CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: **Museums and Cultural Affairs**

AGENDA DATE: **January 27, 2009**

CONTACT PERSON/PHONE: **Sean McGlynn, 541-4896**

DISTRICT(S) AFFECTED: **All**

SUBJECT:

A Resolution to approve the revisions to the Cultural Funding Guidelines.

BACKGROUND / DISCUSSION:
Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

The City of El Paso Museums and Cultural Affairs Department (MCAD) provides support to arts and culture organizations annualy to implement a series of arts and cultural programs for visitors and residents of the City of El Paso. On December 5, 2006, the Cultural Affairs Advisory Board (CAAB), moved forward a recommendation to approve the Cultural Funding Guidelines for the following programs: Operational Support Program (OSP), Project Support Program(PSP), Community Arts Program (CAP), and Arts Development and Enrichment Program (ADEP). On January 9, 2007 Council approved the Cultural Funding Guidelines. CAAB approved revisions to the Cultural Funding Guidelines on December 16, 2008. Attached are the recommended Cultural Funding Guidelines with the revisions.

PRIOR COUNCIL ACTION
Has the Council previously considered this item or a closely related one?

Strategic Plan developed for Museums and Cultural Affairs Department was reviewed and approved by City Council on July 19, 2005; MCAD ordinance #016196 restructuring department on November 2, 2005; Council approval of resolution to fund the FY2007 Cultural funding Programs on October 3, 2006; approval of resolution to have Nonprofit Enterprise Center and Genesis 21 provide management and technical assistance to the artists and organizations on November 14, 2006. On January 9, 2007, Council approved the Cultural Funding Guidelines.

AMOUNT AND SOURCE OF FUNDING:
How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

MCAD HOT Fund	55010303/15707/55000/505200
MCAD General Fund	55010299/01101/55000/505200
MCAD TCA Grant Fund	55150003/07094/G550902/55000/505200

BOARD / COMMISSION ACTION:
Enter appropriate comments or N/A

Approved for recommendation by the Cultural Affairs Advisory Board (CAAB) on December 16, 2008.

**********REQUIRED AUTHORIZATION**********

LEGAL: (if required) _____ **FINANCE:** (if required) _____

DEPARTMENT HEAD: _____

(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City of El Paso Museums and Cultural Affairs Department Direct Funding Guidelines (attached hereto as Exhibit "A") be approved, as recommended by the Cultural Affairs Advisory Board and Museums and Cultural Affairs Staff.

ADOPTED this _____ day of _____, 2009.

CITY OF EL PASO

_____
John F. Cook, Mayor

ATTEST:

_____
Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:

Kristen L. Choi

Kristen L. Choi
Assistant City Attorney

APPROVED AS TO CONTENT:

_____
Sean McGlynn, Director
Museums and Cultural Affairs
Department

EXHIBIT "A"

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FUNDING PROGRAM TIMELINE

Fiscal Year 2009-2010

February 2009	Guidelines & Applications Book available
March 2009	Application assistance workshops and application distribution **NOTE: Mandatory for all applicants**
April 6 2009 5:00 PM	All applications due with the exception of the Arts Development & Enrichment Program (ADEP)
June 3, 4 & 5, 2009	Panel review for all funding programs
August 2009	Funding recommendations are forwarded to Cultural Affairs Advisory Board (CAAB) for review and approval
August 2009	**City Council approves FY2010 City Budget for MCAD**
September 2009	Funding amount determination letter and contracts will be sent out to all awardees by the end of September 2009
September 1, 2009	**All contracts begin**
March 19, 2010	Mid-year reports due for **Operational Support Program (OSP) only**; reports will not be accepted before March 1, 2010 (this is in addition to the monthly matrix report) *
August 31, 2010	Final reports due for Operational Support Program (OSP) and Project Support Program (PSP) *

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

GENERAL APPLICATION GUIDELINES

Fiscal Year 2009-2010

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., bios 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.

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:
   Socorro Q. Diamondstein
   Cultural Funding Program Coordinator
   Tel: (915) 541-4167
   Email: diamondsteinsq@elpasotexas.gov

   For the Community Arts Program (CAP) contact:
   Ben Fyffe
   Arts Education Program Coordinator
   Tel: (915) 541-4899
   Email: fyffebe@elpasotexas.gov

   For the Summer Concert Programs contact:
   Viictor Guerrero
   Marketing and Cultural Tourism Coordinator
   Tel: (915) 541-4942
   Email: guerrerov@elpasotexas.gov

10. **Remember to submit the names of potential panelists to serve on the review panel.** We are searching 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) under the **Cultural Funding Program** section.

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) 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.

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). 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) 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) 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) 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:

- Public Art
- Arts Education
- Community Arts Development
- Cultural Tourism
- Management and Technical Assistance
- Performing and Visual Arts

The above activities are conducted through the following programs:

- Cultural Heritage and Tourism
- Summer Cultural Programs
- Community Exhibit Programs
- Cultural Funding 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 recognizes the importance of the arts and culture in 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, and the Arts Development and Enrichment 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 in the program descriptions outlined below.

Organizations and artists participating in the Arts Development and Enrichment Program, whether via a special project or technical assistance provided by MCAD or other agencies, will be required to submit a final report detailing services and 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.

Arts Development and Enrichment Program (ADEP): Provides management and technical assistance to individuals and arts and cultural organizations to build artistic and administrative capacity through mentoring, workshops, and consultations, as well as funding individual and/or organizational programs and special initiatives that further the attainment of the overall goals of the MCAD. The program will provide funding directly to individual artists and arts and cultural organizations, and to consultants and service providers that are qualified to provide management and technical assistance. Organizations or individuals funded through ADEP must provide a report at the **conclusion of a program or event** sponsored through ADEP that includes attendance, location and an evaluation of the program.

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 per organization in any given category

Mid-Size Organizations

- Organizations that have an operating budget of at least $50,000
- 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

GENERAL ELIGIBILITY & PROCESSES FOR ALL APPLICANTS

Fiscal Year 2009-2010

ELIGIBILITY CHART

Applicant	OSP	PSP	CAP	ADEP
Large Non-profit Arts and Cultural Organizations	√		√	√
Mid-Size Non-Profit Arts and Cultural Organizations *		√	√	√
Emerging and Small-Budget Non-profit Arts and Cultural Organizations *		√	√	√
Individual Artists (select only one category according to project needs)			√	√
Other Non-profit Organizations		√		

* If applying in multiple categories, the objectives for each category must be clearly distinct

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 2009-2010 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 6, 2009**
- Project Support Program (PSP) ..... **April 6, 2009**
- Community Arts Program (CAP) ..... **April 6, 2009**
- Arts Development & Enrichment Program (ADEP) ..... **Varies/Ongoing**

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.**
- 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 the residents and visitors of El Paso, with a primary focus on providing services to the residents.
- 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 it's 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:
  1. The organization provides a completed Form 123 and attachments as evidence that it has applied to the IRS for 501(c)(3) status, **and**
  2. The organization has obtained its letter of determination by the time of contract award

REVIEW PANEL PROCESS

To be consistent with arts industry public funding practices, the MCAD has implemented a Review Panel Process. Therefore, the MCAD will convene review panels each year 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) by clicking on **Cultural Funding Program**.

- All applications are subject to the Review Panel Process with the exception of ADEP applications
- 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.
- There will be no discussion or exchange of information related to the applications between the applicants and panelists during the review process.

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 2009-2010 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, 2009** in order to receive the awarded funding. **Exception: ADEP contracts are signed as applied for and are not required to adhere to November 15 deadline.**
- Contracts must be signed by the appropriate individuals as follows:
    a. OSP contracts must be signed by Program Director and the Board Chairman
    b. PSP contracts must be signed by Project Director and Board Chairman
    c. CAP contracts must be signed by the awarded Individual/Organization
    d. ADEP contracts must be signed by the Project Director

WHAT IS NOT FUNDED

The City of El Paso **will not** fund the following entities or activities through the Cultural Funding Programs (exceptions are listed in the ADEP section).

- Government agencies or public authorities
- Applicants that have a delinquent status with the City of El Paso
- An operating deficit or budget shortfall projected for the funding period or incurred within previous fiscal periods
- 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
- 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 signing of the City of El Paso contract document
- 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

Under the circumstances described herein, the MCAD will reconsider applications to a Cultural Funding Program that were denied for funding.

An individual and/or organization whose application for a Cultural Funding Program was denied, may contact the MCAD Cultural Funding Coordinator to discuss the funding decision and the limited grounds for appeal.

Applicants wishing to appeal must show that their application was denied for one of the following **Grounds for Appeal**:

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

3. **Undisclosed Conflict of Interest** – A member of the panel failed to disclose a personal or business connection to an applicant for funding

If the applicant believes that the application was denied based on one of the Grounds for Appeal, the applicant may request an appeal.

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 to the MCAD Cultural Funding Coordinator, and must include specific information identifying the applicant, the cultural funding program applied for, set forth the reason(s) the applicant believes reconsideration is appropriate, and a brief description of the grounds for appeal (e.g., Non-presentation of information, Misrepresentation of Information, or Undisclosed Conflict of Interest). Appellant may provide supplemental material to support the request for appeal.

Presentation – Following the receipt and review of the intent of appeal letter, the MCAD will schedule the appellant for a Presentation before the MCAD staff as the Director deems appropriate. The purpose of this Presentation will be to informally review and discuss the recommendations made by the review panel, and to allow the appellant to express his/her belief that the application is eligible for appeal and should be reconsidered.

Based on the Intent of Appeal and the Presentation, the MCAD will determine whether the initial application, as may be amended, will be reconsidered by the MCAD staff or will remain denied. The MCAD will notify appellant within 10 business days.

Conclusion – If the MCAD determines that the application will be reconsidered, the MCAD staff and Director will score and rank the application and supplemental material using the same review criteria for the appropriate funding program. Funding may be awarded based upon the results of the review, the City's needs, and the availability of funding.

OPERATIONAL SUPPORT PROGRAM (OSP)
FUNDING GUIDELINES

PURPOSE

To provide operating support to large, non-profit arts and cultural organizations that provide a season of activities open to the public, active community outreach, and activities that have a cultural tourism appeal. OSP is designed to support the organizational stability of the El Paso's arts and cultural assets, and to cultivate organizational growth and professional development through investments that benefit the citizens of El Paso and improve their quality of life, as well as fostering the region's creative economy and visitor industry. Particular consideration is given to organizational activities that emphasize tourism, marketing, collaboration, innovation and diversity.

WHAT WILL BE FUNDED

Support for general operating expenditures, including artistic and administrative expenses.

PROGRAM ELIGIBILITY CRITERIA

In addition to the general eligibility requirements, applicants must meet all of the following criteria:

- Have been in operation for at least three (3) years, and have a minimum of three (3) years funding history with the MCAD
- Have minimum cash revenues of $100,000 (including MCAD funding) during the most recently completed fiscal period
- Have year-round programming, including performance series or exhibition series, or other ongoing arts activities, with a primary focus on providing services to the citizens of El Paso (**NOTE:** Large-scale special festivals and special events may qualify if they can demonstrate year-round planning and fundraising activities directly related to the festival or special event) that are open to the public and conducted within the El Paso City limits
- Present documentation of past programs and services, evidenced by copies of programs, playbills, reviews, or other similar documentation
- Submit a Strategic Plan and a one-year programming and operations plan covering the funding period
- Have at least a part-time employed executive director or business manager
- Present evidence of payment to artists for services rendered, or provide career advancement opportunities for artists and related creative support personnel
- Start proposed activities no earlier than September 1 and end no later than August 31 of the applicable funding period
- Have organization's administrative offices permanently located in the El Paso City limits

FUNDING LIMITS

The minimum award for this program is $15,000 with a maximum award of $25,000.

EVALUATION CRITERIA

Impact/Services to El Paso Residents

- To what extent will the City's support for the proposed programs and/or services meet the needs or expand the opportunities of citizens?

- Does the program/service provide a measureable economic contribution?
- How great is the City's need for the services provided by the organization?
- To what extent would the procurement of services serve to meet the needs of the community?

Artistic Excellence and Innovation

- Has the organization maintained high artistic standards in programming and services?
- Does the organization exemplify the excellence and uniqueness of the El Paso region's diverse arts and cultural community?

Administrative Health (Capacity)

- Based on submitted financial statements, is the organization fiscally sound?
- Is the budget and/or funding request appropriate?
- Does the organization have diverse funding sources?
- Is the organization's Strategic Plan clear and feasible? If so, please submit.

Scope of Services

- Are the services to be provided to the City fairly specific in type and number?

