

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

DEPARTMENT: Museums and Cultural Affairs

AGENDA DATE: March 22, 2011

CONTACT PERSON NAME AND PHONE NUMBER: Sean McGlynn, MCAD Director, 541-4898

DISTRICT(S) AFFECTED: All

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.

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 annually to implement a series of arts and cultural programs for visitors and residents of the City of El Paso. On February 24, 2011 the Museums and Cultural Affairs Advisory Board (MCAAB) approved revisions and moved forward a recommendation to approve revisions that are noted in the backup material.

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 Council on July 19, 2005; MCAD Ordinance #016196 restructuring department on November 2, 2005; Resolution to fund the FY07 Cultural Funding Programs on October 3, 2006; Resolution to provide management and technical assistance to artists and organization on November 14, 2006; Resolution approving changes to language on January 9, 2007; Resolution to streamline competitive application process on January 27, 2009; and Resolution to create two pilot categories for additional funding opportunities on February 16, 2010.

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?

\$239,902 HOT Fund 55010303/15707/505200
\$ 56,278 General Fund 55010299/01101505200
\$ 35,000 TCA Sub-Grant 55150003/07094/G550902505200
\$ 6,000 LowerDyer NRSA Project Grant (CDBG) 55150003/07084/G551004/5052000
\$337,180 TOTAL FUNDING FOR ALL PROGRAMS

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

Approved for recommendation by the Museums and Cultural Affairs Advisory Board (MCAAB) on February 24, 2011.

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 Cultural 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 _____, 2011.

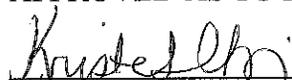
CITY OF EL PASO

John F. Cook, Mayor

ATTEST:

Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:



Kristen L. Choi
Assistant City Attorney

APPROVED AS TO CONTENT:



Sean McGlynn, Director
Museums and Cultural Affairs
Department

2011 MAR 14 AM 11:48

Funding Guideline Changes for FY12

What follows is a synopsis of the changes for FY12 Museums and Cultural Affairs (MCAD) Funding Guidelines:

1. The Texas Commission on the Arts (TCA) has directed the department to expect at least a 50% reduction in the department's annual allocation (TCA funds represent 10% of MCAD's *funding budget*). In response to those reductions, and an uncertain Federal environment, staff and the Advisory Board recommend:
 - a. Placing the Capacity Building funding program on hiatus (piloted last year; small funding program which does not directly support programming - \$5,000 given out in FY11)
 - b. Applicants can only apply for one of the available funding programs offered through this process
 - c. The award amounts for Operating Support and Project Support grants are amended:
 - i. Operating Support was \$15,000 - \$25,000 now is \$10,000 to \$25,000
 - ii. Project Support was \$1,000 to \$15,000 now is \$1,000 to \$10,000
2. Based on uncertainty on how the panel is to grade organizations and individuals who do not show up for their panel session: The guideline explicitly state that an applicant's failure to attend the review panel meeting will result in a reduction of 20 points from the total score of 100 points.
3. In an effort to have organizations formulate realistic budgets, and to bring the program in line with best practice MCAD will establish a 50% rule. Any funding request cannot exceed 50% of the earned income from its prior year's IRS 990. This establishes a realistic barometer of what a group is able to raise and earn in support of its activities.
4. Formalize MCAD's right to ask the City's Audit Division to conduct an audit of any organization's or any individual's financial activity as it relates to City provided funding.
5. In addition, the **full** guidelines are attached for review.

Exhibit "A"

City of El Paso Museums and Cultural Affairs Department
(MCAD)
GENERAL APPLICATION GUIDELINES
Fiscal Year 2011-2012

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

For the Operational Support Program (OSP), Project Support Program (PSP) contact:

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

For the Community Arts Program (CAP) and Artist Incubator Program (AIP) contact:

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

10. 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.
11. MCAD employees and family members that live in the same household can not apply for cultural funding.

