2021 Culver City Performing Arts Grant Program

APPLICATION GUIDELINES
NOTICE OF FUNDING AVAILABILITY

Culver
CITY

Screenshot of YouTube performance by Vox Femina Los Angeles

Introduction

These grant application guidelines are being revised due to the current and ongoing effects of the novel coronavirus (COVID-19). This pandemic has resulted in new regulations regarding public gatherings and other guidance for public safety. These guidelines are currently considered temporary and subject to change at the City's sole discretion, and at this time, do not apply to grant applications or grant contracts for 2022 and beyond.

The City of Culver City sponsors dance, music and theatre performances through its Performing Arts Grant Program which is under the purview of the City's Cultural Affairs Division and Cultural Affairs Commission. These performances provide enriching and accessible cultural opportunities for the city's residents, business community and visitors.

The City of Culver City is dedicated to achieving cultural equity and inclusion through the Performing Arts Grant Program. Cultural equity and inclusion embodies the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.

Performing arts organizations of all sizes are encouraged to apply to this program.

Santa Monica Chorus at Kirk Douglas Theatre; photo by Sarah Katz

Important Information about Grants and Projects

The Culver City City Council has allocated funding for this program from the Art in Public Places Program's Cultural Trust Fund. Sony Pictures Entertainment and Culver City Arts Foundation have provided additional contributions to the program. There is a grant limit of $10,000 per organization. Applicants are **temporarily not required** to provide matching funds.

In lieu of a standard grant training workshop, Cultural Affairs staff will schedule private meetings with potential applicants to discuss the application and answer any questions. It is recommended that applicants contact Cultural Affairs staff **at least two weeks in advance of the application deadline** to discuss the program and guidelines.

All grant activities, events and projects will be subject to the public health orders in effect at the time and must adhere to all restrictions issued by the City of Culver City, County of Los Angeles and State of California. Arts organizations are recognized for responding to this unusual situation by remaining nimble and implementing creative approaches, such as transitioning projects to online platforms and rethinking audience engagement strategies. For this 2021 grant application, organizations will be asked to describe a primary performance project, plus a secondary (alternative) project scenario in case your primary concept cannot be implemented. The Cultural Affairs Division is hopeful that public gatherings and in-person events will be permitted during 2021, and we are proceeding with the supposition that indoor and outdoor venues will be open for use by performers and audiences. This might not be the case, and it is difficult to predict what will happen over the next 12–18 months.

The application includes the opportunity to propose live events and/or virtual events. If it becomes necessary to restrict events to online/virtual projects only, we will follow all Culver City regulations and other applicable recommendations. Grants that have been awarded will remain valid. Grant requirements may be adapted as needed in the future.

Please keep in mind that the goal of the Culver City Performing Arts Grant Program is to provide enriching and accessible cultural opportunities. Culver City is willing to work with you in an adaptive and supportive way to achieve that goal.

Please visit the Culver City Performing Arts Grant website for a link to the application and other supporting documents and instructions.

For further inquiries about the application process, please contact Lee Lawlor at:

cultural.affairs@culvercity.org or **(310) 253-5716**

The Actors' Gang at Media Park; photo by Ashley Randall

Screenshots of Zoom performance by Culver City Public Theatre

Eligibility Requirements

To be eligible for consideration, organizations and projects must meet all of the following criteria:

• The primary mission of the organization must include performances in one or more of the following disciplines: **dance, music, theatre.**

• The organization must be a current 501(c)(3) and provide proof of non-profit status; or the organization must provide a current agreement with an established fiscal receiver that is a 501(c)(3).

• Projects must be scheduled to take place in a Culver City location (or online only) from **April 1, 2021 to December 31, 2021.**

• Performances must take place in an ADA-compliant venue or location.

• Performances may not be staged in conjunction with a fundraiser or class presentation.

• Applicants must include their DataArts Funder Report for a minimum of one year.

• Organizations must demonstrate significant plans for outreach and promotion to attract Culver City residents and visitors.

• Applicants may not submit multiple applications for different projects.