Diversity and Outreach

- Is there measurable involvement of diverse populations on the board and staff, and in the development and preservation of the artistic product?
- Does the applicant cultivate ethnically, culturally, and socially diverse audiences and supporters?
- Does the applicant develop productive partnerships with diverse organizations and artists to broaden the reach of its programs and services?
- Does the applicant demonstrate active community outreach?
- **NOTE:** If the mission of the organization is to provide programming specific to a particular ethnic group or groups, the organization is not expected to diversity programming beyond that mission.

Audience Development and/or Tourism Promotion

- Organizations can choose to address one or the other according to their focus. However, if the organization addresses both audience development and tourism, information about both must be included.
- Does the applicant offer, market, and promote its programs and services to the widest possible constituency, including residents, visitors and commuters?
- Are programs and services easily accessible to tourists and other visitors? Does the organization advertise in town and out of town? If so, does it address tourism promotion?
- Does the applicant have a marketing plan? If so, does it address audience diversification?
- Does the applicant have an audience development plan that addresses attracting future new audiences through educational programs, ticket give-aways, and/or free outreach programs?

CULTURAL SERVICES CONTRACT (ORGANIZATIONAL)

A letter of notification will be sent to the organization and a cultural services contract will be executed for successful applicants. The contract document includes the following requirements:

Scope of Services

Services that are to be provided to the City (including community outreach) will be fairly specific in number and type to be provided. **NOTE: Should it become necessary to alter the contracted**

services during the contract term, a written request must be submitted and approved by the MCAD Director before the changes are implemented.

Schedule of Payments

Once the contract is executed, grantees are required to submit an invoice for up to 50% of the contract amount, listing the actual services performed. If the organization's program has not begun, list the producing or coordinating activities related to the program on the invoice.

NOTE: The first invoice should be submitted after receiving a Purchase Order from the City. The invoice must be numbered and make reference to the purchase order number. The first payment should not be expected before December 1, 2009.

Payments may be delayed or withheld at the discretion of the City if determined that the organization is not in full compliance with the terms of the contract document. All financial obligations of the City shall be subject to appropriation of funds by City Council. Contractors agree and understand that the full scope of services and/or amounts payable under the contract terms is subject to amendment and revision. Any such revision shall be accompanied pursuant to the pertinent sections of the El Paso City Code. **NOTE:** Recommended funding will be based upon Fiscal Year 2009-2010 appropriation levels approved by the City Council of the City of El Paso.

Analysis Guidelines

To determine that participants under this program support the City in achieving the public purpose of providing arts and culture to the El Paso community, controls are outlines below:

- **Monthly Report ("Matrix"):** A listing of activities and programs presented by the organization and the total attendance at each activity must be submitted **by the 15th day** of each month (reporting the prior month's activities) on the report form provided by the MCAD. The form may be downloaded from the City's website (www.elpasotexas.gov/mcad).

- **Mid-Year Report:** A mid-year evaluation report of expenditures and a summary of activities for the contract period through the end of February must be submitted by **March 16, 2010** on the form provided by the MCAD, along with an invoice requesting payment of up to 45% of the contract amount. This payment will be made in April 2010. The form may be downloaded from the City's website (www.elpasotexas.gov/mcad).

- **Final Report:** A final evaluation report of expenditures and a summary of activities for the contract period must be submitted by **August 31, 2010** on the form provided by the MCAD, along with an invoice for the remaining 5% of the contract amount. The form may be downloaded from the City's website (www.elpasotexas.gov/mcad). **NOTE:** Failure to submit the report in a timely manner or submission of an incomplete report may result in delayed payment of the final contract installment, as well as payment on future contracts.

- **Audited Financial Reports:** An audit for the most recently completed fiscal year must be submitted to the MCAD by all funded organizations when the audit is available **but no later than six (6) months** after the completion of the organizations fiscal year. **NOTE:** Mid-size organizations are not required to submit an audit. However, a financial statement must be submitted **no later than six (6)** months after the completion of the organization's fiscal year.

- **Proof of Insurance:** Insurance requirements are included in the contract. A Certificate of Insurance must be submitted to the City whenever a policy expires and is renewed. Funds cannot be released without evidence of the required insurance. **NOTE:** Proof of insurance must meet the specific terms of the contract, to include the City of El Paso as policy holder.

Complimentary Tickets

All funded organizations must inform the MCAD staff of all programs and activities during the funding period, and input all information into the MCAD Calendar of Events at www.eventselpaso.com. Upon request, up to **four (4) complimentary tickets** shall be made available to the MCAD staff for each program, production, exhibition, or other activities sponsored by the organization, where tickets are required. This requirement applies to the organization's regular programming only and not to special fundraising events.

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 it's services are impacting the different communities within each District and city-wide.

Cultural Diversity/Outreach

It is the intent of the City's cultural policy to contract with cultural organizations that demonstrate a commitment to **diverse community representation** on their boards and staff. In addition, the organizations are expected to demonstrate a commitment to cultural diversity and community outreach in all aspects of their operations and programming. **NOTE:** If the mission of the organization is to provide programming specific to a particular ethnic group or groups, the organization is not expected to diversity programming beyond that mission.

Probation

Organizations that fail to provide contractual services or meet program eligibility and reporting requirements may be placed on probation. Failure of an organization to satisfactorily address the City's concerns within a period of probation may result in a recommendation of "no funding" or a "minimum of 5% reduction" in funding for the next fiscal year. The City will maintain a list of all organizations on probationary status.

Revisions

Once the contract document has been executed, any changes in the project scope (either programmatic or financial) must be approved in advance by the MCAD Director. All requests for revisions must be submitted for approval **in writing and at least three (3) weeks prior** to implementation of proposed changes.

Americans with Disabilities Act (ADA)

At the time of contract execution, successful grant applicants will be required to submit specific ADA-related documents to confirm compliance with several local ordinances and state and federal statutes/regulations.

OPERATIONAL SUPPORT PROGRAM (OSP)
APPLICATION INSTRUCTIONS

APPLICATION DEADLINE

Applications must be received in the MCAD office by 5:00 PM on **April 6, 2009,** or postmarked by midnight on the deadline date. Late proposals will not be accepted for any reason.

OSP will cover the twelve (12) month period from **September 1, 2009 through August 31, 2010.** All applicants will receive a confirmation form indicating that the application was received and is being processed. If the confirmation form is not received within two weeks after submitting the application, applicants must contact the MCAD office immediately.

FIRST-TIME APPLICANTS TO OSP

First-time applicants to OSP must meet with MCAD staff at least two (2) weeks prior to the deadline to go over the application process and ensure that funding requirements are fulfilled effectively. 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.

APPLICATION PACKAGE

All applicants must submit **one signed original and six (6) copies** of the application. All application forms must be formatted to at least a 12-point font size. Application forms may be downloaded from our website (www.elpasotexas.gov/mcad) by clicking on **Cultural Funding Program**. **NOTE:** The application forms and all copies **must not** be stapled or bound, and must be assembled in the following order:

1. **Proposal Cover Sheet**
2. **Assurances and Signatures** – The proposal must be reviewed and signed by the organization's Board Chair/Authorizing Official and the Executive/Project Director before being submitted to the MCAD
3. **Narrative** – Please observe and adhere to the page limits indicated on the forms. Ensure that the scope of work is specific
4. **Form A – Operating Income**
5. **Form B – Operating Expenses**
6. **Form C – Operating Budget Summary**
7. **Form D – Status of Operating Endowment(s)** (if applicable)
8. **Form E – Status of Accumulated Operating Deficit** (if applicable)
9. **Form F – Financial Audit Reconciliation** (if applicable)
10. **Form G – Cultural Diversity Summary**
11. **Attachments** – Submit **only one (1) set** of attachments and assemble in this order:
    - Charter, articles of incorporation and by-laws (required of first-time applicants and funded organizations that have changed their by-laws)
    - IRS 501(c)(3) Letter of Determination (required for first time applicants)
    - Strategic Plan for the organization
    - Current season of events (1 page limit)
    - Proposed season of events for fiscal year 2009-2010 (1 page limit)

- List of names and titles of key staff, including Artistic Director, along with brief bios (2 page limit), and organizational chart
- Board roster with contact information for all board members
- Audit completed by a certified public accounting firm. If not included as part of this application, the organization's end-of-year balance sheet should be submitted
- **Do not assume that the Review Panel will already be familiar with your organization or work.** Submit any additional materials that will help the review panel better understand the services provided by the organization; including news clippings, CD/DVD, or any printed promotional material
- For applicants submitting CD/DVD, submit the best 90-second representation of your work
- **No VHS, audiotapes or slides will be accepted**

City of El Paso Museums and Cultural Affairs Department

OPERATIONAL SUPPORT PROGRAM (OSP) APPLICATION

Fiscal Year 2009-2010

This application is due by 5:00 PM on **April 6, 2009,** or must be postmarked by the deadline date. **Hand-written forms will not be accepted.** Download form at www.elpasotexas.gov/mcad.

Legal Name of Organization:				
Organization's Fiscal Year:	From:		To:	
		xx/xx/xxxx		xx/xx/xxxx
Amount of Funds Requested (this program only):		$		
Projected Total Attendance for FY 2009-2010:				
Mailing Address:				
City:	State:		Zip Code:	
Website:				
Announcements and messages will be communicated via email. Please provide email for a primary contact person who regularly accesses email messages to ensure prompt reply, i.e. Business Manager or Administrative Assistant.				
Primary Contact Person:		**Telephone (include area code):**		
Email:				
Executive Director:		Telephone (include area code):		
Email:				
Authorized Official/Board Chair:		Telephone (include area code):		
Email:				

ELECTED CITY OFFICIAL OF APPLICANT'S ADMINISTRATIVE OFFICES
(Available from Municipal Clerk 541-4127 or www.elpasotexas.gov/government.)

City Council Representative:	
District #:	

Is the applicant a 501(c)(3) non-profit, tax-exempt organization?	YES	NO

FOR MCAD USE ONLY – PLEASE DO NOT WRITE BELOW THIS LINE

Check if received:		Qty/Each	Staff Review Completed by (print name):
☐	Application		
☐	Strategic Plan		Date Stamp:
☐	CD/DVD		
☐	Photographs		
☐	Manuscript/Bio		

Applicant Name: _____

ASSURANCES AND SIGNATURES

If funding is awarded, the applicant hereby assures the MCAD that:

1. Any funds received as a result of this application will be used solely for the purposes described.
2. The activities and services for which financial assistance is sought will be administered by or under the same supervision of the applicant organization.
3. The applicant organization is a non-profit entity as defined by the Internal Revenue Service, or an educational institution, or a unit of government.
4. The applicant organization will comply with the following: Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Age Discrimination Act of 1975; Section 504 of the Rehabilitation Act of 1973; Americans with Disabilities Act of 1990 and City of El Paso Ordinance No. 9779 C.1. regarding accessibility; Drug Free Workplace Act of 1988; Texas Assumed Business or Professional Name Act; Section 5(j) of National Foundation of the Arts and Humanities Act of 1985 regarding labor standards and City of El Paso Ordinance No. 8790 regarding soliciting money or property.
5. The applicant organization officials have read, understand and will conform to the intent outlined in the current Funding Program Guidelines for the City of El Paso.
6. The undersigned have been duly authorized by the applicant organization to submit this application and support material.
7. In addition to the assurances listed above, the applicant organization hereby assures the City of El Paso that the applicant will comply with the following:
    a. Equity Mandate regarding equitable procedures for the distribution of resources to recipients who reflect the geographical, cultural, and ethnic diversity of the state's population.
    b. Obscenity Clause Section 10(7)(b) of the Texas Commission on the Arts Enabling Legislation, which prohibits the Texas Commission on the Arts and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program that includes obscene material as defined in Section 43.21 Penal Code of Texas.

CERTIFICATION

I certify that all information contained in this application, including all support material, is true and correct to the best of my knowledge.

Signature of Authorized Official/Board Chair	Complete Legal Name (print)	Date
Signature of Project/Executive Director	Complete Legal Name (print)	Date

NOTE: Please use BLUE INK for signatures and PRINT your complete legal name.

DEFINITION: <u>Authorized Official.</u> A principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization. He/She must read and guarantee the organization's compliance with all requirements listed above.

Applicant Name: _____

NARRATIVE

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

1. Provide your organization's Mission Statement.

2. Describe the history and development of your organization. Include information about the organization's artistic and/or cultural achievement.