SPECIAL APPEAL

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

Cultural Funding Guidelines

The City continues funding opportunities in the arts and culture in an effort of creating a vibrant and healthy community reflecting the character of the city and its citizens. These assets should be shared, experienced, nurtured and supported, so that all El Paso citizens have an opportunity to experience first-class arts and cultural programs. To accomplish this goal, City Council has established the funding programs outlined in these guidelines to serve a public and municipal purpose of providing the opportunity for citizens to experience the finest in arts and culture. City Council further determined that such funding furthers the economic development of the city and serves to attract visitors to El Paso, Texas. Since the inception of this Funding Program in 2006, Museums and Cultural Affairs Department(MCAD) has distributed a total of \$1,618,155

One of the primary roles of 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.

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

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

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

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

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

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

Artist Incubator Program (AIP):

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

ORGANIZATION DEFINITIONS

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 50% of the organization's previous year's expenditures as determined by the IRS 990 IRS Form.

Mid-Size Organizations

- Organizations that have an operating budget of at least \$50,000 up to \$100,000
- The total funding from the City of El Paso will not exceed 50% of the organization's previous year's expenditures as determined by the IRS 990 IRS Form.

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 the organization's previous year's expenditures as determined by the IRS 990 IRS Form.

Individual Artist

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

GENERAL CULTURAL FUNDING GUIDELINES

FUNDING PROGRAM TIMELINE

March 22, 2011

Fiscal Year 2011-2012

Guidelines & Applications will be available on line at the MCAD web

www.elpasoartsandculture.org

Each organization or individual will be responsible to print your own copy of the Cultural Funding Guidelines and the application.

Early Bird March 29, 2011
Late session April 11, 2011

Orientation Sessions

Application assistance workshops for the different specific Programs will be offered early bird in March and a late session in April.

NOTE: Mandatory for all applicants

April 26, 2011
5:00 PM

Application Due

All applications due, **no exceptions. Applications must be hand delivered or postmarked by the deadline date.** OSP, PSP, CAP, AIP

May 24, 2011
5:00 PM

Schedule of Applicants posted on the web by
Applicants will be notified of the time and date through e-mail and also posting it in our web. (it is the applicant's responsibility to become informed)

June 7, 2011
June 8 and 9, 2011
June 14, 15, 16, 2011
June 21 & 22, 2011

Panel Review Sessions

Operational Support Program (OSP) Panel
Project Support Program (PSP) PSP Panel
Community Arts Program (CAP) Panel
Artist Incubator Program (AIP) Panel

July 21, 2011

Funding Recommendations

Based on Applicant's scores and availability of funds, are forwarded to Museums and Cultural Affairs Advisory Board (MCAAB) for review and approval

End of August, 2011

City Council approves FY2012 City Budget

End of September 2011

Funding amount determination letter will be sent out to all awardees by the end of September 2011 pending approval of City Council

September, 2011

Contracts will be drafted for Fiscal Year 2012

Operational Support Program (OSP) only
March 19, 2012

Mid-year reports due; reports will not be accepted before March 1, 2012 (this is in addition to the monthly matrix report)

August 15, 2012

Final Reports

OSP, PSP (final reports are due)
AIP, CAP are measured as the services are completed.

GENERAL ELIGIBILITY & PROCESSES FOR ALL APPLICANTS

Fiscal Year 2010-2011

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

Applicant	OSP	PSP	CAP	AIP
Large Non-profit Arts and Cultural Organizations*	√			
Mid-Size Non-Profit Arts and Cultural Organizations to include non-profits that have a Cultural Department with a Director or Coordinator for the program *		√	√	
Emerging and Small-Budget Non-profit Arts and Cultural Organizations *		√	√	
Individual Artists (select only one category according to project needs)			√	√

Applicants can only be awarded every other year

*Given the budgetary constraints applicants have to make a choice of which program they want to apply, only one application will be accepted per organization.

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 2011-2012 are listed below. Guidelines and deadlines for future years will be published in a similar manner.