• Applicants may not apply to the City's Performing Arts Grant Program and the City's Special Events Grant Program for the same project.

Submission Requirements

All applicants must adhere to the procedures specified in these guidelines and in the Performing Arts Grant Application. Incomplete applications will not be considered; no exceptions. It is the responsibility of the applicant to ensure that the application form and the required attachments are complete. All applications deemed complete by staff will be forwarded to the peer review panel for consideration. City staff is not obligated to contact applicants for missing information and applications deemed incomplete will be disqualified.

Completed applications must be submitted no later than 5:00 P.M. on Thursday, January 7, 2021.

The online application is available on the Culver City Performing Arts Grant website.

All other application materials, including budgets, reports, artistic samples and collateral documents, must be uploaded electronically online.

LA Doctors Symphony Orchestra at Veterans Memorial Auditorium; photo by Myles Lee

Performance Venues

Due to the current uncertainty regarding long-term scheduling, grant applicants will have the opportunity to identify a tentative performance venue as well as an alternative plan for online or physically distanced events.

Performances must be available to the general public at an affordable price or for free. In-person events must take place in an ADA compliant building or facility that is wholly or partially located in Culver City or under the purview of the City of Culver City. Please contact Cultural Affairs staff to verify addresses if necessary. A partial list of frequently used indoor and outdoor performance venues is included as Attachment A. There is another separate list of potential venues with contact information posted on the Culver City website. Please note that you are not limited to the venues on these lists and the Cultural Affairs staff is available to review other creative ideas for performance venues.

The previous requirement to obtain a signed Venue Letter of Intent is temporarily waived.

If you are proposing an in-person event, you are strongly encouraged to name a location where you have a prior relationship and where you have existing history or experience. If you are proposing a virtual event, please include details about the online platform.

Contract, Acknowledgement, Marketing

Grant recipients will be required to sign a contract, defining requirements to be fulfilled, including provision of credit and logo in promotional materials and programs. Notification of changes to your grant project or performance details is required. Should the requirements not be met, the grant award is subject to withdrawal.

Grant recipients shall be required to contact Cultural Affairs staff **two months** prior to their first performance date to review marketing plans for performances in Culver City and to ensure receipt of the approved City of Culver City logo.

To ensure that acknowledgment is given to the City of Culver City and its Cultural Affairs Commission, Sony Pictures Entertainment and Culver City Arts Foundation, grant recipients are required to include a credit line, as well as logos, in all marketing materials and in the event program. All grantees shall provide a draft of the marketing materials and event program to Cultural Affairs staff prior to their publication.

The credit line should read as follows:

This performance is made possible in part by the City of Culver City and its Cultural Affairs Commission, with support from Sony Pictures Entertainment and the Culver City Arts Foundation.

Cultural Data Profile

The City of Culver City is participating with SMU DataArts to utilize The Cultural Data Profile. The City of Culver City, along with other funders, requires applicants to complete an annual survey that collects financial and programmatic data. Applicants will complete the online Cultural Data Profile and use that data as part of their application to all participating funders throughout the state. A short form is available for organizations with budgets of less than $50,000, making the data entry process faster and more equitable for small nonprofits. All applications must include the DataArts Funder Report for the Culver City Performing Arts Grant Program with their application. See Attachment B for further details.

Screenshot of Zoom performance by Heidi Duckler Dance

Funding Guidelines

Tax Exempt Status
Applicant organizations, or their fiscal receiver, must qualify as tax exempt – as defined by the Internal Revenue Service – at the time the application is submitted. A copy of the non-profit determination letter issued by the IRS must be submitted with the application to be considered eligible.

Use of Funds
Funding may only be used for direct expenses related to the performances in Culver City. No grants shall be awarded for performances that are staged in conjunction with a fundraiser or a class presentation. Funding may be awarded for a single production, a series of performances, or for one production within a series.

Compliance
Compliance with licensing and insurance requirements established by the facility at which the performance will be held is required. If the applicant's production requires performance or staging rights, the applicant should include a letter indicating that rights have been secured. Please provide a copy of the Performance Rights License with the completed application. Applicant shall perform all work in accordance with applicable laws, codes and regulations required by all authorities having jurisdiction over such work.