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

3. Describe how the organization and proposed activities address the evaluation criteria. Please use only the space provided.
3. (a) Impact/Services to El Paso Residents
3. (b) Artistic Excellence and Innovation

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

3. (c) Administrative Health Capacity – May be demonstrated with the support of a Strategic Plan

3. (d) Proposed Scope of Services – List the type and **number of services** to be provided to the City

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

3. (e) Diversity and Outreach

3. (f) Audience Development - Please indicate primary focus of organization. If your organization addresses both Audience Development and Tourism Promotion, also address question 3. (g).

3. (g) Tourism Promotion – Only address if applicable.

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

4. Describe how your organization ensures that programs and facilities are accessible to individuals with disabilities.

5. Provide a description of the organization's outreach activities, including educational programs and audiences served. List activities that include attracting underserved audiences and visitors to your events or facilities, as well as visibly representing a variety of communities.

FOR PERFORMING ARTS ORGANIZATIONS ONLY

Provide the following information based on the most recently completed fiscal year.

Total # of seats available:		Total # of tickets sold:		
Ticket Price Range:	For Adults	$	For Children	$

FOR ALL APPLICANTS

Total attendance at organization's activities from September 2008 through August 2009 (projection for current fiscal year)	

Applicant Name: _____

FORM A – OPERATING INCOME

Please itemize income sources as indicated below. Attach supplemental breakdowns for any line item totaling $50,000 or more (other than City of El Paso MCAD support, memberships and individual contributions). Round off all figures to the nearest dollar. **Do not show in-kind contributions nor revenue for capital improvements.** Definitions pertaining to this form are provided in Proposal Instructions and Definitions. **Figures should relate to organization's fiscal year.**

Organization's Fiscal Year		**From:**		**To:**
			xx/xx/xxxx	xx/xx/xxxx
	2 YRS PRIOR FY ACTUAL	PREVIOUS FY ACTUAL	CURRENT FY ESTIMATE	NEXT FY PROJECTION
CITY OF EL PASO – MCAD				
Operational Support	$	$	$	$
Other MCAD Support (CAP/ADEP)	$	$	$	$
EARNED REVENUE				
Admissions	$	$	$	$
Tuition/Class/Workshop Fees	$	$	$	$
Contracted Service Revenue	$	$	$	$
Auxiliary Activities	$	$	$	$
Memberships	$	$	$	$
Fundraisers/Special Events	$	$	$	$
RESTRICTED CONTRIBUTIONS				
Individuals	$	$	$	$
Corporations	$	$	$	$
Foundations	$	$	$	$
UNRESTRICTED CONTRIBUTIONS				
Individuals	$	$	$	$
Corporations	$	$	$	$
Foundations	$	$	$	$
GOVERNMENT GRANTS				
Federal (NEA, NEH, etc.)	$	$	$	$
State (TCA)	$	$	$	$
Other	$	$	$	$
ENDOWMENTS	$	$	$	$
INTEREST	$	$	$	$
PRIOR YEAR SURPLUS	$	$	$	$
OTHER INCOME (ITEMIZE)				
	$	$	$	$
	$	$	$	$
	$	$	$	$
TOTAL (Carry forward to Form C)				

* Amount requested from MCAD

Applicant Name: _____

FORM B – OPERATING EXPENSES

Please itemize operating expenses as indicated below. Attach supplemental breakdowns for any line item totaling $50,000 or more (other than salaries or utilities). Round off all figures to the nearest dollar. **Do not show in-kind or capital improvements expenses.** Definitions pertaining to this form are provided in Proposal Instructions and Definitions. **Figures should relate to organization's fiscal year.**

Organization's Fiscal Year		**From:**		**To:**
			xx/xx/xxxx	xx/xx/xxxx
	2 YRS PRIOR FY ACTUAL	PREVIOUS FY ACTUAL	CURRENT FY ESTIMATE	NEXT FY PROJECTION
PERSONNEL SALARIES/BENEFITS *				
Administrative/General	$	$	$	$
Artistic	$	$	$	$
Technical/Production	$	$	$	$
Program Services	$	$	$	$
OUTSIDE/PROFESSIONAL				
Administrative/General	$	$	$	$
Artistic	$	$	$	$
Technical/Production	$	$	$	$
Program Services	$	$	$	$
TRAVEL	$	$	$	$
SHIPPING	$	$	$	$
TELEPHONE	$	$	$	$
EQUIPMENT RENTAL	$	$	$	$
SPACE RENTAL*	$	$	$	$
UTILITIES				
Electric	$	$	$	$
Natural Gas	$	$	$	$
Water and Sewer	$	$	$	$
OTHER RENTALS	$	$	$	$
MARKETING/PROMOTION/PRINT	$	$	$	$
POSTAGE	$	$	$	$
SUPPLIES/MATERIALS	$	$	$	$
INSURANCE	$	$	$	$
OTHER (ITEMIZE)				
	$	$	$	$
	$	$	$	$
	$	$	$	$
	$	$	$	$
	$	$	$	$
TOTAL (Carry forward to Form C)				

* This program requires organizations to have a minimum of one half-time paid employee and administrative offices permanently located in the El Paso City limits.

Applicant Name: _____

FORM C – OPERATING BUDGET SUMMARY

Totals indicated below should be carried forward from Forms A and B. Definitions pertaining to this form are provided in Proposal Instructions and Definitions. **Figures should relate to organization's fiscal year.**

Organization's Fiscal Year		**From:**		**To:**
			xx/xx/xxxx	xx/xx/xxxx
	2 YRS PRIOR FY ACTUAL	PREVIOUS FY ACTUAL *	CURRENT FY ESTIMATE	NEXT FY PROJECTION
TOTAL INCOME (from Form A)	$	$	$	$
TOTAL EXPENSES (from Form B)	$	$	$	$
NET DIFFERENCE (if any)	$	$	$	$

If there is a net difference in any fiscal year, please indicate below how the deficit or surplus was, or will be handled.

Total operating support amount requested from MCAD for FY 2009-2010: $_____
(Amount should be the same as MCAD Operational Support for Next Fiscal Year in Form A.)

* Are PREVIOUS FISCAL YEAR ACTUAL figures based on Audited Financial Statement? ☐ YES ☐ NO

If YES, and Audited Financial Statement differs in any way from the PREVIOUS FISCAL YEAR figures in the proposal, organization must submit Form F – Financial Audit Reconciliation.

If NO, when will PREVIOUS FISCAL YEAR Audited Financial Statement be completed? _____

FORM D – STATUS OF OPERATING ENDOWMENT(S)

Does your organization maintain an operating endowment? ☐ YES ☐ NO

If YES, please report the following information. If NO, please enter zeros.

These figures are based on: ☐ Cost of original investments
☐ Current market value (as of end of PREVIOUS FISCAL YEAR)

	2 YRS PRIOR FY ACTUAL	PREVIOUS FY ACTUAL *	CURRENT FY ESTIMATE	NEXT FY PROJECTION
OPERATING ENDOWMENT	$	$	$	$

Explain changes in your operating endowment, if any. Give a brief description of your organization's efforts to further develop operating endowments. Use additional page if necessary.

Applicant Name: _____

FORM E – STATUS OF ACCUMULATED OPERATING DEFICIT*

Does your organization have an accumulated operating deficit? ☐ YES ☐ NO

If YES, please report the following information. If NO, please enter zeros.

	2 YRS PRIOR FY ACTUAL	PREVIOUS FY ACTUAL	CURRENT FY ESTIMATE	NEXT FY PROJECTION
ACCUMULATED OPERATING DEFECIT	$	$	$	$

Explain changes in your accumulated operating deficit, if any. Give a brief description of your organization's efforts to reduce or eliminate it. Use additional page if necessary.

FORM F – FINANCIAL AUDIT RECONCILIATION

This form is to be completed **only** by organizations whose audited financial statement differs in any way from the PREVIOUS FISCAL YEAR ACTUAL figures provided in this proposal. Submission of this form will enable the City to reconcile the total income/loss figures shown in the audited financial statement to the income/loss figures shown on Form C-Operating Budget Summary.

If the figures shown on Form C-Operating Budget Summary for PREVIOUS FISCAL YEAR ACTUAL, are based on the audited financial statement, **this form and it attachment should be submitted with the funding proposal only if the figures vary.** If the PREVIOUS FISCAL YEAR ACTUAL figures are un-audited, this form and its attachments along with the final figures (both operating income and expenses for PREVIOUS FISCAL YEAR ACTUAL) must be submitted to the City as soon as the audit is complete **only if the figures vary.**

INSTRUCTIONS:

1. Photocopy and attach the section of your audited financial statement entitled "Statement of Revenue, Expenses and Changes in Fund Balances" to this form.
2. In the space provided below, use a footnote format to reference specific figures on the "Statement." In as concise a manner as possible, explain how the PREVIOUS FISCAL YEAR ACTUAL figures shown on Form C-Operating Budget Summary relate to the total income/loss figures shown on the audited financial statement. Attached additional sheets if necessary.

Applicant Name: _____

FORM G – CULTURAL DIVERSITY SUMMARY

Current Board Makeup (should correlate for Form I – Board of Directors Information)

	#	# Male	# Female
African-American			
Asian			
Latino/Hispanic			
Native-American			
Native Hawaiian/Other Pacific Islander			
White, non-Latino/Hispanic			
Other			

Current Personnel/Employees (should correlate Addendum – Personnel Summary Sheet)

	#	# Male	# Female
African-American			
Asian			
Latino/Hispanic			
Native-American			
Native Hawaiian/Other Pacific Islander			
White, non-Latino/Hispanic			
Other			

Personnel/Contract (should reflect most recently completed fiscal year)

	#	# Male	# Female
African-American			
Asian			
Latino/Hispanic			
Native-American			
Native Hawaiian/Other Pacific Islander			
White, non-Latino/Hispanic			
Other			

Please give percentage where applicable. Type N/A where not applicable. The following should be based on totals for the most recently completed fiscal year.

Audience Regular Season Event/Exhibitions		**Audience Outreach Events**	
Total Attendance		Total Attendance	
African-American	%	African-American	%
Asian	%	Asian	%
Latino/Hispanic	%	Latino/Hispanic	%
Native-American	%	Native-American	%
Native Hawaiian/Other Pacific Islander	%	Native Hawaiian/Other Pacific Islander	%
White, non-Latino/Hispanic	%	White, non-Latino/Hispanic	%
Other	%	Other	%
Season Suscribers/Memberships		**Volunteers/Docents**	
Total Attendance	%	Total Attendance	%
African-American	%	African-American	%
Asian	%	Asian	%
Latino/Hispanic	%	Latino/Hispanic	%
Native-American	%	Native-American	%
Native Hawaiian/Other Pacific Islander	%	Native Hawaiian/Other Pacific Islander	%
White, non-Latino/Hispanic	%	White, non-Latino/Hispanic	%
Other	%	Other	%

OPERATIONAL SUPPORT PROGRAM (OSP)
PROGRAM DEFINITIONS

FORM A - OPERATING INCOME

Admissions: Funds earned from subscriptions, group and single ticket sales

Tuition/Workshop fees: Funds earned from adult/student attendance

Contracted Services Revenue: Funds earned from sponsors for performances, exhibitions, residencies, optional services, and consultations

Auxiliary Activities: Funds earned from concessions, gift shop sales, parking, publications, rentals, and advertising

Memberships: Funds earned from services provided to members

Restricted Contributions: Individual/Corporate/Foundation contributions given on the condition they are used for specific programs/activities in the operating budget

Unrestricted Contributions: Individual/Corporate/Foundation contributions given to the operating budget **without** restrictions on how they are used

Government Grants:

- FEDERAL – NEA, NEH, IMS, CDBG
- STATE – TCA, TCH
- LOCAL – Funds from other municipalities (not the City of El Paso)

Endowments: Funds distributed from the organization's own endowment fund if used in the operating budget

Interest: Revenue from interest-earning accounts or investments

Prior Year Surplus: Funds carried forward from the previous fiscal year **(Only for those organizations using cash-based accounting)**

Other Income: Grant funds from other sources, revenue from galas and other sources, other than those listed above **(Please itemize)**

FORM B – OPERATING EXPENSES

Personnel Salaries/Benefits: The total amount of wages and benefits for full or part-time **employees** of the organization (not to include consultants, see below)

Administrative/General: Wages/Benefits paid to employees involved in administrative and general support of the organization, such as executive director, financial officer, development staff, clerical staff and other administrative support staff
NOTE: If an employee's time is split between Administrative, Artistic, Technical or Program services, be sure to allocate wages/benefits to proper categories

