

# GENERAL CULTURAL FUNDING GUIDELINES

## FUNDING PROGRAM TIMELINE

Fiscal Year 2010-11

February 2010	Guidelines & Applications will be available on line at the MCAD web <a href="http://www.elpasoartsandculture.org">www.elpasoartsandculture.org</a> Each organization or individual will be responsible to print your own copy of the Cultural Funding Guidelines and the application. This is the continued efforts of MCAD to align with the green efforts of the City. MCAD will not be printing hard copies of Cultural Funding Guidelines or Application Forms.
Early Bird 3-3-10, Late session 4-7-10	Application assistance workshops for the different specific Programs will be offered early bird in March and a late session in April. <b>NOTE: Mandatory for all applicants</b>
<b>April 19<sup>th</sup>, 2010 5:00 PM</b>	All applications due <b>no exceptions. Applications must be hand delivered or postmarked by the deadline date.</b> OSP, PSP, CAP, AIP, CBP
June 7 thru 11, 2010	Panel review for all funding programs
August 2010	Funding recommendations are forwarded to Cultural Affairs Advisory Board (CAAB) for review and approval  <b>City Council approves FY2011 City Budget **</b>
September 2010	Funding amount determination letter and contracts will be sent out to all awardees by the end of September 2010
<b>September 1, 2010</b>	<b>All contracts begin</b>
March 18, 2011	Mid-year reports due for <b>Operational Support Program (OSP) only</b> ; reports will not be accepted before March 1, 2011 (this is in addition to the <b>monthly</b> matrix report) *
August 31, 2011	Final reports due for Operational Support Program (OSP); Project Support Program (PSP); Artist Incubator Program (AIP) and Capacity Building Program(CBP)*

\* CAP recipients receive payments as services are completed and invoices and reports are submitted.

\*\* Any alterations to the City Budget may result in an amendment to the award amount and the scope of services

# GENERAL APPLICATION GUIDELINES

Fiscal Year 2010-11

1. Before you begin your application, carefully read all applicable program guidelines.
2. Develop your application so that it addresses applicable program goals and evaluation criteria.
3. Type your organization's name on the top of every page of the application.
4. Complete every required form and submit additional required documents (e.g., résumé of key personnel, IRS status letter, etc.).
5. Check your work and make sure that your financial data are accurate and complete.
6. Submit the number of copies required. Use a strong mailing envelope so that materials will arrive intact.
7. Do not staple any of your application materials; a paper clip will suffice. Because your application is photocopied for the review panel, there is no need to use fancy paper, extravagant folders, or elaborate bindings.
8. Date and label all work samples submitted so that the review panel can see how your work has developed. For applicants submitting CD/DVD, submit the best 90-second representation of your work. All supplementary materials submitted should reflect the quality of your artistic product. Poorly produced supplementary materials, including audio or visual materials can do more harm than good. After submission all supplemental materials will be property of MCAD and will not be returned.
9. Contact the appropriate MCAD staff member to ask for clarification. The appropriate MCAD staff can review your proposal with you prior to the submission date.

The contact for the **Cultural Funding Program** is:

OSP, PSP, AIP, CBP  
Socorro Q. Diamondstein  
Cultural Funding Program Coordinator  
Tel: (915) 541-4167  
Email: [diamondsteinsq@elpasotexas.gov](mailto:diamondsteinsq@elpasotexas.gov)

For the **Community Arts Program (CAP)** contact:

Ben Fyffe  
Arts Education Program Coordinator  
Tel: (915) 541-4899  
Email: [fyffebe@elpasotexas.gov](mailto:fyffebe@elpasotexas.gov)

For the **Summer Concert Programs** contact:

Victor Guerrero  
Marketing and Cultural Tourism Coordinator  
Tel: (915) 541-4942  
Email: [guerrerov@elpasotexas.gov](mailto:guerrerov@elpasotexas.gov)

10. No Employees of the City of El Paso representing applicants can present during the panel review process.
11. New contract recipients will need to register as a city vendor by submitting the required forms. These forms can be downloaded by visiting the City's website ([www.elpasotexas.gov/forms.asp](http://www.elpasotexas.gov/forms.asp)) and then go to Purchasing Division Forms-Vendor Forms. For assistance with the vendor registration process, please contact the City's Purchasing Department at (915) 541-4308.

