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## **NORMAN ARTS COUNCIL NORMAN TRANSIENT GUEST ROOM TAX GRANTS PROGRAM**

### **Application Guidelines**

**Projects Occurring From July 2012-June 2013**

**MISSION:** The Norman Arts Council directly engages the community through the support of public art, events, and arts education and provides funding, marketing, and resources to artists and organizations

**ELIGIBILITY:** The Norman Arts Council (NAC) is calling for proposals for a wide range of arts projects. Applicants must have non-profit tax-exempt 501(c)(3) or equivalent status and be located in Norman, Oklahoma. All projects must occur in Norman and take place in an American with Disabilities Act (ADA) compliant space.

**APPLICATIONS:** Applications are available from the NAC office, located at 122 East Main Street, Norman, OK 73069 or online at [www.normanarts.org](http://www.normanarts.org). Applications may also be requested by phone (405) 360-1162, by email [nac@normanarts.org](mailto:nac@normanarts.org), or by fax (405) 360-0086. It is encouraged that application forms be completed on-line, printed and copied to ensure the proposal meets the format guidelines.

**SELECTION CRITERIA:** The NAC is seeking applications for projects that:

- are of high quality
- are educational, informative or entertaining
- will be able to be successfully carried out by applicant
- will attract visitors to Norman
- will positively impact the community.

Applicants will not be penalized for not meeting all of the criteria. It is encouraged, however, to try to meet as many as possible and to address the criteria directly in the proposal.

**ORGANIZATION:** The entity incorporated as the non-profit 501(c)(3) or equivalent is defined as the ORGANIZATION.

**PROJECT:** A project is 1) a single event, performance, and/or work of art, or 2) a series of events, performances, and/or works of art which are promoted and marketed as a single integrated occurrence.

**ARTS PROJECT GRANTS (Maximum Total Request - \$15,000):** An applicant may apply for no more than three (3) Arts Project Grants not to exceed a total of \$15,000 combined. The amount requested for each grant is left to the discretion of the applicant. If multiple applicants apply using the same 501(c)(3), they will be counted as ONE ORGANIZATION and can receive no more than \$15,000 combined. The amount awarded for each grant will be determined by the review panel.

## COMPETITIVE GRANTS

**There are two competitive grants categories: Collaborative Arts Project and Innovation Project.**

Eligible **ARTS** applicants may apply for **ONE** Collaborative Arts Project Grant or **ONE** Innovation Project Grant. This application is in addition to the maximum of **THREE** Arts Project Grants as described above. The primary goal of the **ARTS** applicant must be the promotion of the arts. An organization applying for either of these grants may also be a secondary partner with other applicants.

The Grants Review Panel will award **one** grant from each of these two categories. It is imperative that the applicants present an additional page to the application explaining the collaboration process with their partners. Also, applicants for the Innovation Project will need to add an additional page to their applications explaining how this project fits the criteria listed below.

**COLLABORATIVE ARTS PROJECT GRANT (Maximum Request - \$10,000):** These grants are designed to encourage the collaboration of multiple eligible applicants to carry out an arts project, especially when the project joins with non-arts related not-for-profit organizations, such as social service organizations, schools, etc. Applicants in this category must include at least one **ARTS** applicant who will submit and administer the grant. Additional consideration will be given by the Grants Review Panel for projects which collaborate with non-arts related not-for-profit organizations.

**INNOVATION ARTS PROJECT GRANT (Maximum Request - \$20,000):** The NAC is looking for the next new big arts event project. This category will fund one project with \$10,000 – 20,000. This is a competitive category and no more than one project will be awarded funding. The projects in this category must meet the following criteria:

1. Must cover a minimum two day period and be designed to promote over-night stays
2. Must be innovative to the point that it is completely new in scope and concept for the Norman area
3. Shall include a component that involves students from the public schools
4. Must appeal to multiple age groups and cultural backgrounds
5. May involve multiple organizations (either arts related or other emphasis) in the overall goals, but only one arts organization will submit the application and be responsible for the overall implementation.

In the event that the Grants Review Panel does not feel that any submissions in this category comply with the criteria, the funds will be used towards other categories.

**MATCHING REQUIREMENTS, DURATION OF AWARDS AND FUNDING ALLOCATION:** The amount requested for each grant may not exceed 40% of the total budget. All grant monies must go directly to the activities of the project. Projects must be completed and all funds expended by June 30, 2013. **Applicants may request up to 70% of their award 90 days prior to the event.** NAC withholds the balance of the award until the project's completion and the submission of an approved Evaluation Report.

### **FUNDS MAY NOT BE REQUESTED FOR:**

- \* **Fund-raising events**
- \* **Grants to pay existing debts or for the purchase of capital improvements or equipment**
- \* **Projects not accessible to the general public**
- \* **Projects performed in conjunction with a religious service**
- \* **Indirect costs**

**MANDATORY WORKSHOP:** Any applicant desiring to apply **MUST** send a representative to a grant preparation workshop. The workshops are either Monday, November 14, 2011, at 7:00 p.m. or Monday, November 21, 2011 at 4:00 p.m. These workshops will be held at the NAC Office at MAINSITE Contemporary

Art, 122. E. Main, Norman, OK. **Failure to attend this workshop will result in automatic denial of grant application.**

**DEADLINE:** The deadline for 2012 – 2013 grant applications is **Friday, January 20, 2012**. Applications must be received at the NAC office **by 5:00 p.m.** Applications should be dropped off in person (122 E. Main, Norman, OK 73069) by the deadline. **Early submission is encouraged.** All questions should be addressed to the NAC office or at the mandatory training sessions. Individual help is available for applicants who request it **AFTER** attending the MANDATORY WORKSHOP.