Artistic: Wages/Benefits paid to such employees as curators, artistic directors, conductors, choreographers, composers, graphic artists, actors, dancers, singers, musicians, instructors, designers, video artists, film makers, and photographers

Technical/Production: Wages/Benefits paid to technical management staff and such employees as technical directors, stage/lighting/sound crews, stitchery, preparators, and film technicians

Program Services: Wages/Benefits paid to program services staff and such employees as program coordinators and outreach staff

Outside Professional Services: Honoraria, stipends, commissions or fees to any person not on the organization's salaried staff. These services may be in any of the three areas of administrative, artistic, technical/production, or program services described above

Travel: All costs directly related to organization's personnel travel, guest artists, consultants, etc. Include fares, lodging expenses, food, taxis, gratuities, per diem, tolls, parking, mileage, personal vehicle allowances, and car rentals

Shipping: Freight charges for exhibitions and performance materials/items

Telephone: Fees for local and long-distance calls, installation, and repairs

Equipment Rental: Costs for rented office equipment and production equipment (cameras and lighting)

Space Rental: Include offices, rehearsal, theater, gallery, hall, warehouse or other fees paid for use of buildings

Utilities: Electricity, gas

Other Rentals: Rental of exhibitions and films

Marketing/Promotion/Printing: Fees for printing and mailing (including postage and mailing service costs) of announcements, mailers, brochures, catalogues, tickets, programs, and/or costs for newspaper and broadcast advertising used to encourage attendance at events and to encourage earned or unearned income

Do not include payments to individuals or firms that belong under Personnel Salaries/Benefits or Outside Professional Services

Do include food or space costs when directly connected to fundraising or promotion

Supplies/Materials: Cost of office supplies, scripts, scores, photographic supplies, materials for sets/props/costumes, food and maintenance supplies

Insurance: Call MCAD at (915)541-4167 if you have any insurance questions

Other: Any operational expenses not covered above. For groups using cash based accounting, non-capital debt reduction should be reported here

Form C – Operating Budget Summary: Transfer total Income from **Form A** and Total Expenses from **Form B.** IF there is a Net Difference, explain how the deficit or surplus has been or will be handled

Form D – Status of Operating Endowment(s): **Complete only if applicable.** Narrative statement should include short-term and long-term plans for developing the endowment and using its earnings for cultural services

Form E – Status of Accumulated Operating Deficit: **Complete only if applicable.** Narrative statement should include detailed plans for correcting the organization's financial problems

Form F – Financial Audit Reconciliation: If for any reason your audited financial statements differ in any way from the ACTUAL figures in your proposal, complete this form. Submit financial statements and notes. Use additional paper if necessary

Form G – Cultural Diversity Summary: This form should reflect the information provided in the **Diversity and Outreach** section (page 19 and 20) of the narrative

NOTE: If the mission of the organization is to provide programming specific to a particular ethnic group or groups, the organization is not expected to diversify programming beyond that mission

Strategic Plan: A Board-approved document defining the organization's long-term financial and programmatic goals, which clearly identifies the best approach for achieving those goals

PROJECT SUPPORT PROGRAM (PSP)
FUNDING GUIDELINES

PURPOSE

To provide support to 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 the local residents, and that promote cultural tourism.

WHAT WILL BE FUNDED

PSP funds can be used for project related expenses such as administration, production costs, artistic fees, coordination (including staffing), audience development, outreach and marketing.

PROGRAM ELIGIBILITY CRITERIA

In addition to the general eligibility requirements, applicants must meet all of the following criteria:

- Have been in operation for at least three (3) years
- Have qualified artistic and administrative leadership capable of completing the proposed project with a commitment to funding artists and artistic products
- Proposed activities must start no earlier than September 1 and end no later than August 31 of the applicable City of El Paso fiscal year
- Proposed project must have a primary focus on providing services to the residents and be open to the public and conducted within the El Paso city limits
- Organizations must submit a final report and budget summary
- Have organization's administrative offices permanently located in the El Paso City limits

The Cultural Affairs Advisory Board (CAAB) will review and recommend approval of the applications, subject to budget appropriations and budget approval by City Council.

FUNDING LIMITS AND MATCHING FUNDS

The maximum award for this program is $15,000. The total award will not exceed more than 50% of the proposed project's budget. **A 1:1 match is required for all awards.** Up to one-half of the match may be well-documented in-kind support (at true market value with proper documentation), with prior approval of the MCAD Director.

EVALUATION CRITERIA

Impact/Services to El Paso Residents

- To what extent will the City's support for the proposed programs and/or services meet the needs or expand the opportunities of citizens?
- Does the program/service provide a measureable economic contribution?
- How great is the City's need for the services provided by the organization?
- To what extent would the procurement of services serve to meet the needs of the community?

Artistic Excellence and Innovation

- Has the organization maintained high artistic standards in programming and services?
- Does the organization exemplify the excellence and uniqueness of the El Paso region's diverse arts and cultural community?

Administrative Health (Capacity)

- Based on submitted financial statements, is the organization fiscally sound?
- Is the budget and/or funding request appropriate?
- Does the organization have diverse funding sources?
- Is the organization's Strategic Plan clear and feasible? If so, please submit.

Scope of Services

- Are the services to be provided to the City fairly specific in type and number?

Diversity and Outreach

- Is there measurable involvement of diverse populations on the board and staff, and in the development and preservation of the artistic product?
- Does the applicant cultivate ethnically, culturally, and socially diverse audiences and supporters?
- Does the applicant develop productive partnerships with diverse organizations and artists to broaden the reach of its programs and services?
- Does the applicant demonstrate active community outreach?
- **NOTE:** If the mission of the organization is to provide programming specific to a particular ethnic group or groups, the organization is not expected to diversity programming beyond that mission.

Audience Development and/or Tourism Promotion

- Organizations can choose to address one or the other according to their focus. However, if the organization addresses both audience development and tourism, information about both must be included.
- Does the applicant offer, market, and promote its programs and services to the widest possible constituency, including residents, visitors and commuters?
- Are programs and services easily accessible to tourists and other visitors? Does the organization advertise in town and out of town? If so, does it address tourism promotion?
- Does the applicant have a marketing plan? If so, does it address audience diversification?
- Does the applicant have an audience development plan that addresses attracting future new audiences through educational programs, ticket give-aways, and/or free outreach programs?

CULTURAL SERVICES CONTRACT (ORGANIZATIONAL)

A letter of notification will be sent to the organization and a cultural services contract will be executed for successful applicants. The contract document includes the following requirements:

Scope of Services

Services that are to be provided to the City (including community outreach) will be fairly specific in number and type to be provided. **NOTE: Should it become necessary to alter the contracted services during the contract term, a written request must be submitted and approved by the MCAD Director before the changes are implemented.**

Schedule of Payments

Once the contract is executed, grantees are required to submit an invoice for up to 80% of the contract amount, listing the actual services performed. If the organization's program has not begun, list the producing or coordinating activities related to the program on the invoice.

NOTE: The first invoice should be submitted after receiving a Purchase Order from the City. The invoice must be numbered and make reference to the purchase order number. The first payment should not be expected before December 1, 2009.

Payments may be delayed or withheld at the discretion of the City if determined that the organization is not in full compliance with the terms of the contract document. All financial obligations of the City shall be subject to appropriation of funds by City Council. Contractors agree and understand that the full scope of services and/or amounts payable under the contract terms is subject to amendment and revision. Any such revision shall be accompanied pursuant to the pertinent sections of the El Paso City Code.

Analysis Guidelines

To determine that participants under this program support the City in achieving the public purpose of providing arts and culture to the El Paso community, controls are outlines below:

- **Final Report:** A final evaluation report of expenditures and a summary of activities for the contract period must be submitted no later than 15 days after the completion of the project, or by **August 31, 2010,** whichever comes first, on the form provided by the MCAD, along with an invoice for the remaining contract amount. The form may be downloaded from the City's website (www.elpasotexas.gov/mcad). **NOTE:** Failure to submit the report in a timely manner or submission of an incomplete report may result in delayed payment of the final contract installment, as well as payment on future contracts.

- **Matrix Report:** A matrix listing activities and programs presented by the organization and the total attendance at each activity must be submitted with the final report. The form may be downloaded from the City's website (www.elpasotexas.gov/mcad).

Complimentary Tickets

All funded organizations must inform MCAD staff of all programs and activities during the funding period, and input all information into the MCAD Calendar of Events at www.eventselpaso.com. Upon request, up to **four (4) complimentary tickets** shall be made available to the MCAD staff for each program, production, exhibition, or other activities sponsored by the organization, where tickets are required. This requirement applies to the organization's regular programming only and not to special fundraising events.

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 it's services are impacting the different communities within each District and city-wide.

Cultural Diversity/Outreach

It is the intent of the City's cultural policy to contract with cultural organizations that demonstrate a commitment to **diverse community representation** on their boards and staff. In addition, the

organizations are expected to demonstrate a commitment to cultural diversity and community outreach in all aspects of their operations and programming. **NOTE:** If the mission of the organization is to provide programming specific to a particular ethnic group or groups, the organization is not expected to diversity programming beyond that mission.

Probation

Organizations that fail to provide contractual services or meet program eligibility and reporting requirements may be placed on probation. Failure of an organization to satisfactorily address the City's concerns within a period of probation may result in a recommendation of "no funding" or a "minimum 5% reduction" in funding for the next fiscal year. The City will maintain a list of all organizations on probationary status.

Revisions

Once the contract document has been executed, any changes in the project scope (either programmatic or financial) must be approved in advance by the MCAD Director. All requests for revisions must be submitted for approval **in writing and at least three (3) weeks prior** to implementation of proposed changes.

Americans with Disabilities Act (ADA)

At the time of contract execution, successful grant applicants will be required to submit specific ADA-related documents to confirm compliance with several local ordinances and state and federal statutes/regulations.

PROJECT SUPPORT PROGRAM (PSP)
APPLICATION INSTRUCTIONS

APPLICATION DEADLINE

Applications must be received in the MCAD office by 5:00 PM on **April 6, 2009,** or postmarked by midnight on the deadline date. Late proposals will not be accepted for any reason.

PSP will cover the twelve (12) month period from **September 1, 2009 through August 31, 2010.** All applicants will receive a confirmation form indicating that the application was received and is being processed. If the confirmation form is not received within two weeks after submitting the application, applicants must contact the MCAD office immediately.

FIRST-TIME APPLICANTS TO PSP

First-time applicants to PSP must meet with the MCAD staff at least two (2) weeks prior to the deadline to go over the application process and ensure that funding requirements are fulfilled effectively. 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.

APPLICATION PACKAGE

All applicants must submit **one signed original and six (6) copies** of the application. All application forms must be formatted to at least a 12-point font size. Application forms are available in the MCAD office, or may be downloaded from our website (www.elpasotexas.gov/mcad) by clicking on **Cultural Funding Program**. **NOTE:** The application forms and all copies **must not** be stapled or bound, and must be assembled in the following order:

1. **Proposal Cover Sheet**
2. **Assurance and Signatures –** The proposal must be reviewed and signed by the organization's Board Chair/Authorizing Official and the Executive/Project Director before being submitted to the MCAD
3. **Narrative –** Please observe and adhere to the page limits indicated on the forms. Ensure that the scope of work is specific
4. **Form A – Budget Income**
5. **Form B – Budget Expenses**
6. **Form C- Operational Budget**
7. **Attachments –** Submit **only one (1) set** of attachments and assemble in this order:
   - Charter, articles of incorporation and by-laws (required of first-time applicants and funded organizations that have changed their by-laws)
   - IRS 501(c)(3) Letter of Determination (required for first time applicants)
   - Strategic Plan for the organization (if available)
   - Current season of events (1 page limit)
   - Proposed season of events for fiscal year 2009-2010 (1 page limit)
   - List of names and titles of key staff, including Artistic Director, along with brief bios (2 page limit), and organizational chart
   - **Do not assume that the Review Panel will already be familiar with your organization or work.** Submit any additional materials that will help the review panel better understand the services provided by the organization; including news clippings, CD/DVD, or any printed promotional material
   - For applicants submitting CD/DVD, submit the best 90-second representation of your work
   - **No VHS, audiotapes or slides will be accepted**

City of El Paso Museums and Cultural Affairs Department

PROJECT SUPPORT PROGRAM (PSP) APPLICATION

Fiscal Year 2009-2010

This application is due by 5:00 PM on **April 6, 2009,** or must be postmarked by the deadline date. **Hand-written forms will not be accepted.** Download form at www.elpasotexas.gov/mcad.