SCHEDULING OF REVIEW PANELS

The information will be sent via e-mail, with the date and time of your organization or individual review panel. Panel Review Sessions: Applicants must attend the peer review panel meeting to present a brief organizational/project summary and answer questions Also the schedule will be posted by May 23rd, 2011 on the MCAD web page www.elpasotexas.gov/mcad under Cultural Funding.

Applicant’s failure to attend the panel meeting will result in a reduction of 20 points from the total score of 100 points.

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 26th, 2011**
- Project Support Program (PSP)**April 26th, 2011**
- Community Arts Program (CAP)**April 26th, 2011**
- Arts Incubator Program (AIP) **April 26th, 2011**

GENERAL ELIGIBILITY

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

- Non-profit 501(c)(3) arts and cultural organizations, including service organizations to arts and culture, operating and providing programs and services within the City of El Paso or other 501(c)(3) organizations that have a documented history or engagement in the arts within the City of El Paso. **NOTE: At the time of contract execution, ALL funding applicants will be required to confirm compliance with several local ordinances and state and federal statutes/regulations; which will be indicated in the contract document. To check the status of your organization with the State. If you need to find out, go to the link below:**

<http://ecpa.cpa.state.tx.us/coa/Index.html>

- Organizations that have an active volunteer board of directors that meets at least four (4) times per year
- Individual artists who are residents of the City of El Paso, and that have at least one (1) year of demonstrated history of producing art, arts education, or community arts programming
- Activities and services that occur within the City of El Paso and for the benefit of residents and visitors of El Paso, with a primary focus on providing services to residents and promoting tourism
- Activities and services that are open and accessible to the public and meet the requirements established by the Americans with Disabilities Act (ADA) and related City ordinances
- Organization's administrative offices must be located permanently in the City of El Paso
- MCAD encourages each organization to keep its elected and appointed City Representatives (e.g., Cultural Affairs Advisory Board) informed of its activities, and how its services are impacting the different communities within each District and city-wide

FIRST-TIME APPLICANTS

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

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

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

REVIEW PANEL PROCESS

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

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

- All applications are subject to the Review Panel Process
- **Applicant's failure to attend** the panel meeting will result in a reduction of 20 points from the total score of 100 points
- 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

- Applicants must attend the peer review panel meeting to present a brief organization/project summary and answer questions about the organization and/or proposed scope of work. With the exception of the Community Arts Program which allows for a brief demonstration by the artist
- MCAD employees and/or immediate family members **are not** eligible to apply for Cultural Funding Grants

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 then it goes to the City Council for budget approval.
- Refer to the Funding Program Timeline on page 2 for specific deadlines
- Availability of funds
- **50% Rule** An organization's Maximum Eligible Request (MER) is not to exceed 50% of the organization's previous year's cash revenues as determined by the IRS 990/990EZ Form for the two most recently completed fiscal years (in most cases fiscal years 2009 and 2010). All organizations are required to file a 990 IRS form annually. The IRS form 990 for 2009 and 2010 determines the accuracy of Maximum Eligible Request (MER) If MCAD doesn't receive this form from the organization applying for funds or can not verify your 990 it will have an impact on your award.
- Recommended funding will also be based upon Fiscal Year 2011-2012 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 MCAD staff, the awardees must sign the contract no later than **November 15, 2011** in order to receive the awarded funding.
- Any changes to the scope of work given the level of funding, have to be made within 8 business days from the day you receive the award letter. The correct scope of work has to be included in the contract, since it is a binding document.
- Contracts must be signed by the appropriate individuals as follows:
 - a. OSP contracts must be signed by Executive Director or organization's equivalent and the Board Chairman
 - b. PSP contracts must be signed by Executive Director or organization's equivalent and Board Chairman
 - c. CAP contracts must be signed by the awarded Individual/Organization
 - d. AIP contracts must be signed by the awarded Artist.
- **Please review and ensure that your financial reporting is accurate. Submission of inaccurate financial reporting will be conveyed to review panel, even if it is transposing of numbers.**
- **Ensure that the organization is not 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**
- **The organization will maintain auditable financial records reflecting generally accepted accounting standards related to its overall activities, submit itemized reports or expenditures as required by established City procedures, and submit timely reports reflecting the progress make in achieving its approved goals and objectives.**

CANCELLATION OF CONTRACT

Organizations that fail to provide contractual services or meet program eligibility and reporting requirements may be considered to be in breach of their contract. Failure of an organization to satisfactorily address the City's concerns within the contract notice period may result in a termination of the current contract or a recommendation of no funding or a reduction in funding for the next fiscal year. The City will maintain a list of all organizations that have breached contract requirements.