### **SPECIAL APPEAL CALLING**

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MCAD is looking for panelists that represent a diversity of disciplines, community perspectives and expertise. A Panelist Nomination Form is included in this book and is also available for downloading at our website ([www.elpasotexas.gov/mcad](http://www.elpasotexas.gov/mcad)) under the **Cultural Funding Program** section.

# THE CITY OF EL PASO MUSEUMS AND CULTURAL AFFAIRS DEPARTMENT

## ABOUT MCAD

### MISSION AND HISTORY

The City of El Paso has been providing support to the arts and cultural community for over 50 years, including the creation of the Arts and Culture Department in 1978, the relocation of the El Paso Museum of Art in 1996, and most recently the newly inaugurated Museum of History in summer 2007.

In 2004, the City of El Paso embarked on a strategic planning process to review its mission and goals and to develop a programmatic and administrative blue print to guide the agency in addressing a broad cultural development agenda for the greater El Paso area. In 2005, a strategic plan was approved by the City Council and is available for review on our website ([www.elpasotexas.gov/mcad](http://www.elpasotexas.gov/mcad)). The strategic plan resulted in the reorganization of city departments and the creation of the Museums and Cultural Affairs Department (MCAD) with a broad vision to assist in developing a world-class arts community in El Paso, Texas.

To accomplish this goal, the MCAD has established the following departmental divisions:

The **Museums Division** is comprised of the El Paso Museum of Art, the El Paso Museum of History, and the El Paso Museum of Archaeology, each dedicated to providing exhibitions and educational activities that recognize the region's multi-cultural heritage and contributors.

- The **El Paso Museum of Art** ([www.elpasoartmuseum.org](http://www.elpasoartmuseum.org)) collects, interprets, preserves and exhibits works of art that maintain and support the strengths of the Museum's permanent collection of American art, European art, and Mexican art. The Museum recognizes the region's diverse cultures through exhibitions, acquisitions, educational programs, and staff and board representation. The Museum is an educational institution dedicated to scholarship and training while providing a stimulating aesthetic environment and resource for all audiences.
- The **El Paso Museum of History** ([www.elpasotexas.gov/history](http://www.elpasotexas.gov/history)) exists for the educational benefit of the community and visitors. The Museum preserves, interprets, and promotes understanding of the rich multicultural and multinational history of the border region known as "The Pass of the North."
- The **El Paso Museum of Archaeology** ([www.elpasotexas.gov/arch\\_museum](http://www.elpasotexas.gov/arch_museum)) serves primarily as an educational facility for local school children, residents, and visitors to the El Paso area. In this capacity, dioramas, permanent exhibits, temporary exhibits, special public programs, nature trails, and relevant publications supplement area school programs and the heritage tourist industry. The Museum is dedicated to informing the public about archaeology as a science, the prehistory and history of American Indians, and human adaptations in the southwestern U.S. and Northern Mexico.

The **Cultural Affairs Division** implements and supports the following programs:

- Promotion of Arts and Culture
- Arts Education
- Cultural Heritage and Tourism
- Community Exhibit Programs
- Cultural Funding Programs
- Individual Artist Support
- Management and Technical Assistance

- Summer Cultural Programs

The MCAD is committed to the continued development of the city's arts industry, providing programs that are representative of the city's diverse cultures, and to maximizing available resources in order to enhance the city's cultural vitality.

## **CULTURAL FUNDING PROGRAMS**

The City continues funding opportunities in the arts and culture in an effort of creating a vibrant and healthy community reflecting the character of the city and its citizens. These assets should be shared, experienced, nurtured and supported, so that all El Paso citizens have an opportunity to experience first-class arts and cultural programs. To accomplish this goal, City Council has established the funding programs outlined in these guidelines to serve a public and municipal purpose of providing the opportunity for citizens to experience the finest in arts and culture. City Council further determined that such funding furthers the economic development of the city and serves to attract visitors to El Paso, Texas.