Legal Name of Organization:				
Organization's Fiscal Year:	From:		To:	
		xx/xx/xxxx		xx/xx/xxxx
Amount of Funds Requested (this program only):		$		
Project Title:				
Exact Project Dates:	From:		To:	
		xx/xx/xxxx		xx/xx/xxxx
Mailing Address:				
City:	State:		Zip Code:	
Website:				
Announcements and messages will be communicated via email. Please provide email for a primary contact person who regularly accesses email messages to ensure prompt reply, i.e. Business Manager or Administrative Assistant.				
Primary Contact Person:		**Telephone (include area code):**		
Email:				
Executive Director:		Telephone (include area code):		
Email:				
Authorized Official/Board Chair:		Telephone (include area code):		
Email:				
ELECTED CITY OFFICIAL OF APPLICANT'S ADMINISTRATIVE OFFICES (Available from Municipal Clerk 541-4127 or www.elpasotexas.gov/government.)				
City Council Representative:				
District #:				
Is the applicant a 501(c)(3) non-profit, tax-exempt organization?			YES	NO

FOR MCAD USE ONLY – PLEASE DO NOT WRITE BELOW THIS LINE			
Check if received:		Qty/Each	Staff Review Completed by (print name):
☐	Application		
☐	Strategic Plan		Date Stamp:
☐	CD/DVD		
☐	Photographs		
☐	Manuscript/Bio		

Applicant Name: _____

ASSURANCES AND SIGNATURES

If funding is awarded, the applicant hereby assures the MCAD that:

1. Any funds received as a result of this application will be used solely for the purposes described.
2. The activities and services for which financial assistance is sought will be administered by or under the same supervision of the applicant organization.
3. The applicant organization is a non-profit entity as defined by the Internal Revenue Service, or an educational institution, or a unit of government.
4. The applicant organization will comply with the following: Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Age Discrimination Act of 1975; Section 504 of the Rehabilitation Act of 1973; Americans with Disabilities Act of 1990 and City of El Paso Ordinance No. 9779 C.1. regarding accessibility; Drug Free Workplace Act of 1988; Texas Assumed Business or Professional Name Act; Section 5(j) of National Foundation of the Arts and Humanities Act of 1985 regarding labor standards and City of El Paso Ordinance No. 8790 regarding soliciting money or property.
5. The applicant organization officials have read, understand and will conform to the intent outlined in the current Funding Program Guidelines for the City of El Paso.
6. The undersigned have been duly authorized by the applicant organization to submit this application and support material.
7. In addition to the assurances listed above, the applicant organization hereby assures the City of El Paso that the applicant will comply with the following:
    a. Equity Mandate regarding equitable procedures for the distribution of resources to recipients who reflect the geographical, cultural, and ethnic diversity of the state's population.
    b. Obscenity Clause Section 10(7)(b) of the Texas Commission on the Arts Enabling Legislation, which prohibits the Texas Commission on the Arts and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program that includes obscene material as defined in Section 43.21 Penal Code of Texas.

CERTIFICATION

I certify that all information contained in this application, including all support material, is true and correct to the best of my knowledge.

_____	_____	_____
Signature of Authorized Official/Board Chair	Complete Legal Name (print)	Date
_____	_____	_____
Signature of Project/Executive Director	Complete Legal Name (print)	Date

Please use BLUE INK for signatures and PRINT your complete legal name.

NOTE: For proposals being submitted by two organizations, the authorized official/board chair and project/ executive director of each organization certifies that the materials are true and correct to the best of our knowledge. It is understood and agreed that each organization must sign above (make additional copies of this page for each organization's signatures).

DEFINITION: Authorized Official. A principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization. He/She must read and guarantee the organization's compliance with all requirements listed above.

Applicant Name: _____

NARRATIVE

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

1. Provide your organization's Mission Statement.

2. Describe the history and development of your organization. Include information about the organization's artistic and/or cultural achievement.

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

3. Describe how the organization and proposed activities address the evaluation criteria. Please use only the space provided.
3. (a) Impact/Services to El Paso Residents
3. (b) Artistic/Cultural Excellence and Innovation

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

3. (c) Administrative Health Capacity – May be demonstrated with the support of a Strategic Plan

3. (d) Proposed Scope of Services – List the type and **number of services** to be provided to the City

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

3. (e) Diversity and Outreach

3. (f) Audience Development - Please indicate primary focus of organization. If your organization addresses both Audience Development and Tourism Promotion, also address question 3. (g).

3. (g) Tourism Promotion – Only address if applicable.

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

4. Describe how your organization ensures that programs and facilities are accessible to individuals with disabilities.

5. Provide a description of the organization's outreach activities, including educational programs and audiences served. List activities that include attracting underserved audiences and visitors to your events or facilities, as well as visibly representing a variety of communities.

Applicant Name: _____

FORM A – BUDGET: INCOME

Round off all figures to the nearest dollar. **Do not show in-kind contributions nor revenue in this form.** Definitions pertaining to this form are provided in Proposal Instructions and Definitions. **Figures should relate to organization's fiscal year.**

Organization's Fiscal Year	**From:**		**To:**
		xx/xx/xxxx	xx/xx/xxxx
Please check only one (Anticipated or Confirmed) for each item:	ANTICIPATED	CONFIRMED	CASH INCOME
A. EARNED INCOME			
Ticket/Box Office Receipts			$
Tuition/Class/Workshop Fees			$
Contracted Service Revenue			$
Concessions			$
Other (specify):			$
TOTAL EARNED INCOME			$
B. CONTRIBUTED INCOME			
Fundraising/Special Events			$
Individual Contributions			$
Membership Fees			$
Other (specify):			$
Grants:			$
State Government			$
Federal Government			$
Corporate & Business			$
Foundations			$
Other (specify):			$
			$
			$
TOTAL CONTRIBUTED INCOME			$
C. OTHER ORGANIZATIONAL FUNDS			$
D. AMOUNT REQUESTED FROM MCAD (for this project only)			$
TOTAL INCOME (A + B + C + D)*			$

* Total Income must equal Total Expenses

Applicant Name: _____

FORM B – BUDGET: EXPENSES

Round off all figures to the nearest dollar. **Include in-kind expenses on this form.** Definitions pertaining to this form are provided in Proposal Instructions and Definitions. **Figures should relate to organization's fiscal year.**

Organization's Fiscal Year	**From:**		**To:**
		xx/xx/xxxx	xx/xx/xxxx
EXPENSES (for this project only):	**COLUMN A**	**COLUMN B**	**COLUMN C**
	MCAD REQUEST	CASH EXPENSES	IN-KIND SERVICES
ORGANIZATIONAL PERSONNEL			
Administrative	$	$	$
Artistic	$	$	$
Technical/Production	$	$	$
FRINGE BENEFITS	$	$	$
OUTSIDE/OTHER SERVICES			
Administrative	$	$	$
Artistic	$	$	$
Technical/Production	$	$	$
LOCAL TRAVEL	$	$	$
PRINTING/COPYING	$	$	$
POSTAGE			
TELEPHONE	$	$	$
EQUIPMENT RENTAL	$	$	$
FACILITY RENTAL	$	$	$
OTHER RENTAL	$	$	$
PUBLICITY/PROMOTION	$	$	$
SUPPLIES/MATERIALS	$	$	$
INSURANCE	$	$	$
OTHER (ITEMIZE)			
	$	$	$
	$	$	$
	$	$	$
TOTAL EXPENSES*	$	$	
TOTAL PROJECT EXPENSES (Add Columns A + B)		$	

* Total expenses must equal total income. Do not include in-kind services.

Estimate the size of the audience or number of participants to be served by this project: _____

Estimate the number of artists to be employed by this project: _____

Does the organization plan to continue this project after the proposed funding period? ☐ YES ☐ NO

If YES, please explain future project phases of development in the space below.

Applicant Name: _____

FORM C – OPERATIONAL BUDGET

Please itemize operating budget as indicated below. Round off all figures to the nearest dollar. **Do not show in-kind or capital improvements expenses.** Definitions pertaining to this form are provided in Proposal Instructions and Definitions.

Organization's Fiscal Year		**From:**		**To:**
			xx/xx/xxxx	xx/xx/xxxx
	2 YRS PRIOR FY ACTUAL	PREVIOUS FY ACTUAL	CURRENT FY ESTIMATE	NEXT FY PROJECTION
PERSONNEL SALARIES/BENEFITS *				
Administrative/General	$	$	$	$
Artistic	$	$	$	$
Technical/Production	$	$	$	$
Program Services	$	$	$	$
OUTSIDE/PROFESSIONAL				
Administrative/General	$	$	$	$
Artistic	$	$	$	$
Technical/Production	$	$	$	$
Program Services	$	$	$	$
TRAVEL	$	$	$	$
SHIPPING	$	$	$	$
TELEPHONE	$	$	$	$
EQUIPMENT RENTAL	$	$	$	$
SPACE RENTAL*	$	$	$	$
UTILITIES				
Electric	$	$	$	$
Natural Gas	$	$	$	$
Water and Sewer	$	$	$	$
OTHER RENTALS	$	$	$	$
MARKETING/PROMOTION/PRINT	$	$	$	$
POSTAGE	$	$	$	$
SUPPLIES/MATERIALS	$	$	$	$
INSURANCE	$	$	$	$
OTHER (ITEMIZE)				
	$	$	$	$
	$	$	$	$
	$	$	$	$
	$	$	$	$
	$	$	$	$
TOTAL				

* This program requires organizations to have administrative offices permanently located in the El Paso City limits.

PROJECT SUPPORT PROGRAM (PSP)
PROGRAM DEFINITIONS

FORM A – BUDGET: INCOME

EARNED INCOME

Ticket/Box Office Receipts: Earnings from subscription, group and single ticket sales

Tuition/Class/Workshop Fees: Funds earned from students receiving instruction

Contracted Services Revenue: Funds earned from sponsor's fees for performances, exhibitions, residencies, optional services, and consultations

Other: Funds earned from gift shop sales, parking, publications, rentals, and advertising

CONTRIBUTED INCOME

Fundraising/Special Events: Funds earned from activities whose primary purpose is to raise funds for the proposed project

Individual Contributions: Contributions from individuals specifically for the proposed project

Membership Fees: Funds earned from services provided to members

GRANTS

Corporate & Business: Contributions from local or national businesses targeted for the proposed project from which the donor will not derive direct monetary benefit

FORM B – BUDGET: EXPENSES and FORM C – OPERATIONAL BUDGET

Personnel Salaries: Total amount of wages for full or part-time **employees** dedicated to the project

Administrative: Funds paid to employees involved in administrative and general support of the organization, such as executive director, financial officer, development staff, clerical staff and other administrative support staff, includes box office and security staff

Artistic: Funds paid to such employees as curators, artistic directors, conductors, choreographers, composers, graphic artists, actors, dancers, singers, musicians, instructors, designers, video artists, film makers, and photographers

Technical/Production: Funds paid to technical management staff and such employees as technical directors, stage/lighting/sound crews, stitchery, preparators, and video/film technicians

Benefits: Employer-paid fees for health insurance and matching of social security

Outside Professional Services: Honoraria, stipends, commissions or fees to any person not on the organization's salaried staff. These services may be in any of the three areas of administrative, artistic, technical/production, or program services described above

Travel: All costs directly related to organization's personnel travel, guest artists, consultants, etc. Include fares, lodging expenses, food, taxis, gratuities, per diem, tolls, parking, mileage, personal vehicle allowances, and car rentals, and any other costs within the City of El Paso directly relating to providing the CFP service

Shipping: Freight charges for exhibitions and performance materials/items

Telephone: Fees for local and long-distance calls, installation, and repairs

Equipment Rental: Costs for rented office equipment and production equipment (cameras and lighting)

Space Rental: Include offices, rehearsal, theater, gallery, hall, warehouse or other fees for space usage

Other Rentals: Include rental of visual arts exhibitions and films

Publicity/Promotions: Fees for printing and mailing (including postage and mailing service costs) of announcements, mailers, brochures, catalogues, tickets, programs, and/or costs for newspaper and broadcast advertising used to encourage attendance at events and to encourage earned or unearned income

Do not include payments to individuals or firms that belong under Personnel Salaries/Benefits or Outside Professional Services

Do not include food or space costs directly connected to fundraising or promotion

Supplies/Materials: Cost of office supplies, scripts, scores, photographic supplies, materials for sets/props/costumes, food and maintenance supplies

Other: Any operational expenses not covered above

Do not include capital debt reduction, capital expenditure, or operational debt reduction here

In-Kind Goods or Services: Donated goods or services that can be directly applied to the proposed project

Strategic Plan: A Board-approved document defining the organization's long-term financial and programmatic goals, which clearly identifies the best approach for achieving those goals

COMMUNITY ARTS PROGRAM (CAP)
FUNDING GUIDELINES

PURPOSE

To provide support and opportunities for individual artists and cultural organizations to teach, perform, and exhibit at host facilities around the City to showcase and celebrate the community's unique history and varied ethnic heritage. CAP will create a roster of arts and culture providers available to provide services throughout the City. This program is designed to encourage creative interaction among artists, residents and neighborhoods, as well as to encourage collaboration between artists, schools and community-based organizations/services within the City of El Paso. Proposed services must be adaptable or appropriate for multiple anticipated Community Hosts.