AMERICANS WITH DISSABILITIES 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.

THE CITY RESERVES THE RIGHT

The Contractor shall keep complete and accurate books and records indicating when, how, by whom, and for what purposes the funds received under the Contract are spent by the Contractor, and the Contractor shall make such books and records available to the City for examination upon request. All Funds disbursed under this Contract shall be handled by the Contractor in accordance with the standards of the American Institute of Certified Public Accountants, which include provisions for sound fiscal practices and fiscal reporting. In addition, the Contractor shall furnish the City at its request with balance sheets and statements of operation, which accurately account for expenditure of Contract funds, and a written narrative report reflecting same. **The City reserves the right to audit the books and records of the Contractor, upon reasonable notice to the Contractor and during regular working hours, in order to ensure fiscal and programmatic compliance with the assurances in this contract.**

If any serious discrepancy should appear in such reports or statements, the City shall notify the Contractor. If such discrepancy is not rectified to the satisfaction of the City within 30 days, the City may withhold all or part of the funds from the contractor. "Serious discrepancy" shall mean violation of an existing statute or ordinance or an expenditure of Contract funds for a purpose which is not authorized by this Contract. Should the City determine that any provision of this Contract has been violated; the City may terminate this Contract immediately. Written notice of termination will be sent to the Contractor.

WHAT IS NOT FUNDED

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

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

- Activities restricted to organization’s members, or which do not benefit the general public
- College/University or school projects that are part of a course or curriculum, or which do not benefit the general public
- Previously completed activities, or activities that have occurred prior to the fiscal year; and according to the dates delineated in the application and the contract.
- Individual artists who are not residents of the City of El Paso, or organizations that do not have administrative offices located permanently in the City of El Paso
- Youth applicants, or organizations that are administered by youth who are in school and have not completed the 12th grade (for the primary delivery of the artistic product)
- Activities that occur outside of the El Paso City limits

APPEAL PROCESS

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

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

The grounds for reconsideration of an application are:

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

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

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

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

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

MUSEUMS AND CULTURAL AFFAIRS DEPARTMENT

Overview of the Department

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:

- Promotion of Arts and Culture
- Arts Education
- Cultural Heritage and Tourism
- Community Exhibit Programs
- Cultural Funding Programs
- Individual Artist Support
- Management and Technical Assistance
- Summer Cultural Programs
- The MCAD is committed to the continued development of the city's arts industry, providing programs that are representative of the city's diverse cultures, and to maximizing available resources in order to enhance the city's cultural vitality.

OPERATIONAL SUPPORT PROGRAM (OSP) FUNDING GUIDELINES Fiscal Year 2012

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 \$10,000 with a maximum award of \$25,000. Awards will be dependent on availability of funds.

EVALUATION CRITERIA

1. Artistic Excellence and Innovation

- Has the organization maintained high artistic standards in programming and services?

- Does the proposed programming/project demonstrate a continuation or building of artistic excellence?
- Does the organization produce/present professional quality work that contributes to the unique artistic/cultural community of El Paso?

2. 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 applicant have an audience development plan that addresses attracting future new audiences through educational programs, ticket give-aways, and/or free outreach programs?

3. 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 patrons?
- 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?
- Does the organization do outreach through educational programs?
- Does the organization do outreach to underserved populations?
- **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.

4. 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?
- Does the application show evidence of public and/or private financial commitment other than its request to MCAD Cultural Funding?