Invoice and Final Report
Grant recipients will be required to submit an invoice after the performance and an evaluation form detailing audience attendance, comments and zip code tally

Special Permits
Productions may require a permit through the City's Committee on Permits and Licenses. Application must be made with the Finance Department at City Hall. Please contact the Business License Division at (310) 253-5870 for information on permit fees. **Visit the Culver City website** for the online permit form.

Culver City Business Tax Certificate
All grant recipients shall be required to obtain a **Culver City Business Tax Certificate** before a contract can be issued and before any performances. Visit the **Culver City website** or call the City Treasurer's Office at (310) 253-5870 for information.

Evaluation and Selection Process

Grant applications will be reviewed by staff to ensure that the application is complete. The applications will be presented to a peer review panel for evaluation and ranking. The recommendations of the review panel will be presented to the Cultural Affairs Commission 2021 Ad Hoc Culver City Performing Arts Grant Program Subcommittee who will forward its recommendation to the Cultural Affairs Commission for consideration. The City Council will review the recommendations made by the Cultural Affairs Commission and make the final determination concerning grant awards. All applicants are required to have a representative attend the Cultural Affairs Commission meeting to answer any questions that should arise. Applicants will receive notification of the specific date for the Cultural Affairs Commission meeting at least seven (7) days in advance. At this time, it is anticipated that all meetings will be held remotely using Webex Events.

Scoring Criteria: Consideration and ranking will be given to the following criteria as follows:

	POSSIBLE POINTS
Artistic excellence and cultural merit of proposed project Project engages qualified and diverse arts or cultural professionals and provides arts experiences that expose participants to new perspectives.	45
Outreach and engagement with the Culver City community	20
Realistic project budget and funding base	20
Contribution to cultural equity and inclusion Project is aligned with the City's cultural equity and inclusion goals.	15
TOTAL POSSIBLE POINTS	100

Schedule

SEPTEMBER 30, 2020
Application Released

NOVEMBER 9–20, 2020
Staff Consultation and Workshop (by appointment)

JANUARY 7, 2021
5:00 PM APPLICATION DEADLINE

JANUARY 2021
Review Panel Meets and Makes Recommendations

FEBRUARY 16, 2021
Cultural Affairs Commission Meeting

MARCH 15, 2021
City Council Approves Final Grant Awards

APRIL 1 TO DECEMBER 31, 2021
Grant Performances in Culver City

Culver City Chamber Orchestra at Turning Point School Auditorium; photo by Michael Greene

Attachment A

The following is a selection of venues that are often used for performing arts events. For additional information and contact details, see the separate document "Partial List of Culver City Venues." Performances must take place in an ADA compliant building or facility that is wholly or partially located in Culver City or under the purview of the City of Culver City. Please note that you are not limited to the venues on these lists.