WHAT WILL BE FUNDED

CAP funds can be used for service related expenses such as administrative, artistic and technical personnel, in addition to other expenses related to the service/activity that the artist/organization proposes.

PROGRAM ELIGIBILITY CRITERIA

In addition to the general eligibility requirements, applicants must meet all of the following criteria:

- Individual artists who are residents of the City of El Paso or cultural organizations whose administrative offices are permanently located in the El Paso City limits
- Applicant organizations must be incorporated as private 501(c)(3) non-profits; This does not apply to individual artists
- Individual artists and cultural organizations performing and presenting in the areas of music, dance, theatre, literature, visual arts, film/video/digital and literary arts, and folk artists are all eligible to apply
- All applicants must be able to verify a minimum track record or organizational history of three (3) years; Proposed activities must start no earlier than September 1 and end no later than August 31 of the applicable City of El Paso fiscal year; Proposed activities will not commence until after the signing of award contract

The Cultural Affairs Advisory Board (CAAB) will review and recommend approval of the applications, subject to budget appropriations and budget approval by City Council.

HOW TO APPLY

First time applicants must attend <u>at least one</u> of two workshops conducted by the MCAD staff in February 2009. Program guidelines and proposal forms will be available at that time, and the application process will be discussed at both workshops.

Completed proposals must be submitted to the MCAD on or before **April 6, 2009 by 5:00 PM** or postmarked by midnight on the deadline date. **Hand-written proposals will not be accepted. Forms may be downloaded at <u>www.elpasotexas.gov/mcad</u> under the Cultural Funding Programs section.** The proposal must explain services and related activities that the artist/organization wishes to provide (performances, exhibitions, classes, workshops, and residencies), the projected fee for the service **(the maximum fee for a single service will not exceed**

$2,500), the number of times the service can be provided, and any special technical requirements related to the service. **Support materials will also be required** (such as program brochures, critical reviews, samples of work, cassette or videotape recordings). Only one proposal will be accepted per applicant. **The maximum amount that may be allocated through this program each year to an individual artist or organization is $10,000. NOTE: Matching funds are not required for this program.**

PROPOSAL REVIEW PROCESS

A review panel reviews proposals. The panel will recommend those applicants to be included in the CAP. The MCAD staff will recommend allocations based on the following:

- The total funds available for the program
- The need to provide a balance among arts disciplines represented in the program
- The cost of each service

The Cultural Affairs Advisory Board (CAAB) will review and recommend approval of these applications, subject to budget appropriations and budget approval by City Council.

PROPOSAL REVIEW CRITERIA

Proposals will be evaluated by the panel according to the following criteria:

- **Artistic Qualifications:** The qualifications of the individual/organization based on training and/or professional experience and quality of work

- **Capacity:** Capacity to successfully provide the proposed service(s) as evidenced by planning skills, past record of achievement, and potential to manage and carry out the proposed service

- **Need of the Community:** The need of the community for the particular service based on how it will increase understanding of arts and culture, meet an underserved need in the community, and/or provide arts access and arts education opportunities

- **Artistic Merit:** The extent to which the service offers a quality products that advances the preservation or perpetuation of art forms, including a curriculum, timeline, budget and appropriateness to targeted audiences

SERVICE CONTRACT

The MCAD staff will conduct a workshop on CAP artists' responsibilities. All CAP artists meet with the MCAD staff to review instructions on scheduling of services, completing agreement forms, evaluation forms, and invoices. A signed contract must be completed with the MCAD before commencement of services.

Identification of Community Hosts

The MCAD Staff will work with participating individuals/organizations to identify community hosts. Community hosts may include schools, community organizations, recreation centers, social service agencies, and other non-profit groups. **Places of worship may serve as community hosts if the CAP service will not be part of a religious service/ceremony and attendance will be open to the public.** Emphasis will be placed on underserved communities that have not had prior exposure to

the art form. The community host will have to provide space at no charge to individuals/organizations that meet the services performance requirements. The host is expected to generate publicity and make the service available at no charge to the public.

Community Host Agreement

After a service has been confirmed with a host, the individuals/organizations or host must submit a signed Community Host Agreement Form to the MCAD at least two (2) weeks prior to the commencement of each service. The Community Host Agreement Form may be downloaded from our website (www.elpasotexas.gov/mcad) by clicking on **Arts & Education**.

NOTE: The signed Community Host Agreement Form must contain all necessary information including precise dates and times for the proposed service. Incomplete, unsigned or faxed forms will not be accepted. Services through the program must be completed by August 31, 2010. **No exceptions will be made.**

Americans with Disabilities Act (ADA)

At the time of contract execution, successful grant applicants will be required to submit specific ADA-related documents to confirm compliance with several local ordinances and state and federal statutes/regulations.

Payments

Once the contract is executed, grantees are required to submit an invoice upon completion of each contracted service. In the case of long-term artist residencies, invoices may be submitted on previously agreed upon dates during the residency. Artist evaluation forms and host evaluation forms must be submitted along with the invoice. Invoices submitted prior to the date of service or handwritten invoices will not be accepted.

Analysis Guidelines

Controls to determine that grantees are achieving the public purpose of the City to provide arts and culture to the El Paso community, will be measured by artist evaluation forms and community host evaluation forms. In addition, the MCAD staff will periodically attend CAP services. **Grantees funded through CAP must provide on-going reporting on each program/event sponsored including attendance, location and an evaluation of the program/event. Community hosts must provide a completed evaluation form within seven (7) business days of the presentation and are encouraged to submit photographs of each service.**

APPLICATION PACKAGE

All applicants must submit **one signed original and six (6) copies** of the application. All application forms must be formatted to at least a 12-point font size. Application forms are available in the MCAD office, or may be downloaded from our website (www.elpasotexas.gov/mcad) by clicking on **Cultural Funding Program**. **NOTE:** The application forms and all copies **must not** be stapled or bound, and must be assembled in the following order:

1. **Proposal Cover Sheet**
2. **Assurance and Signatures –** The proposal must be reviewed and signed by the organization's Board Chair/Authorizing Official and the Executive/Project Director before being submitted to the MCAD

3. **Narrative –** Please observe and adhere to the page limits indicated on the forms
4. **Attachments –** Submit **only one (1) set** of attachments and assemble in this order:
    - Charter, articles of incorporation and by-laws (required of first-time applicants and funded organizations that have changed their by-laws)
    - IRS 501(c)(3) Letter of Determination (required for first time applicants)
    - Strategic Plan (for organizations only)
    - List of names and titles of key staff, including Artistic Director, along with brief bios (2 page limit), and organizational chart
    - **Do not assume that the Review Panel will already be familiar with your organization or work.** Submit any additional materials that will help the review panel better understand the services provided by the organization; including news clippings, CD/DVD, or any printed promotional material
    - For applicants submitting CD/DVD, submit the best 90-second representation of your work
    - **No VHS, audiotapes or slides will be accepted**

City of El Paso Museums and Cultural Affairs Department

COMMUNITY ARTS PROGRAM (CAP) APPLICATION

Fiscal Year 2009-2010

This application is due by 5:00 PM on **April 6, 2009,** or must be postmarked by the deadline date. **Hand-written forms will not be accepted.** Download form at www.elpasotexas.gov/mcad.

Legal Name of Applicant:		
Mailing Address:		
City:	State:	Zip Code:
Physical Address: (if different)		
City:	State:	Zip Code:
Announcements and messages will be communicated via email. Please provide email for a primary contact person who regularly accesses email messages to ensure prompt reply, i.e. Business Manager or Administrative Assistant.		
Primary Contact Person:	**Telephone (include area code):**	
Email:	**Website:**	
Social Security Number (for individual artists only):		
Federal Employer ID Number (for organizations only):		
Is your organization operated for charitable (nonprofit) goals?	YES	NO
Does your organization have administrative offices in El Paso?	YES	NO
ELECTED CITY OFFICIAL OF APPLICANT'S ADMINISTRATIVE OFFICES (Available from Municipal Clerk 541-4127 or www.elpasotexas.gov/government.)		
City Council Representative:		
District #:		
Artistic Discipline of Proposed Service:		
☐ Theatre	☐ Visual Arts	☐ Music	☐ Film/Video
☐ Literary	☐ Performing Arts	☐ Other (specify):	
☐ Multi-media (specify):		☐ Multi-disciplinary (specify disciplines):	
Title of Service:			

FOR MCAD USE ONLY – PLEASE DO NOT WRITE BELOW THIS LINE

Check if received:		Qty/Each	Staff Review Completed by (print name):
☐	Application		
☐	CD/DVD		Date Stamp:
☐	Photographs		
☐	Manuscript/Bio		

Applicant Name: _____

ASSURANCES AND SIGNATURES

If funding is awarded, the applicant hereby assures the MCAD that:

1. Any funds received as a result of this application will be used solely for the purposes described.
2. The activities and services for which financial assistance is sought will be administered by or under the same supervision of the applicant organization.
3. The applicant organization is a non-profit entity as defined by the Internal Revenue Service, or an educational institution, or a unit of government.
4. The applicant organization will comply with the following: Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Age Discrimination Act of 1975; Section 504 of the Rehabilitation Act of 1973; Americans with Disabilities Act of 1990 and City of El Paso Ordinance No. 9779 C.1. regarding accessibility; Drug Free Workplace Act of 1988; Texas Assumed Business or Professional Name Act; Section 5(j) of National Foundation of the Arts and Humanities Act of 1985 regarding labor standards and City of El Paso Ordinance No. 8790 regarding soliciting money or property.
5. The applicant organization officials have read, understand and will conform to the intent outlined in the current Funding Program Guidelines for the City of El Paso.
6. The undersigned have been duly authorized by the applicant organization to submit this application and support material.
7. In addition to the assurances listed above, the applicant organization hereby assures the City of El Paso that the applicant will comply with the following:
    a. Equity Mandate regarding equitable procedures for the distribution of resources to recipients who reflect the geographical, cultural, and ethnic diversity of the state's population.
    b. Obscenity Clause Section 10(7)(b) of the Texas Commission on the Arts Enabling Legislation, which prohibits the Texas Commission on the Arts and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program that includes obscene material as defined in Section 43.21 Penal Code of Texas.

CERTIFICATION

I certify that all information contained in this application, including all support material, is true and correct to the best of my knowledge.

_____	_____	_____
Signature of Individual/Organization Contact Person	Complete Legal Name (print)	Date

SECOND SIGNATURE REQUIRED FOR ORGANIZATIONS ONLY:

_____	_____	_____
Signature of Authorized Official/Board Chair	Complete Legal Name (print)	Date

Please use BLUE INK for signatures and PRINT your complete legal name.

NOTE: For proposals being submitted by two organizations, the authorized official/board chair and project/executive director of each organization certifies that the materials are true and correct to the best of our knowledge. It is understood and agreed that each organization must sign above (make additional copies of this page for each organization's signatures).

DEFINITION: Authorized Official. A principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization. He/She must read and guarantee the organization's compliance with all requirements listed above.

Applicant Name: _____

NARRATIVE

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

1. Describe the concept of the service you are proposing and would like to make available to the El Paso community. **Please only use space available.**
2. Describe the scope of services for every one (1) service proposed. **Please use bullet-format and only use space available.**
3. Check the type of service you are proposing to provide. **Please mark only one choice.** ☐ One time performance/demonstration/class/master class (1 hour) ☐ Workshop (2 hours) ☐ Exhibition and lecture (as negotiated with host): ☐ 3 weeks ☐ 6 weeks ☐ Residency (long-term as negotiated with host): ☐ 2 weeks ☐ 4 weeks ☐ 6 weeks ☐ Other:
4. Is the service format can be adapted to suite the needs of various venues? Yes No (For example one time performance/demonstration/class/master class can be adapted into several 1-hour workshops and/or an exhibition.) If yes, please use a separate sheet to describe.
5. Do you provide curriculum aligned with TEKS? ☐ Yes ☐ No
6. How many artists will be involved and what is the specific role in the proposed project?

