



CITY OF SANTA CLARITA | 2020 Community Services and Arts Grants

City of **SANTA CLARITA**

2020
Community Services and
Arts Grants

www.santa-clarita.com/grants

Grant
Information
Packet

For questions, please contact:
Tyler Pledger, Management Analyst
tpledger@santa-clarita.com
661-286-4165



TIMELINE

Wednesday, August 28, 2019 – Information Meeting

12:15 p.m. – 1:15 p.m.

City Hall - Council Chambers

23920 Valencia Blvd., Santa Clarita, CA

- *Information meeting for all interested nonprofit agencies*
- *Grant Application Packet will be released at this meeting*

Monday, September 9, 2019 – Grant Workshop (Free)

6:00 p.m.

City Hall – Century Room

23920 Valencia Blvd., Santa Clarita, CA

- *Free Grant Workshop*
- *Highly recommended, includes a thorough overview of the entire grant and application process*
- *Attendance required for new applicant and applicant that did not receive funding previously*

Monday, September 30, 2019 – Grant Submittal Deadline

5:00 p.m.

City Clerk's Office, Suite #120

23920 Valencia Blvd., Suite #120, Santa Clarita, CA

- *Deadline for Grant Submittal*
- *Grant Submittal must be received by 5:00 pm*

December 2019/January 2020 – Grant Awardees Notified

- *City Council Meeting for approval of Grant Committee recommendations*
- *Grant awardees will be notified*



FACT SHEET

Overview

The Community Services and Arts Grants Program is designated to assist community-based, nonprofit organizations with providing community services and art activities, programs and events for Santa Clarita residents. The program provides funding assistance primarily for services to, or directly benefiting, residents living in the City of Santa Clarita.

Eligibility

All nonprofit organizations providing services to Santa Clarita residents are eligible to apply for grant funds. Organizations applying for grant funds must have a 501(c)3 status.

Focus Area

The focus area for the 2020 Community Services and Arts Grants Program is 'Community Benefit'.

Eligible Projects

- One-time projects or programs
- Program enhancements
- Pilot programs
- Capital expenditures
- Special supplies

Ineligible Projects

- An organization's ongoing expenditures
- Personnel costs*
- Self-labor expenses
- Programs that have been previously funded by this grant program
- Requests that fund the organization's general operations and maintenance activities*
- Scholarships or other direct support to individuals or families
- Fundraising sponsorships or prizes for events

Selection Criteria

A Grant Committee will review completed grant applications with necessary attachments and evaluate them based upon:

- Proposal Project/Goal and Objectives
- Community Need and Benefit
- Future Funding to Sustain Program/Matches
- Organization's Background
- Evaluation Method
- Project Timeline Identifying Key Activities
- Estimated Project Line Item Budget
- DataArts profile (*for Arts Grants applicants only*)

Grant Categories

1. Community Services Grants
2. Community Arts Grants
3. Santa Clarita Presents
4. Arts Organization Capacity



GRANT CATEGORIES

1. Community Services Grants

The grant maximum per award is \$5,000 per organization. Grants support local nonprofit agencies who provide service, projects, or programs that benefit Santa Clarita residents.

2. Community Arts Grants

The grant maximum per award is \$5,000 per organization. Grants support local nonprofit agencies that provide arts projects and programs that benefit the Santa Clarita community.

3. Santa Clarita Presents Grants

The grant maximum per award is \$7,500 per organization. Grants support local nonprofit agencies with public artistic performances at the Santa Clarita Performing Arts Center, as part of *Santa Clarita Presents*.

4. Arts Organization Capacity

The grant maximum per award is \$5,000 per organization. Requests for this category support either existing artistic and/or administrative projects that help sustain the mission and goals of the arts organizations or fund new projects that increase the organizational capacity and infrastructure of organizations.

Competitive applicants will clearly define the organization's mission and goals and will articulate how the requested funding will increase the ability of the organization to achieve their mission and goals.