VETERANS MEMORIAL COMPLEX: The Veterans Memorial Complex includes Veterans Memorial Building, Culver City Teen Center and Culver City Senior Center. All facilities are available for rentals and regularly accommodate performances and rehearsals.
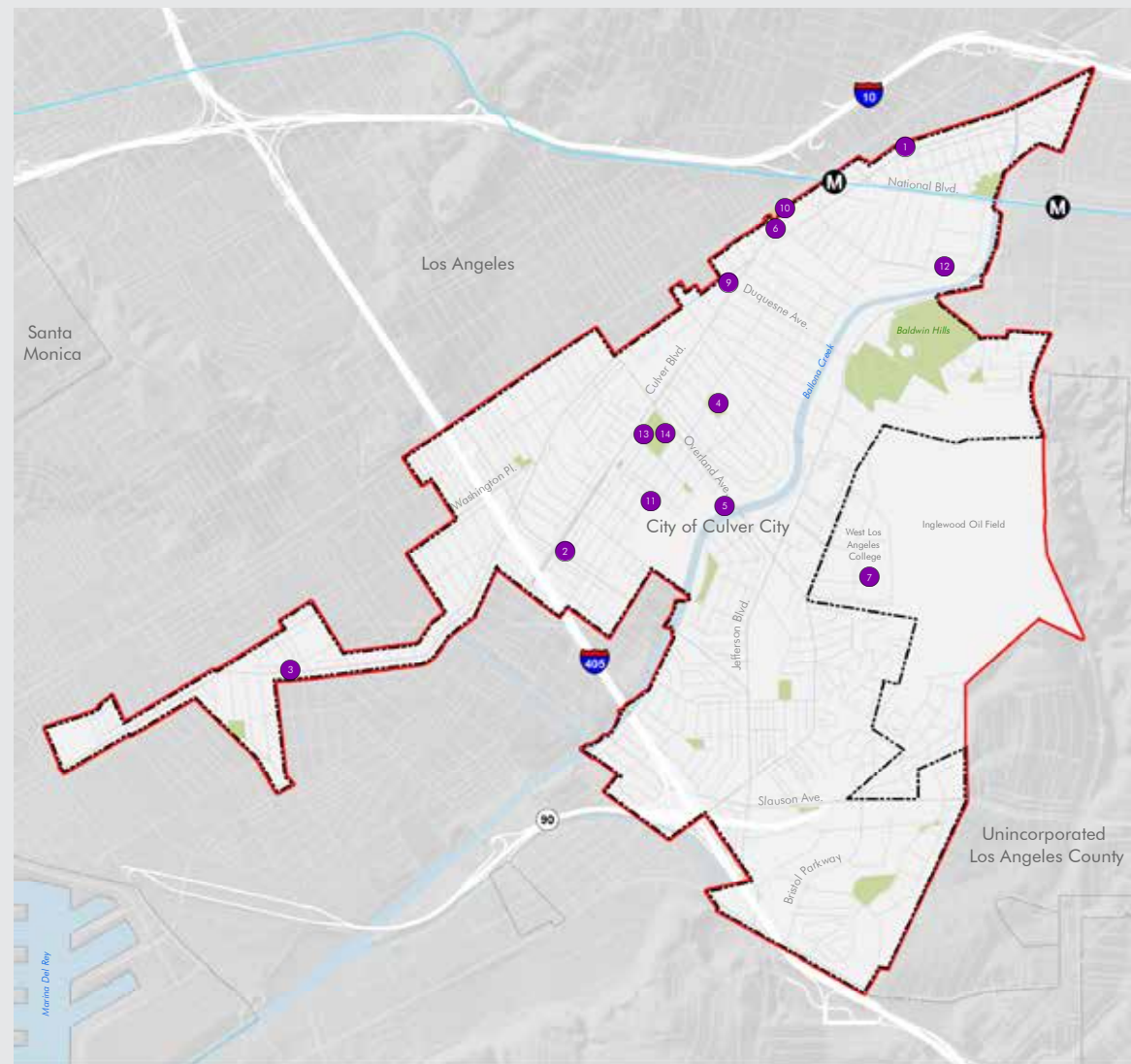
KIRK DOUGLAS THEATRE: Center Theatre Group is the resident company of the Kirk Douglas Theatre. Only Culver City-based performing arts organizations are eligible to participate in the Kirk Douglas Theatre Community Access Program. Standard rentals are available for other organizations.

IVY SUBSTATION: The Actors' Gang is the resident company of the Ivy Substation. All applicants are eligible to participate in the Ivy Substation Community Access Program.

CULVER CITY PARKS: There are several parks within Culver City that could accommodate performances. **Visit the Culver City Parks and Recreation website for a list of parks with photos, amenities, and contact information.**

ROBERT FROST AUDITORIUM: Robert Frost Auditorium is located on the Culver City High School Campus and is available for rentals.

WENDE MUSEUM: The former armory building, adjacent to Veterans Memorial Park, has been transformed into a modern museum and includes indoor and outdoor spaces suitable for events.

Sources: City of Culver City, 2019; County of Los Angeles, 2019.