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

7. For what audience will this service be most appropriate and will you be available?
You may check up to four (4).

- ☐ Pre-school children (available M-F, 8:00-5:00 pm)
- ☐ Grade school children (available M-F, 8:00-5:00 pm)
- ☐ Middle/High school students (available M-F, 8:00-5:00 pm)
- ☐ Adults (various times as negotiated with Community Host)
- ☐ Senior adults (various times as negotiated with Community Host)
- ☐ Persons w/disabilities (various times as negotiated with Community Host)
- ☐ Other (specify audience and available time)
- ☐ Bilingual (specify audience and available time)

8. Explain what you hope your audience or participants will gain or learn from your service.

9. List all special technical requirements and/or restrictions related to the proposed service. (For example, dimensions of stage area, ceiling height, electrical or lighting needs, dressing rooms, class size, supplies, furniture and equipment, etc.)

10. Describe any marketing ideas that you and/or the host may use to promote this service. List any potential community hosts and their contact information.

Applicant Name: _____

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

11. Summarize your training (formal or informal), background, or previous experience that qualifies you to provide this service.

12. **Proposed Expenses.** Please provide a detailed breakdown of expenses for **ONE** service. Round all figures to the nearest dollar. Total for one service should not exceed $2,500.00. All set up and preparation costs should be included in the **ONE** service fee.

A. Administrative Personnel $_____

B. Artistic Personnel $_____

C. Technical Personnel $_____

D. Other Expenses: List and explain expenses related to this service including production and marketing $_____

$_____

TOTAL EXPENSES FOR ONE SERVICE (add A through D) $_____

13. List the number of services available to provide between October 1, 2009 and August 31, 2010.

_____

14. Please indicate if you would like for the MCAD to provide your information for inquiries about outside contracting opportunities? ☐ Yes ☐ No

COMMUNITY ARTS PROGRAM (CAP)
PROGRAM DEFINITIONS

COMMUNITY HOST EVALUATION FORM

Selected CAP Artists are responsible for providing the host with a Community Host Evaluation Form for each service provided. Completed forms may be mailed directly by the host or given to the artist to forward to the MCAD.

APPLICATION VOCABULARY

Artist: Any practitioner of the fine arts

Classes: Instruction to include demonstrations, performances or exhibitions

Discipline: Any art form such as music, dance, theater, literature, visual, media or folk

Folk Artist: Maintains or practices traditional beliefs or skills that are learned and passed on from one generation to the next by word-of-mouth and customary example; The folk arts can include both material culture and oral/expressive traditions, and are found in groups of people who share a cultural bond and history

Host: Any organization which brings an artist to its community; Hosts may be churches, schools, community organizations, recreation centers, social service agencies, and other non-profit groups

Lesson Plan: Step-by-step outline of educational service objective and methods of implementation indicating a timetable for completion

Master Class: An advanced class usually taught by a professional artist for students who have already had a considerable amount of training

Residency: Long-term (two or more weeks) instruction to include demonstrations, performances and exhibitions

Service: The activity for which the applicant is requesting funds; One service consists of activity from beginning to end

Service Budget: The total expenses for each type of service for which funds are requested

Workshop: Short-term instruction, one or two individual sessions

ARTS DEVELOPMENT AND ENRICHMENT PROGRAM (ADEP) FUNDING GUIDELINES

PURPOSE

To respond to the needs of and encourage the creativity of local individuals and cultural organizations; provide management and technical assistance to individuals and cultural organizations to build artistic and administrative capacity through mentoring, workshops and consultations, as well as funding individual and/or organizational programs and special initiatives.

ADEP provides management and technical assistance to build artistic and administrative capacity in the following two ways:

1. **Community Partnerships for Projects/Special Initiatives:** Provides support for the development of quality arts experiences, arts education, community arts development, cultural heritage and cultural tourism initiatives, and performing/visual arts events

   NOTE: Applications for projects dealing with El Paso's role in the Mexican Revolution will be considered for the 100th Anniversary Celebration to be held in 2010.

2. **Technical Assistance:**
   a. **Mentoring:** Provides opportunities for individuals and cultural organizations to benefit from the expertise and experience of successful individuals/organizations
   b. **Workshops:** Provides one-time or on-going learning opportunities in an educational setting provided by the MCAD and/or other service providers
   c. **Consultations:** Provides professional services to individuals and cultural organizations to address specific needs

ADEP provides community partnership (including other governmental agencies) project support to individual artists, arts and cultural organizations for projects and special initiatives that help meet the MCAD goal to support the development of quality arts experiences, arts education, community arts development, cultural heritage and cultural tourism initiatives and performing/visual arts events that provide a variety of opportunities to engage in arts and cultural activities that enliven and celebrate the City of El Paso and the region.

PROGRAM ELIGIBILITY CRITERIA

To apply for ADEP an individual artist or cultural organization must meet the general eligibility requirements of any existing funding program and specifically reside in the El Paso City limits.

REVIEW CRITERIA

When determining the amount of payment to be made on behalf of an individual/cultural organization, applications are evaluated according to the following criteria:

- **Need:** How great is the individual's and/or organization's need to participate? To what extent would procurement of services by the City serve to meet the needs of the community and the organization?

- **Stability/Accountability:** Has the individual/organization performed in reliable manner in the past year, in terms of regular programming, community outreach, fiscal management practices (organizations only), and compliance with City contracts? Is the organizational Strategic Plan clear and feasible? If so, please submit.

- **Ability to Succeed:** Does the individual/organization meet the requirements for participation in this program and show the capability to comply with requirements and successfully complete management and technical assistance programs?

PROPOSAL REVIEW PROCESS

ADEP is administered by the MCAD and includes application review, selection, implementation and evaluation. The staff will select applicants meeting the program criteria and guidelines for participation, subject to availability of funds.

NOTE: Special consideration will be given to projects commemorating The Centennial of El Paso's role on the Mexican Revolution.

APPLICATION PACKAGE

All applicants must submit **one signed original application**. All application forms must be formatted to at least a 12-point font size. Application forms are available in the MCAD office, or may be downloaded from our website (www.elpasotexas.gov/mcad) by clicking on **Cultural Funding Program**. **NOTE:** The application forms and all copies **must not** be stapled or bound, and must be assembled in the following order:

1. **Proposal Cover Sheet**
2. **Assurance and Signatures** – The proposal must be reviewed and signed by the organization's Board Chair/Authorizing Official and the Executive/Project Director before being submitted to the MCAD
3. **Narrative** – Please observe and adhere to the page limits indicated on the forms
   - Describe Project or Event
   - Provide Project Objectives and Timeline
   - Describe Project Evaluation Plan (explain how data will be collected to demonstrate the success of the project)
4. **Budget** – Indicate requested amount and the allocation of all funds related to the project
5. **Attachments** – Submit **only one (1) set** of attachments and assemble in this order:
   - Charter, articles of incorporation and by-laws (required of first-time applicants and funded organizations that have changed their by-laws)
   - IRS 501(c)(3) Letter of Determination (required for first time applicants)
   - List of names and titles of key staff, including Artistic Director; Resume/Bio for individual artists **(2 page limit)** and organizational chart
   - Organizational description and mission (if applicable)
   - Curriculum and/or evidence of TEKS alignment (if applicable)
   - **Do not assume that the Review Panel will already be familiar with your organization or work.** Submit any additional materials that will help the review panel better understand the services provided by the organization; including news clippings, CD/DVD, or any printed promotional material
   - For applicants submitting CD/DVD, submit the best 90-second representation of your work
   - **No VHS, audiotapes or slides will be accepted**

City of El Paso Museums and Cultural Affairs Department

ARTS DEVELOPMENT AND ENRIGHMENT PROGRAM (ADEP) APPLICATION

Fiscal Year 2009-2010

This application is due **90 days before** project implementation. **Hand-written forms will not be accepted.** Download form at www.elpasotexas.gov/mcad.

Legal Name of Applicant:		
Mailing Address:		
City:	State:	Zip Code:
Physical Address: (if different)		
City:	State:	Zip Code:
Announcements and messages will be communicated via email. Please provide email for a primary contact person who regularly accesses email messages to ensure prompt reply, i.e. Business Manager or Administrative Assistant.		
Primary Contact Person:	**Telephone (include area code):**	
Email:	**Website:**	
Social Security Number (for individual artists only):		
Federal Employer ID Number (for organizations only):		
Is your organization operated for charitable (nonprofit) goals?	YES	NO
Does your organization have administrative offices in El Paso?	YES	NO
Please specify the amount of funding requested: $		
ELECTED CITY OFFICIAL OF APPLICANT'S ADMINISTRATIVE OFFICES (Available from Municipal Clerk 541-4127 or www.elpasotexas.gov/government.)		
City Council Representative:		
District #:		

FOR MCAD USE ONLY – PLEASE DO NOT WRITE BELOW THIS LINE

Check if received:		Qty/Each	Staff Review Completed by (print name):
☐	Application		
☐	Strategic Plan		Date Stamp:
☐	CD/DVD		
☐	Photographs		
☐	Manuscript/Bio		

Applicant Name: _____

ASSURANCES AND SIGNATURES

If funding is awarded, the applicant hereby assures the MCAD that:

1. Any funds received as a result of this application will be used solely for the purposes described.
2. The activities and services for which financial assistance is sought will be administered by or under the same supervision of the applicant organization.
3. The applicant organization is a non-profit entity as defined by the Internal Revenue Service, or an educational institution, or a unit of government.
4. The applicant organization will comply with the following: Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Age Discrimination Act of 1975; Section 504 of the Rehabilitation Act of 1973; Americans with Disabilities Act of 1990 and City of El Paso Ordinance No. 9779 C.1. regarding accessibility; Drug Free Workplace Act of 1988; Texas Assumed Business or Professional Name Act; Section 5(j) of National Foundation of the Arts and Humanities Act of 1985 regarding labor standards and City of El Paso Ordinance No. 8790 regarding soliciting money or property.
5. The applicant organization officials have read, understand and will conform to the intent outlined in the current Funding Program Guidelines for the City of El Paso.
6. The undersigned have been duly authorized by the applicant organization to submit this application and support material.
7. In addition to the assurances listed above, the applicant organization hereby assures the City of El Paso that the applicant will comply with the following:
    a. Equity Mandate regarding equitable procedures for the distribution of resources to recipients who reflect the geographical, cultural, and ethnic diversity of the state's population.
    b. Obscenity Clause Section 10(7)(b) of the Texas Commission on the Arts Enabling Legislation, which prohibits the Texas Commission on the Arts and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program that includes obscene material as defined in Section 43.21 Penal Code of Texas.

CERTIFICATION
I certify that all information contained in this application, including all support material, is true and correct to the best of my knowledge.

_____	_____	_____
Signature of Individual/Organization Contact Person	Complete Legal Name (print)	Date

SECOND SIGNATURE REQUIRED FOR ORGANIZATIONS ONLY:

_____	_____	_____
Signature of Authorized Official/Board Chair	Complete Legal Name (print)	Date

Please use BLUE INK for signatures and PRINT your complete legal name.
NOTE: For proposals being submitted by two organizations, the authorized official/board chair and project/ executive director of each organization certifies that the materials are true and correct to the best of our knowledge. It is understood and agreed that each organization must sign above (make additional copies of this page for each organization's signatures).

DEFINITION: Authorized Official. A principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization. He/She must read and guarantee the organization's compliance with all requirements listed above.

Applicant Name: _____

NARRATIVE

Answer all questions. Use a clear, easy to read font of at least 12-points.
Use only the space provided. Do not attach additional pages, unless specifically indicated.