One of the primary roles of the MCAD is to serve as a municipal funding organization to assist in the development of El Paso's creative sector, its artists and cultural organizations, and to support access to arts and cultural activities for El Paso citizens and visitors. The funding programs outlined below reflect the recommendations of the strategic plan that provides operational and programmatic support to arts and cultural organizations; increases access to community arts and arts education programs; provides opportunities for individual artists to participate in the municipal funding process; and supports the development of local artists and arts and cultural organizations through the provision of management and technical assistance programs.

The primary goals of these programs are to provide cultural services to the citizens of El Paso; to create greater awareness of the cultural and artistic heritage of El Paso; provide increased access for El Paso citizens to activities related to arts and culture; increase the opportunity for El Paso citizens to participate in arts and culture related activities; and to provide arts and culture services that may otherwise not be available to El Paso citizens.

The secondary goal is to assist in economic development by providing technical and operational assistance to those organizations that provide arts and culture programs and activities.

The MCAD will contract with each of the artists and organizations receiving funding under the Operational Support Program, the Project Support Program, the Community Arts Program, the Artist Incubator Program, and the Capacity Building Program to ensure that the City of El Paso achieves its public purpose of providing arts and culture to the El Paso community. The contracts will contain sufficient controls to assure that the public purpose sought will be met. Such controls are identified below in the program descriptions.

Individual Artists participating in the Artist Incubator Program, must submit a final report detailing the delivery of services and associated outcomes.

The City of El Paso will award cultural services contracts through the following funding programs:

**Operating Support Program (OSP):** Provides operating support to large, non-profit arts and cultural organizations providing a season of activities open to the public, active community outreach and related activities that have a cultural tourism appeal. OSP is designed to support the organizational stability of El Paso's arts and cultural assets as well as to cultivate organizational growth and professional development. This category is open to organizations with a minimum three (3) year operating history plus a three (3) year history of funding support by the MCAD. The program supports general operating expenditures, including artistic and administrative expenses. Organizations funded through OSP must provide **monthly**

**reporting** on activities and programs presented by the organization, attendance, venue, and information on programs offered for free and/or cost.

**Project Support Program (PSP):** Provides project support to non-profit arts and cultural organizations and other community based organizations that are reflective of the El Paso region's rich and diverse art, culture and heritage. PSP supports programs that provide high quality arts experiences that are innovative, accessible and appealing to local residents and visitors alike. Project support funds can be used for all project-related expenses such as administration, production, artistic fees, coordination (including staffing), audience development, outreach, and marketing. Organizations funded through PSP must provide **annual reporting** on the program or event sponsored through PSP, including attendance, venue and cost.

**Community Arts Program (CAP):** Provides funding for non-profit arts and cultural organizations and individual artists to provide a variety of arts and cultural activities that have a focus on arts education and community arts development. The program will create a roster of arts and culture providers available to provide services throughout the city. CAP is designed to encourage creative interaction among artists, residents and neighborhoods, as well as to encourage collaboration between artists and community-based organizations/services. The program funds can be used for service-related expenses such as administration, personnel (artistic and technical), in addition to other expenses related to the service/activity the artist or organization wishes to provide. Organizations or individuals funded through CAP must provide **ongoing reporting** on each program or event sponsored through CAP including attendance, venue, and an evaluation of the program. Community hosts must also provide a completed evaluation of each program or event sponsored through CAP.

## **NEW FUNDING OPPORTUNITIES**

### **Artist Incubator Program (AIP):**

- This program promotes awareness of the contributions that El Paso artist make in our community
- This program creates opportunities for the development of new work by professional and emerging visual, literary and performing artists living in El Paso
- This new program promises to be highly competitive
- This program will provide funding directly to individual artists. Individuals funded through this program must provide a report at the **conclusion of a program or event** that includes attendance, location, an evaluation of the program, and financial statement.