Arts Organization Capacity Funding Examples:

- Development and implementation of new plans or strategies, such as marketing and public relations, business planning, or board development.
- Support for ongoing costs for staff, production, supplies, equipment or rent.
- Continuing support for marketing, governance or fund development activities.
- Support for technology needs, such as computer upgrades, software and website improvements.
- Development of individual giving or endowment programs.
- Identification and implementation of opportunities to create new income streams, such as concessions or rental activities.



PROJECT PROPOSAL NARRATIVE

A Project Proposal Narrative shall be submitted as part of the application package. The information provided in the Project Proposal Narrative will be used to evaluate competing grant proposals. The Project Proposal Narrative shall be limited to the following:

1. A narrative response to Categories A through F (listed below), no more than three (3) pages long, single-sided, double-spaced, in at least an 11-point font, with one inch (1") margins.
2. A one (1) page proposed project line item budget, as described in Category G.

The Project Proposal Narrative includes the following categories:

(Use the following headings and letters to organize your Project Proposal Narrative)

A) Proposed Project/Goals and Objectives (25-point maximum)

- Provide a detailed description of the proposed project; include production titles and details if applicable.
- Outline the goals and objectives to be achieved through this grant request and how the agency will accomplish the goals and objectives.
- Provide information describing what is unique and innovative about the proposed project.

B) Community Need and Benefit (20-point maximum)

- Describe the community need for the proposed project and include any data that identifies and supports the need for the project.
- Identify what the benefit of the proposed project will be to the community and how the community will be made aware of the project.
- Identify the target population who will receive the proposed program's services and how this population will be selected.

C) Future Funding to Sustain Program/Matches (10-point maximum)

- Outline how the organization plans to sustain this program/performance beyond the current year of grant funding.
- List any dollar or in-kind match that will be made to the proposed project.
- Describe if the proposed program or project would be possible without the grant funding being requested.

(Continue on Next Page)



D) Organization's Background (15-point maximum)

- Describe the organization's mission statement.
- Describe past experience and success, as they pertain to administering similar projects.

E) Evaluation Method (10-point maximum)

- Clearly identify how and what method the organization will use to measure the success of the program as it relates to its quality and overall impact on the community.

F) Project Timeline Identifying Key Activities (10-point maximum)

- Outline the proposed timeframe in which the project will be performed. Include specific program benchmarks to be achieved.
- The timeframe should list chronologically all activities necessary to complete the project, and include the start and end dates for each activity.

G) Project Line Item Budget (10-point maximum)

- Attach a separate page with a line item budget for the proposed project/program that details how the grant funds will be spent on your program/project/performance. If the project budget is larger than the City grant amount requested, please provide a separate line item budget showing the overall project/program budget and how the City grant funds will be used. (Sample project line item budget is enclosed for your assistance.)





GRANT REQUIREMENTS

Contractual and Reporting Requirements for Grant Recipients

- Successful grant recipients must plan to expend the funds within the 2020 calendar year.
- Organizations approved to receive grant funds must enter into a Grant Agreement with the City.
- The City has the option to require insurance certificates with endorsements to complete the Grant Agreement and release the grant funds.

Additional Information

The City:

- May request the return of awarded grant funds not expended within calendar year 2020.
- May request additional information on the proposed project and the organization.
- May recommend funding levels below amounts requested by the organization.
- Has the right to conduct a program/fiscal site visit, review all organization records related to the grant and interview program staff, volunteers and clients served by the organization.

Organizations:

- If reapplying, organizations must have met all grant conditions, requirements and submit Final Report during their most recent grant period.
- Will be required to submit a Federal Form 990 for tax year ending on or after December 31, 2018.
- Must have a functioning board of directors.
- If applying under any of the Arts Grants Categories, it will be required to submit a DataArts profile.