**COMPLETE APPLICATION REQUIREMENTS: Incomplete or late applications will not be reviewed.**

Organizations must submit **(1) complete grant application.** All items must be submitted on standard 8-1/2" x 11" pages. **Do not use staples or bind applications in anyway.** A complete application **MUST HAVE** all items from **1. OR 2.** below. Any application **that does not contain all of the following items will not be considered for funding.**

**1. Non-University Applicants or University Applicants with their own independent 501(c)(3) status:**

- a. A signed grant proposal and budget
- b. A copy of the applicant's federal non-profit 501(c)(3) exemption status letter
- c. The applicant's last annual financial statement or tax return (pages 1-3 of IRS form 990)
- d. Current annual budget
- e. Current list of board of directors and officers with assigned responsibilities (if applicable)
- f. Current organization bylaws (**If multiple proposals are submitted, attach bylaws to only ONE proposal.**)

**2. University applicants:**

- a. A signed grant proposal and budget
- b. A copy of the 501(c)(3) exemption status letter
- c. The name of the University department or entity which will oversee the NAC grant funds
- d. A list of University Personnel who will be overseeing and/or participating on the project and their university title
- e. A one-page up-dated curricula vitae of the Project Director
- f. A copy of the departmental description (or equivalent) as found in the University Handbook

**LIABILITY:** Award recipients agree to indemnify and hold harmless the NAC, its employees, its agents, and its Board of Directors, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action in State or Federal Court, or before any State or Federal agency, which is made or brought against recipients, NAC, and/or any of NAC's employees, agents, or board members, by any person or entity, based upon and/or arising out of a recipient's use of the funds provided to the recipient by NAC pursuant to this contract.

**REPORTING AND RECORDS:** Grant recipients must provide the NAC with a full written financial accounting and Evaluation Report. The Report will describe the project and will include copies of all programs, brochures, flyers, original press releases, news clippings and related documents. **This report is due 30 days after completion of the project.** Failure to meet this deadline will result in forfeiture of funds. Grant recipients must retain accounting records and supporting documents for three years following the completion of the project. NAC shall have access to these records as necessary for audits, examinations, and other purposes.

Remaining award funds will automatically be forfeited by any organization that fails to submit a final report by the above deadline. Failure to submit the final report will be noted in the organization's file and will be taken into consideration by the grant award panel during the next granting cycle. If extenuating circumstances make it impossible for an organization to meet this deadline, the organization must contact the NAC prior to the deadline.

**MODIFICATIONS TO PROJECTS:** Any modifications or alterations in the projects, including project start and end dates, must be submitted in writing to the NAC office and must be approved by the NAC Grants

committee. Failure to contact the NAC regarding project changes will result in forfeiture of funds for this project.

**ACKNOWLEDGMENTS:** The Hotel Tax Grants Program is administered by the Norman Arts Council. For this program to continue to grow, it is imperative that grant recipients give proper acknowledgment to the Norman Arts Council for administering the granting of these funds. The NAC's ability to raise funds to administer these programs is directly related to the acknowledgments provided. Organizations must comply with the following acknowledgment requirements if awarded a grant:

1. Grant recipients must include the line "This project was made possible, in part, by a grant from the Norman Arts Council Hotel Tax Grant Program" or the Norman Arts Council logo on all promotional materials, including news releases. The logo is available as a slick and as an electronic file. The logo must appear no smaller than 1/2" x 1/2". The line must appear no smaller than in 6-point type in any publication. If you have questions about complying with requirements, call the NAC to have your publication reviewed. Failure to follow the current Logo Guidelines may invoke the penalty clause listed below. The Logo Guidelines are available on the NAC website ([normanarts.org](http://normanarts.org)) under Grants menu.
2. Events including announcements from the organization to the audience must include an announcement using the line "This project was made possible, in part, by a grant from the Norman Arts Council Hotel Tax Grant Program."
3. All promotional pieces for a Hotel Tax Grant supported event submitted to media outlets must also be submitted contemporaneously to the NAC at [pr@normanarts.org](mailto:pr@normanarts.org) and the Norman Convention and Visitors Bureau (NCVB). The NCVB can be reached at (405) 366-8095 or by email at [office@visitnorman.com](mailto:office@visitnorman.com).
4. Each promotional piece for a project sponsored by NAC funds must have an organization telephone number that can be called for more information. If a telephone number is not available, use the Norman Arts Council for local audiences (405) 360-1162 and the Norman Convention and Visitors Bureau general information number for audiences outside the local calling area: (800) 767-7260. Organizations are also encouraged to provide a website address for those seeking more information. If a website source is unavailable, use the Norman Arts Council site, [www.normanarts.org](http://www.normanarts.org) and/or Norman Convention and Visitors Bureau site, [www.visitnorman.com](http://www.visitnorman.com).

**PENALTY:** Failure to comply with these requirements may result in the forfeiture of final payments, required reimbursement of funds previously awarded by NAC to the organization for the specific project, and/or disqualification from consideration of future applications. If you have further questions regarding any aspect of the NAC Hotel Tax Grant Program, call (405) 360-1162.

**APPEALS:** Any applicant who is denied a grant in whole or in part may only appeal directly to the NAC Grants Committee on the following grounds: 1) discrimination against the applicant or its membership on the basis of: race, color, national origin, gender, religion, age, or disability, which is shown to have materially and adversely affected the outcome of their application; 2) illegal activity on the part of the awards panel or a member of the awards panel, which is shown to have materially and adversely affected the outcome of their application.

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