McKinney

The Commission will fund only ONE (1) application per organization.

*For Season Grants, an organization may umbrella under a 501(c)(3) for only one year **only if** they have a 501(c)(3) application in process with the IRS. The non-501(c)(3) may complete a separate application, but it must be submitted under the 501(c)(3) organization. All funding restrictions will apply to the combined applications.

Application Procedures for Season Grants

Season Support Grant applications are considered on an annual basis. Applications for the 2021-22 Season will be available in June 2021.

Review Process for Season Grants

The Arts Commission consists of seven (7) members appointed by the McKinney City Council. Steps of the grant review process are as follows:

- A representative of each applicant is encouraged to attend the Grant Workshop.

At an open meeting, applicants are required to make a 5-minute presentation to the Commission regarding their grant application. Following each 5-minute presentation, Commission members will have 10 minutes to ask questions of the applicant. Groups should be prepared to respond to questions concerning changes in their organization, financial data and new programs for the grant period. This is a formal presentation, and the prescribed time limits are closely followed to ensure equity to all applicants. As such, groups should expect to be represented by one presenter.

Although group members may attend this public meeting, performances and presentations are not allowed.

McKinney Arts Commission members will evaluate applications and presentations and make recommendations for funding, based on the following information:

I. Evaluation

1. Describe the Mission and Purpose of the organization
2. Describe the season program or event(s) for which funding is being sought
3. If program was funded by the Arts Commission last year, please describe the success of the program or lessons learned.

II. Criteria

Artistic Merit:

1. How will the proposed season program or event(s) promote excellence in the Arts within McKinney?
2. Describe how the applicant organization is directly involved in the creation and presentation of programs of artistic merit.
3. Describe how support of the proposed season or event(s) will foster support for artists demonstrating merit and achievement in their fields

Service:

1. How does the season program or event(s) meet a need not being met by other organizations in McKinney? Does the season program or event(s) offer paid employment opportunities for artists?
2. How will support of the season program or event(s) enrich the diverse cultural resources of McKinney?
3. What is your organization doing to bring visitors to McKinney to stay in local hotels and support the hospitality industry?
4. Does the season program or event(s) reflect the organization's mission and purpose?

Access:

1. How does the proposed programming provide access to quality arts programs regardless of geographic isolation, race, income, gender, physical abilities or social barriers?
2. How does the applicant organization include representation from diverse cultural, ethnic and artistic pluralities within the community in the planning, execution, and evaluation of its programs and events?
3. How does the applicant organization's community outreach involve diverse members of the community?

Capability:

1. Please discuss measurable evidence of support for the applicant organization (i.e., ticket sales, number of participants, critical reviews etc.)
2. Does the applicant organization show public and private financial commitment, in addition to its request for funding to the Arts Commission?
3. Discuss the grant amount requested in relation to the total cost of the program season or event(s).
4. Discuss how the applicant history of administrative and financial capability supports the success of proposed program season or event(s).
5. Discuss how applicant organization publicizes program season or event(s). How are these efforts evaluated? What has been done past year to increase the effectiveness of marketing?

Funding Recommendations

Funding recommendations of the McKinney Arts Commission will be forwarded to the City Council for final approval.

Funding shall be available for disbursement according to the following schedule:

- Seventy percent (70%) is awarded upon final approval by the McKinney City Council.
- The balance of thirty percent (30%) is awarded upon receipt of the final project report according to the outline in the section regarding the Grantee's Responsibilities and its acceptance by the McKinney Arts Commission.
- In the event organizations are granted funds less than the amount they request, a modified events/program schedule must be submitted within 10 days of initial funding **IF** changes to the program schedule are made.

Applicants that do not comply with the requirements of the grant, including the application, guidelines, and final report requirements will not be eligible for funding from the McKinney Arts Commission for a one (1) year grant cycle.

Grantee's Responsibilities

The McKinney Arts Commission may make periodic checks on grant projects and grant finances during the period covering the actual project/season as a part of the evaluation process.

Grantee must maintain financial books and records of the funded project/season and of their operations as a whole for at least two years after the conclusion of the funded project/season should the City of McKinney require an audit. These books and records must create a clear audit trail for the revenues and expenses of the funded project upon request.

At the conclusion of any funded project/season, the Grantee shall submit to the City a Final Project Report. This report must be submitted to MAC staff **within 30 days** after the final MAC funded event.

Grantee shall prominently include in all promotion, publicity and advertising, whether written or verbal, the McKinney Arts Commission logo or credit line:

“This project is funded in part by the City of McKinney through the McKinney Arts Commission.”

The City of McKinney will provide the McKinney Arts Commission's official logo for placement on printed or electronic material. Please submit promotional materials to City of McKinney, prior to publication.

Grantee shall submit changes to its proposed project/season schedule in writing prior to the event(s).

Grantee shall provide tickets for up two Commission representatives to attend funded event at no charge.

***Please be sure to read carefully and understand the responsibilities listed above. If you have any questions, please call for clarification. Failing to fulfill your responsibilities could result in funding delay or loss.**