Grant Final Report

- Final Reports can now be submitted online at santa-clarita.com/grants.
- Organizations are required to submit a Final Report within three months of implementing/completing the project, but no later than December 31, 2020.
- The Final Report shall contain narrative and quantitative information and documentation of grant expenditures (including all receipts).
- Receipts for all expenses totaling grant amount must be submitted with the Final Report.
- Failure to submit a Final Report will result in the City requesting reimbursement of grant funds.
- Specifics on the Final Report will be outlined in the Grant Agreement



Grant Submittal Checklist

Documentation Required:

- ✓ One (1) original of the completed Grant Application
 - ✓ Three (3) page Project Proposal Narrative (Categories A – F)
 - ✓ One (1) page Project Line Item Budget (Category G)
 - ✓ List of Organization's Board of Directors
 - ✓ Verification of 501(c)3 status. (*One copy only*)
 - ✓ A submitted Federal Form 990 for tax year ending on or after December 31, 2018. (Applicable Federal Form 990, 990-EZ or 990-N is required of all applicants)
 - ✓ Optional: One (1) promotional attachment i.e., letter of support, picture, etc. No video or audio tapes are accepted
 - ✓ **For Arts Categories only** – submit DataArts profile
-
- Hard copy Grant Submittal only - no email, fax, or postmarks accepted. Do not bind or staple Grant Submittal, paper clip all submitted documents. Mail or deliver hard copy Grant Submittal with required attachments to the City of Santa Clarita on or before **Monday, September 30, 2019, at 5:00 p.m.** Grant Submittals received after that date and time will not be considered for funding.

City of Santa Clarita
Attn: Rianne Pringle
Re: Community Services/Arts Grants
23920 Valencia Blvd., Suite 120
Santa Clarita, CA 91355

Please note:

- Failure to follow the directions as outlined above may result in grant submittal being rejected.
- Proof of insurance is not needed at this time. If selected to receive grant funds the City reserves the right to require insurance certificates with endorsements as outlined by the City. Failure to submit required insurance documents by the identified deadline may result in Grantee not receiving funding.
- The Grants Committee/Review Panel will rate the grant submittal and will recommend to the City Council if applicants should be fully, partially, or not funded.
- Applicants may receive feedback regarding the grant submittal from the grant coordinator. The coordinator does not rate the applications nor influence the Grant Committee or Review Panel's funding recommendations.



Sample Project Line Item Budget

Organization Name: SCV Non-Profit Organization
Proposed Project Title: Really Great Program to Benefit Community
Requested Amount: \$4,500

	Project Budget	Required Grant	Grant Budget Line Item Description
INCOME			
A. Contributed			
City of Santa Clarita	4,500	4,500	City Grant
Individual Contributions	1,500		
Business/Corporations	1,000		
Foundations			
Fundraising Events	800		
Subtotal Income Contributed:	7,800	4,500	
B. Earned			
Admissions/Entry Fees	1,200		
Product Sales/Concessions	300		
Subtotal Income Earned:	1,500	-	
TOTAL PROJECT INCOME	9,300	4,500	
EXPENSES			
A. Personnel			
Administrative	3,000		
Technical			
Artistic			
Subtotal Personnel	3,000	-	
B. Operating Expenses			
Facility Rental (Santa Clarita Presents)			
Supplies	1,600	800	wood, hardware, paint
Printing	800	800	publicity flyers, posters
Contractual Services	500		
Professional Services	1,500	1,500	specialized consultant svc
Promotion & Publicity	1,000	600	educational brochures
Equipment	900	800	tools, supplies
Utilities			
Insurance			
Subtotal Operating Expenses:	6,300	4,500	
TOTAL PROJECT EXPENSES	9,300	4,500	

Note: Santa Clarita Presents grant applicants can only apply for funds under the Facility Rental line item. Only Arts Organization Capacity grant applicants are eligible for personnel expenses.