**Capacity Building Program (CBP):** Provides funding to develop and promote El Paso's Arts and Culture Organizations that need technical assistance in the following areas: Strategic Planning, business plan, board development, and marketing. This grant will be awarded to two organizations, and these organizations can not reapply for a period of three years. In order to qualify for this opportunity the organization must have received Cultural Funding for two (2) of the previous five (5) funding cycles.

## **ORGANIZATION DEFINITIONS**

The MCAD uses the following definitions to determine eligibility of applicants for the Funding Programs:

### **Large Organizations**

- Organizations that have an operating budget of \$100,000 or more
- The total funding from the City of El Paso will not exceed \$25,000 for operating support

### **Mid-Size Organizations**

- Organizations that have an operating budget of at least \$50,000 up to \$100,000
- The total funding from the City of El Paso will not exceed 50% of any funded project in PSP

### **Small or Emerging Organizations**

- Organizations that have annual operating budgets below \$50,000
- Have been in existence and/or providing arts and cultural programming or services for at least one (1) to three (3) years
- The total funding from the City of El Paso will not exceed 50% of any funded project in PSP

### **Individual Artist**

- Artists in any field of arts e.g. visual arts, literary arts, performing arts or multidisciplinary project. Up-to ten (10) grants from. \$1,500 to \$3,500. Individual Artist can apply every other year.

### **Capacity Building**

- There are up-to two grants of up- to \$5,000.00 to cover Strategic Planning, Business Planning, Marketing or .any other capacity building activity. Travel **can not** be covered by this grant.
- There has to be a 1:1 match from the organization to the investment from the City of El Paso.
- Large, mid-size or small/emerging organizations can apply
- A Board Resolution supporting the proposed project must be submitted

# GENERAL ELIGIBILITY & PROCESSES FOR ALL APPLICANTS

Fiscal Year 2010-2011

## ELIGIBILITY CHART (to see the definitions review pages 7 & 8)

Applicant	OSP	PSP	CAP	AIP	CB
Large Non-profit Arts and Cultural Organizations*	√				√
Mid-Size Non-Profit Arts and Cultural Organizations to include non-profits that have a Cultural Department with a Director or Coordinator for the program *		√	√		√
Emerging and Small-Budget Non-profit Arts and Cultural Organizations *		√	√		√
Individual Artists (select only one category according to project needs) Applicants can only be awarded every other year			√	√	
Capacity Building, has 2 grants available, applicants can only be awarded once every three years. The organization has to have been awarded for the past two years	√	√			√

\*If you are applying in multiple categories, the organization must let us know their preference. MCAD will have the prerogative to make the final decision based on the needs of the Museums and Cultural Affairs Department. **EXCEPT:** Capacity Building, organizations at all levels can apply, however **only** every three years.

## FUNDING CYCLES

The MCAD Funding Programs are **awarded annually** and applicants are required to submit applications for funding on an annual basis. The deadlines for fiscal year 2010-2011 are listed below. Guidelines and deadlines for future years will be published in a similar manner.

## APPLICATION DEADLINES

Applications must be received in the MCAD office **by 5:00 PM or postmarked by midnight** on the deadline date indicated below.

- Operational Support Program (OSP) .....**April 19th, 2010**
- Project Support Program (PSP) .....**April 19th, 2010**
- Community Arts Program (CAP) .....**April 19th, 2010**
- Arts Incubator Program (AIP) .....**April 19th, 2010**
- Capacity Building Program (CBP) .....**April 19th, 2010**
- Summer Music Programs .....**October 31<sup>st</sup>, 2010**

## GENERAL ELIGIBILITY

The City of El Paso will fund organizational applicants that meet the following criteria:

- Non-profit 501(c)(3) arts and cultural organizations, including service organizations to arts and culture, operating and providing programs and services within the City of El Paso or other 501(c)(3) organizations that have a documented history or engagement in the arts within the City of El Paso. **NOTE: At the time of contract execution, ALL funding applicants will be required to confirm compliance with several local ordinances and state and federal statutes/regulations; which will be indicated in the contract document. To check the status of your organization with the State. If you need to find out, go to the link below:**  
<http://ecpa.cpa.state.tx.us/coa/Index.html>
- Organizations that have an active volunteer board of directors that meets at least four (4) times per year

- Individual artists who are residents of the City of El Paso, and that have at least one (1) year of demonstrated history of producing art, arts education, or community arts programming
- Activities and services that occur within the City of El Paso and for the benefit of residents and visitors of El Paso, with a primary focus on providing services to residents and promoting tourism
- Activities and services that are open and accessible to the public and meet the requirements established by the Americans with Disabilities Act (ADA) and related City ordinances
- Organization’s administrative offices must be located permanently in the City of El Paso
- The MCAD encourages each organization to keep it’s elected and appointed City Representatives (e.g., Cultural Affairs Advisory Board) informed of its activities, and how its services are impacting the different communities within each District and city-wide

## FIRST-TIME APPLICANTS

Throughout these guidelines, the term “first-time applicant” refers to applicants submitting proposals to the program for the first time, as well as to applicants that have applied in the past but are not currently funded through the program.

In addition to the general eligibility requirements, first-time applicants must also submit the following:

- Charter, articles of incorporation, and by-laws
- A copy of the organization’s Internal Revenue Service letter of determination
- **EXCEPTION:** A new organization in its first three (3) years of existence may apply on the proposal deadline without providing the required IRS letter of determination as long as:
- The organization provides a completed Form 123 and attachments as evidence that it has applied to the IRS for 501(c)(3) status, **at the time of receiving the award letter the organization has to be in good standing with the state of Texas. If not in good standing at the time of award, the department reserves the right cancel the award and re-program the funds.**
- **Returning applicants from previous funding cycles are responsible to supply revisions to Charter, articles of incorporation, and by-laws. Or any changes to the Board of Directors.**

## REVIEW PANEL PROCESS

MCAD convenes a Review Panel Process, depending on the number of categories or disciplines within each program. Panelists selected to serve in the review panels will represent diverse disciplines, community perspectives, and field expertise.

Panel participation is open to people with relevant experience and who are able to volunteer adequate time and energy to the process. Nominations for reviewers come from the El Paso community, colleagues within other local and national arts agencies, the public and City personnel. Potential reviewers may be nominated by submitting a completed Review Panel Nomination Form to the MCAD office. A Nomination Form is included in this package, or can be downloaded from our website ([www.elpasotexas.gov/mcad](http://www.elpasotexas.gov/mcad)) by clicking on **Cultural Funding Program**.

- All applications are subject to the Review Panel Process
- Panelists will score and rank applicants in accordance with established criteria for each funding program. Applicants will be evaluated and ranked based on a maximum score of 100
- Applicants will be required to submit supplemental materials, including samples of past work in manuscript, slide, video and/or recorded format, and promotional materials for panel review
- Other than answering specific questions posed by the panel, there will be no discussion or exchange of information related to the applications between the applicants and panelist during the review process. With the exception of the Community Arts Program which allows for a brief demonstration by the artist

## AWARD PROCESS

The MCAD recommendation for funding of applicants to all Funding Programs is based on the following criteria:

- Panel Ranking/Scores
- Quality of program
- Compliance at all levels with the appropriate procedures
- Geographic and ethnic representation
- Recommendation by the Cultural Affairs Advisory Board (CAAB), and approval by the MCAD Director and the City Manager's Office
- Refer to the Funding Program Timeline on page 2 for specific deadlines
- Availability of funds
- Recommended funding will be based upon Fiscal Year 2010-2011 appropriation levels approved by the City Council of the City of El Paso; **NOTE: At the time of contract execution, ALL funding applicants will be required to confirm compliance with several local ordinances and state and federal statutes/regulations; which will be indicated in the contract document.**
- Once the contract document is prepared by the MCAD, the awardees must sign the contract no later than **November 15, 2010** in order to receive the awarded funding.
- Any changes to the scope of work given the level of funding, have to be made within 8 business days from the day you receive the award letter. The correct scope of work has to be included in the contract, since it is a binding document.
- Contracts must be signed by the appropriate individuals as follows:
  - a. OSP contracts must be signed by Executive Director or organization equivalent and the Board Chairman
  - b. PSP contracts must be signed by Executive Director or organization equivalent and Board Chairman
  - c. CAP contracts must be signed by the awarded Individual/Organization
  - d. AIP contracts must be signed by the awarded Artist.
  - e. CBP contracts must be signed by the Executive Director or organization equivalent

## WHAT IS NOT FUNDED

The City of El Paso **will not** fund the following entities or activities through the Cultural Funding Programs:

- Government agencies or public authorities
- Applicants that have a delinquent status with the City of El Paso or were unable to comply with the terms of a City Contract within the last two funding cycles
- Activities which do not have a cultural or artistic focus, or whose primary focus is religious
- Cash services or endowments of any kind
- Underwriting of capital expenditures (buildings, land, permanent equipment, or acquiring of artwork)
- Projects planned primarily for fundraising purposes
- Loans, fines, penalties, cost of litigation or associated interest payments
- Political contributions or activity, i.e., lobbying
- Re-granting programs
- Licensing fees of any kind
- No travel fees except with the exception of visiting artists
- Scholarships, awards, cash prizes, tuition expenses, or fellowship/grants to individuals
- Activities covered by restrictions outlined in the City of El Paso contract document
- Activities restricted to organization's members, or which do not benefit the general public
- College/University or school projects that are part of a course or curriculum, or which do not benefit the general public

- Previously completed activities, or activities that have occurred prior to the fiscal year; and according to the dates delineated in the application and the contract.
- Individual artists who are not residents of the City of El Paso, or organizations that do not have administrative offices located permanently in the City of El Paso
- Youth applicants, or organizations that are administered by youth who are in school and have not completed the 12th grade (for the primary delivery of the artistic product)
- Activities that occur outside of the El Paso City limits

## APPEAL PROCESS

An applicant individual and/or organization considered for funding by the City of El Paso, may contact the MCAD staff for an explanation of funded level awarded, or to find out why a proposal was declined.

Applicant individuals and/or organizations considering an appeal must first discuss the outcome of the panel process with the MCAD Cultural Funding Coordinator.

The grounds for reconsideration of an application are:

1. **Non-presentation of Information** – Information available in the proposal prior to the panel review was not presented, which might have altered the outcome of the panel’s decision
2. **Misrepresentation of Information** – Information known prior to the panel review was not appropriately interpreted and, if presented differently, might have altered the outcome of the panel’s decision

If the grounds for reconsideration of an application are identified and determined, the request for appeal must set forth the reason(s) why the applicant believes reconsideration is appropriate.

**Intent of Appeal** – The appellant must submit a written intent of appeal letter to the MCAD within 21 business days from the date of the funding award notification letter. This correspondence must be addressed the MCAD Cultural Funding Coordinator, and must include specific information identifying the applicant, the cultural funding program applied for, and a brief description on the basis of which an appeal is being made (e.g., administrative error, conflict of interest, presentation of misinformation, etc.).

**Conference** – Following the receipt and review of the intent of appeal letter, the MCAD will then schedule a conference with the appellant. The purpose of this conference will be to informally review and discuss the recommendations made by the review panel, and to allow the appellant to express his/her belief of how the process was tainted and/or violated. Based on the findings of this conference, a report/response document will be developed by MCAD identifying the findings, and will be provided to the appellant within 10 business days.

**Conclusion** – Every effort will be made by MCAD to mitigate the issue at hand. If the findings of the conference delineate grounds for an appeal, the MCAD will re-evaluate the application and supplemental material, and initiate the award process as set forth in the Cultural Funding Program Guidelines