1. Check the type of service you are proposing to provide. **Please select only one choice.**

   ☐ Community Partnership/Project Special Initiative

   ☐ Technical Assistance
   - Mentoring
   - Workshop
   - Consultation

2. Describe the project or event. Include art form and style. **Please only use space available.**

3. Provide the project objectives and timeline. **Please only use space available.**

4. Describe the project evaluation plan. Explain how data will be collected to demonstrate the success of the project. **Please only use space available.**

Applicant Name: _____

ADEP – BUDGET FORM

Round off all figures to the nearest dollar. **Do not show in-kind or capital improvements expenses.** Definitions pertaining to this form are provided in Proposal Instructions and Definitions. **Figures should relate to organization's fiscal year.**

Organization's Fiscal Year	**From:**		**To:**
		xx/xx/xxxx	xx/xx/xxxx
		COLUMN A	**COLUMN B**
EXPENSES (for this project only):		**ADEP Estimated Budget**	**Other Funding**
Professional Services		$	$
Artistic		$	$
Technical/Production		$	$
Program Services		$	$
Marketing/Promotion/Printing			
Program Supplies/Materials		$	$
OTHER (ITEMIZE)			
		$	$
		$	$
		$	$
		$	$
		$	$
TOTAL EXPENSES		$	$
TOTAL PROJECT EXPENSES (Add Columns A + B)		$	

City of El Paso Museums and Cultural Affairs Department

REVIEW PANEL NOMINATION INSTRUCTIONS

Fiscal Year 2009-2010

The City of El Paso Museums and Cultural Affairs Department (MCAD) is looking for qualified individuals to serve as Review Panelists to assist the department with the Funding Program application review process. Selected panelists will serve on a review panel and review funding applications submitted to MCAD.

PANEL MEMBERSHIP CRITERIA

Knowledge: A panel member must have a high level of knowledge in a given arts/cultural discipline or field; the MCAD welcomes members who are not arts experts, but who have served as board members and are knowledgeable in the arts and culture non-profit sector from an administrative perspective

Understanding: A panel member's knowledge must not only relate to an arts discipline or field, but to the diversity and cultural, ethnic, aesthetic, and artistic plurality of the El Paso region

Experience: A panel member must be able to demonstrate a history of involvement in the management, artistic direction, and/or participation in a professional, community or emerging arts organization

Standards: A panel member must be dedicated to the highest professional standards within their respective discipline or field

Responsibility: A panel member must be able to attend the panel orientation and scheduled review meeting, as well as perform site visits if/and as requested by the MCAD; Panel members receive copies of the funding applications in advance and are required to review them prior to the scheduled panel meeting

PURPOSE OF REVIEW PANEL

- Provide a qualitative evaluation of the applications submitted to the MCAD
- Score all applications on their relative merit
- Comment on the reasonability of the funding requested in relationship to the proposed project or service
- Provide knowledgeable guidance to the MCAD in working with a given applicant in the future
- Provide advice and guidance to the MCAD staff
- Not make funding determinations or funding level recommendations – **panelists do not make funding decisions**

A variety of backgrounds and broad discipline representation must be included in the Review Panel. Selected panelists must also represent:

- Major institutions; arts/cultural organizations (both established and emerging), educational institutions, individual artists
- Appropriate geographic, ethnically diverse, disability and gender representation
- A balance of knowledgeable law and professional representation

HOW TO NOMINATE YOURSELF OR SOMEONE ELSE

Nominations may be made by any interested individual or organization. Nominations must include a fully completed nomination form with all questions answered **PLUS** a copy of the nominee's resume/bio. A Nomination Form is included in this book and is also available for downloading at our website (www.elpasotexas.gov/mcad) under the **Cultural Funding Program** section.

An interested individual may be nominated for the following Review Panels:

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.

City of El Paso Museums and Cultural Affairs Department

REVIEW PANEL NOMINATION FORM

Fiscal Year 2009-2010

Answer all questions. Use a clear, easy to read font of at least 12-points. **Attach a bio or resume. Hand-written forms will not be accepted.** Download form at www.elpasotexas.gov/mcad.

Name of Nominee:		
Title/Name of Organization:		
Mailing Address:		
City:	State:	Zip Code:
Physical Address: (if different)		
City:	State:	Zip Code:
Telephone (include area code):		
Email:		

Select the Review Panel(s) the Nominee is interested in serving on. Select all that apply.

- ☐ Operational Support Program (OSP)
- ☐ Project Support Program (PSP)
- ☐ Community Arts Program (CAP)

Use the Discipline Classification List on the following page to select the strongest two (2) areas of expertise for the Nominee. (For example, 1.A. = Dance/Ballet, etc.)

1. _____ 2. _____

Nominee Information: Completing the following information is optional; however, providing this information enables MCAD to ensure that panels are diverse and balanced.

Select the Nominee's appropriate categories:

A. ☐ Male ☐ Female

B. ☐ African American ☐ Asian

☐ Latino/Hispanic ☐ Native American

☐ White, Non-Latino/Hispanic ☐ Native Hawaiian or other Pacific Islander

☐ Other ethnicity

Nominated By: (if applicable)		
Title/Organization:		
Mailing Address:		
City:	State:	Zip Code:
Telephone (include area code):		
Email:		
I have spoken with the Nominee named above, and he/she has supplied their resume/bio AND has consented to serve on a review panel, if selected.	YES	NO
Signature:	Date:	

City of El Paso Museums and Cultural Affairs Department

DISCIPLINE CLASSIFICATION LIST

Fiscal Year 2009-2010

Use this list to complete the Review Panel Nomination Form on the previous page.

1. Dance (all forms) A. Ballet B. Ethnic/Jazz (includes folk-inspired, see #12) C. Modern	**8. Media Arts (see #14 for multi-media)** A. Film B. Audio (includes radio and sound installation) C. Video D. Digital, web-based
2. Music A. Band (not jazz/popular) B. Chamber (quartets, quintets, Da Camera) C. Choral D. New (experimental, electronic) E. Ethnic (includes folk-inspired, see #12) F. Jazz G. Popular (includes rock) H. Solo/Recital (only solo artists) I. Orchestra (symphonic/chamber)	**9. Crafts** A. Clay B. Fiber C. Glass D. Leather E. Metal F. Paper G. Plastic H. Wood I. Mixed Media
3. Opera/Musical Theatre A. Opera B. Musical Theatre	**10. Literature** A. Fiction B. Non-Fiction C. Playwriting D. Poetry
4. Theatre A. Mime B. Puppet C. Theatre for young audiences D. Theatre in general	**11. Interdisciplinary** Pertaining to art forms/art works that integrate more than one arts discipline to form a single work; collaborations between/among the performing and/or visual arts (includes performance art)
5. Visual Arts A. Experimental B. Graphics (includes press, print making, illustrations) C. Painting (includes watercolor) D. Sculpture	**12. Folk Arts** Pertaining to oral, customary, material and performance traditions informally learned and transmitted in contexts characteristic of ethnic, religious, linguistic, occupational, and/or regional groups; does not include folk-inspired dance or music such as interpretations of ethnic/folk dance or music by artists outside the particular ethnic/folk tradition
6. Design Arts A. Architecture B. Fashion C. Graphic D. Industrial E. Interior F. Landscape architecture G. Urban/Metropolitan	**13. Humanities** Pertaining but not limited to the following fields: history, philosophy, languages, literature, linguistics, archaeology, jurisprudence, history and criticism of arts, ethics, comparative religion, and those aspects of the social sciences employing historical or philosophical approaches
7. Photography (includes holography)	**14. Multi-disciplinary** Pertaining to two (2) or more arts disciplines; does not include interdisciplinary activities or events; does include all multi-media technology, websites, training, etc.

City of El Paso Museums and Cultural Affairs Department

SUMMER CONCERT PROGRAMS

2010 Season

INTRODUCTION

Since 1983, the City of El Paso has provided an outdoor summer concert program known as **Music Under The Stars**, which is held at the Chamizal National Memorial Park. In 2002, **Alfresco! Fridays** was added to bring a free outdoor concert program to the downtown area.

PURPOSE

To provide a complement of local and guest performers that represent a variety of musical genres with the intent of presenting El Paso residents and visitors with the best possible free summer concert programs. Along with local musicians and musical groups, the programs feature professional musicians of regional, national and international recognition.

The MCAD is committed to assisting in the development of El Paso's creative sector and to support access to arts and cultural activities for El Paso residents and visitors alike. Through the summer concert programs the MCAD provides free family-friendly entertainment to approximately 110,000 residents and visitors annually. **Music Under The Stars** and **Alfresco! Fridays** present music from a wide variety of cultures and artistic styles.

PROCESS

The MCAD is currently seeking musical performers for the 2010 season. The line-up will include a diverse mix of performers that "bring the world's music to El Paso." The season will include a variety of rhythms, styles and musical influences.

The MCAD identifies performers by aggressively seeking out and recruiting professional regional, national, and international performers. The MCAD staff also participates in booking conferences, contact agents, and researches all recommendations made to the MCAD. **NOTE: At the time of contract execution, all international applicants must have appropriate visas for travel and work in the U.S.**

HOW TO APPLY

Applicants interested in being considered for the 2010 Summer Concert Programs, must submit all of the following items:

1. Completed Participant Interest Form **(incomplete applications will not be considered)**
2. Summary of professional history and biographical information
3. Photographs (color and/or digital format preferred)
4. Demo CD; submit the best 90-second representation of your work
5. Schedule of upcoming performances
6. Booking fees and related costs
7. **Do not assume that the Review Panel will already be familiar with your organization or work.** Submit any additional materials that will help the review panel better understand the services provided by the organization; including news clippings, CD/DVD, or any printed promotional material

8. For applicants submitting CD/DVD, submit the best 90-second representation of your work; **No VHS, audiotapes or slides will be accepted**

REVIEW PROCESS

All applications and all support materials will be reviewed by a selection panel of community stakeholders who will make recommendations to the MCAD for the 2010 Summer Concert Programs. All applications are evaluated according to the following criteria:

- Quality of support materials
- History and professional experience
- Ability to provide 90 minute music-set and access to instruments
- Evidence of professional reviews and critiques or recommendations
- Reasonable booking fees and related costs

APPLICATION TIMEFRAME

Applications will be accepted by the MCAD beginning on August 31, 2009. **Incomplete applications will not be considered.** All applications and support materials due by 5:00 PM on **October 31, 2009,** or must be postmarked by the deadline date. **Hand-written forms will not be accepted.** The form is included in this booklet, and may also be downloaded from our website at www.elpasotexas.gov/mcad.

SEND INFORMATION PACKETS TO:

City of El Paso Museums and Cultural Affairs Department (MCAD)
Two Civic Center Plaza, 1st Floor
El Paso, TX 79901
Attn: Summer Concert Programs

NOTIFICATION TO APPLICANTS

All applicants will be notified in December 2010 of the status of their request. Whether or not you are selected for the 2010 season, the MCAD will keep all submitted support materials for documentation and promotional purposes.

In addition, upon selection minor applicants or children's groups (under 18 years of age at time of contracting) must each submit a Minor Release Form. The form is included in this booklet, and may also be downloaded from our website at www.elpasotexas.gov/mcad.

For additional information, please contact Victor Guerrero, Marketing and Cultural Tourism Coordinator, at 915-541-4942 or via email: GuerreroV@elpasotexas.gov.

City of El Paso Museums and Cultural Affairs Department

SUMMER CONCERT PROGRAMS PARTICIPANT INTEREST FORM

2010 Season

Answer all questions. Use a clear, easy to read font of at least 12-points. **Attach all requested support materials. Hand-written forms will not be accepted. Incomplete applications will not be accepted.** Download form at www.elpasotexas.gov/mcad.

Select the program you are applying for:

☐ **Alfresco! Fridays** (local bands only) ☐ **Music Under The Stars** ☐ **Both**

Name of Band:		
Type of Music/Genre:	# of Band Members:	
Manager/Primary Contact:	Telephone (include area code):	
Email:	Website:	
Mailing Address:		
City:	State:	Zip Code:

DEADLINE FOR ALL APPLICATIONS IS **OCTOBER 31, 2009 BY 5:00 P.M.**
Submit all of the following by the deadline **(incomplete applications will not be considered)**:

- ☐ Participant Interest Form
- ☐ Summary of professional history and biographical information
- ☐ Photographs (color and/or digital 300 dpi preferred)
- ☐ Demo CD; submit the best 90-second representation of your work
- ☐ Schedule of upcoming performances
- ☐ Booking fees and related costs
- ☐ Samples of promotional materials, including news clippings, media coverage, professional reviews and/or critiques, letters of recommendation, etc.

Do you have sufficient material to play/perform for 90 minutes?	YES	NO
Have you participated in the Summer Concert Programs in the past? If yes, indicate which program and date.	YES	NO
Are any of the band members/performers under 18 years of age?	YES	NO
If yes, is a Minor Release Form attached to this application?	YES	NO

MCAD will keep all submitted materials for documentation and promotional purposes.

FOR MCAD USE ONLY – PLEASE DO NOT WRITE BELOW THIS LINE

Check if received:		Qty/Each	Staff Review Completed by (print name):
☐	History/Bio		
☐	Photographs		Date Stamp:
☐	Demo CD		
☐	Promo material		
☐	Event schedule		
☐	Booking fees/costs		