Jurisdictional Boundaries
- City of Culver City City Limits
- City of Culver City Sphere of Influence
- Jurisdictional Boundaries

Transportation Features
- E Line
- Ⓜ Metro Station

Other Features
- Water
- Parks and Open Spaces

Arts and Culture Features
- ● Performing Arts Venues

0   0.25   0.5   1 Mile

Attachment B

SMU DataArts was founded to bring the language and leverage of data to the business of culture. The Cultural Data Profile (CDP) is DataArts' flagship service, which thousands of cultural nonprofits use annually to report their financial and programmatic information. Organizations can produce a variety of reports designed to help increase management capacity and inform decision-making. They can also generate reports to be included as part of the application processes to participating grant makers.

In August of 2018 DataArts merged with SMU's National Center for Arts Research (NCAR) to become SMU DataArts which you can read more about **here.**

In December 2020, DataArts is planning to pare down their flagship survey, the Cultural Data Profile (CDP), which is used by arts leaders across the country to report data for grant application processes, measure organizational performance, and understand sector-wide trends and insights. You can learn more about that **here**. Implementing these changes will require DataArts to shut down the platform for a weekend in December. Please keep an eye out for email communications about this, and plan accordingly. DataArts will be sending out this communication 4 weeks in advance of the changes.

The City of Culver City requires all Culver City Performing Arts Grant Program applicants to complete a CDP through the SMU DataArts website. A DataArts Funder Report is a requirement of the grant application package and must be submitted by the applicable deadline.

Follow these instructions to complete a CDP:

1. Go to the **SMU DataArts website** and use the orange login button to access your already existing DataArts account. If you don't have a DataArts account, **you can create one.** If you create a new account, your next step will be to **join an organization**.

2. Once you are logged in to your account, click 'New Survey' from your Dashboard to create and complete a CDP for your most recent fiscal year.

3. Enter data using your board-approved financial audit/review or year-end financial statements.

    a. If your organization is not audited/reviewed, enter data based on board-approved, year-end financial statements.

    b. DO NOT enter project budgets, budgets for future years, or data from incomplete or not-yet-approved audits/reviews/financial statements.

4. If there are inconsistencies in your data, the built-in error check will alert you and you will be able to correct any issues as you go. When you are finished entering data and all errors have been addressed, use the Check and Complete button on the top right of the page to finalize your data. If you need assistance with any aspect of the CDP, call DataArts' Support Center at 1-877-707-3282.

5. Once your CDP clears the error check, you will be prompted to generate a Funder Report

• Enter 'City of Culver City Cultural Affairs' and click Find

• After clicking the 'View' dropdown, select 'Generate Report.' This is an important step that means you are giving The City of Culver City permission to see your data. While a Funder Report will generate, <u>**it will NOT be automatically sent to The City of Culver City. You must submit the PDF Funder Report to The City of Culver City with the rest of your application materials.**</u>

• **You can also find step by step instructions on how to generate a Funder Report here.**

Provide notes in your application to explain any significant financial or other variances reflected in the applicant's DataArts report. Applicants are strongly encouraged to explain significant variances, to explain a deficit or surplus, to describe plans to retire a deficit, or to use a surplus. Unexplained budget or attendance variances may result in poor reviews or scores.

The completion of the DataArts CDP will require an investment of time. A number of resources are available to help applicants, including an online **Knowledge Base**, training videos, data literacy courses and applicants are encouraged to reach out to the SMU DataArts Support Center for assistance with the updated platform during regular business hours.

For new users who need assistance in completing a Cultural Data Profile or current users who need guidance using the new platform, there are frequent online orientation trainings through the DataArts website. You can register for an **orientation** to the DataArts platform or listen to a recording of a prior training.

Applicants should direct questions concerning the DataArts Cultural Data Profile to:

SMU DataArts Support Center Toll Free: 1-877-707-3282

EMAIL: **help@culturaldata.org**

The SMU DataArts Support Center is available Monday–Friday from 6:00 AM to 4:00 PM PST.