**** For ARTS Grant Applicants Only ****

SMU DataArts Information

Please provide your SMU DataArts (formerly California Cultural Data Project) City of Santa Clarita Budget Report from www.culturaldata.org. For information on how to acquire this report see instructions below:

What to Have on Hand (from the past two fiscal years):

- 990 tax form
- Financial audit or Board-approved internal financial records
- Itemized list of all donations
- Attendance statistics
- Website statistics

Getting Started

- Go to www.culturaldata.org and select 'Get Started'.
- We suggest watching the instructional video by clicking "Watch this instructional video" in the description.
- Click "New Users Create an Account."
- Fill out the online form. Be sure to choose a password you will easily remember and write it down in a safe place.
- Click 'Start a Survey' and enter the information requested on the form.

Completing the Data Profile

- Fill in the Data Profile sections in any order by selecting the section numbers on the top or bottom of each page. There is ***no time limit***. Save and come back to it at any time.
- General instructions for each section can be accessed by selecting the 'Form Instructions' button located at the top right side of each page. To access line-by-line instructions, select the orange question mark button on the right hand side of each line item.

General Tips

- When entering financials, use whole dollar amounts.
- Certain sections require radio button selections to indicate if your entry is actual, estimated, not available, or not applicable. 'Not Applicable' means that the line item is not relevant to your organization. 'Not Available' indicates data not being tracked by your organization.
- Boxes that appear shaded indicate areas that do not apply for most organizations. However, if this box is relevant to your organization, please use it.
- Fill out a **new Data Profile once per year**, after your annual audit, review or internal financial records are final and board-approved.

(Continue on Back)



CITY OF SANTA CLARITA | 2020 Community Services and Arts Grants

- First time users are encouraged to submit **two** fiscal years of data. Start with the earliest year first. When you enter the later year, totals from the prior year appear on the screen.
- Each line of the Profile has a ‘Notes’ button, indicated by a pencil icon on the right side of each line item. Select this to make notes for yourself as to how you filled out the form. Notes from previous years will appear in the Notes window to help you enter data consistently.

Submission Process

- When you have finished entering data, you’ll need to go through the ‘Check & Submit’ process. This process will check your information for possible errors and submit your Data Profile into the Cultural Data Project for review by CDP staff. Once submitted, you can generate Funder Reports and other reports using the information from the Data Profile.
- After you submit the Profile, CDP staff will review it. You will receive an email listing any potential discrepancies, suggestions for consistency between financial and non-financial data and additional information on best practices. Be sure to call the Help Desk and address any concerns to ensure your Profile can be marked as Complete and be eligible to be included in Comparison Reports and research efforts.

Available Assistance

Online training materials are available on the SMU DataArts website, www.culturaldata.org or you can email help@culturaldata.org or call 1-877-707-DATA (877-707-3282) for assistance.



SAMPLE FINAL REPORT

Final Reports can now be submitted online at santa-clarita.com/grants.

Check one:

- Community Services Community Arts Santa Clarita Presents Arts Org. Capacity

Name of Organization _____

Project Title _____

- A. SERVICES PROVIDED** - Describe the project/program or services provided and how it benefitted the community. From the evaluation method used to measure the success of the project/program implemented, describe the outcome and its impact on the community.

- B. PROJECT GOALS** - Describe how the project/program achieved the goals and objectives identified in the submitted funding application.



CITY OF SANTA CLARITA | 2020 Community Services and Arts Grants

- C. NUMBER SERVED BY GRANT** - Describe the target population served by the project/program, and the number of City residents as well as the total number of people served by the grant funds during the reporting period.

Total number of City residents served: _____

Total number of people served: _____

- D. TOTAL EXPENDITURES** – Describe in detail how the grant funds received were spent.

E. ATTACHMENTS:

Invoices/receipts - Attach copies of invoices for ALL expenses invoices paid by City grant funds as outlined in the project line item budget.

Color photograph(s) - Attach one (1) to three (3) photographs of the program for which grant was awarded.

-
- Organizations are required to submit a Final Report within three months of implementing/completing the project, but no later than December 31, 2020.*
 - Failure to submit a Final Report will result in the City requesting reimbursement of grant funds.

*An extension is provided for applicants with a program or service that is implemented in the months of November or December, 2020. The Final Report deadline for those grant projects is March 31, 2021.