5. 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 and visitors?
- Does the program/service provide a measurable economic contribution?
- Does the organization conduct ongoing planning and program evaluations with appropriate use of tools to measure program/project effectiveness?
- This organization proposed programming promote excellence in the arts for the City of El Paso?

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. When the award letter is received you will have ten (10) business days to review the scope of work given the funding level of the award. If the "Scope of Work" is going to be altered in any way, please submit the revised scope of work and budget: a hard copy signed by the Executive Director, or equivalent within 10 days of your receipt of the award letter. **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, 45% invoice with mid year report and 5% with end of the year report.

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 City of El Paso has a net 30 day window within which to process invoices

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 2012 appropriation levels approved by the City Council of the City of El Paso and the 50% rule.

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:

[Applicants must attend the peer review panel meeting to present a brief organizational/project summary and answer questions.](#)

- **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 19, 2012** on the form provided by the MCAD, along with an invoice requesting payment of up to 45% of the contract amount. The report 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 15, 2012** 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.

- **Proof Liability Insurance:** Insurance requirements are included in the contract. A Certificate of Liability 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 City of El Paso as policy holder (on the bottom left hand section of the insurance form).

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.eventsel Paso.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 its elected and appointed City Representatives (e.g., Cultural Affairs Advisory Board) informed of its activities, and how its services are impacting the different communities within each District and city-wide.

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.

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.

OPERATIONAL SUPPORT PROGRAM (OSP) APPLICATION INSTRUCTIONS

APPLICATION DEADLINE

Applications must be received in the MCAD office by 5:00 PM on **April 26, 2011**, or postmarked by midnight on the deadline date. Late proposals will not be accepted, no exceptions.

OSP grant period is September 1, 2011 through August 31, 2012. The application must be stamped when it is received.

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 eight (8) 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:

Check list page (to ensure you have every document needed)

- 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
- Narrative** – Please observe and adhere to the page limits indicated on the forms. Ensure that the scope of work is specific and clear. The scope of work will become part of the contract.
- Form A – Operating Income**
- Form B – Operating Expenses**
- Form C – Operating Budget Summary**
- Form D – Status of Operating Endowment(s)** (if applicable)
- Form E – Status of Accumulated Operating Deficit** (if applicable)
- Form F – Financial Statement and a Copy of IRS 990 Form of 2009 and 2010 (the most recent completed IRS 990 form)** If we have them before the Review Panels we will share them with the review panel. It reflect on the administrative health of the organization
- Form G – Cultural Diversity Summary**
- 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
 - Strategic Plan for the organization
 - Current season of events (1 page limit)
 - Proposed season of events for fiscal year 2011-2012 (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
 - Schedule of Board Meetings (must have a minimum of 4 meetings per year)

- Copies of letters sent to your City Representatives and State Representative for your district As required by MCAD regarding the award granted. (page VIII in General Guidelines)
- 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
- No VHS, audiotapes or slides will be accepted**
- For applicants submitting CD/DVD, submit the **best 90-second representation** of your work, if longer MCAD staff will play the first 90 seconds. Please note the minute and second mark that you would like the panel to view or hear. Due to time constraints of panel sessions, no more than 90 seconds will be reviewed.

MCAD will not accept late attachments. Points will be deducted by panel for missing documents

OPERATIONAL SUPPORT PROGRAM (OSP) APPLICATION

Fiscal Year 2011-2012

This application is due by 5:00 PM on **April 26, 2011**, 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:	xx/xx/xxxx	To:	xx/xx/xxxx
Amount of Funds Requested (this program only):		\$		
Projected Total Attendance for FY 2011-2012				
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?			<input type="checkbox"/> Yes	<input type="checkbox"/> No
FOR MCAD USE ONLY - PLEASE DO NOT WRITE BELOW THIS LINE				
Check if received:		Qty/Each	Staff Review Completed by (print name):	
<input type="checkbox"/>	Application 1 original & 8 copies			
<input type="checkbox"/>	Strategic Plan			
<input type="checkbox"/>	CD/DVD			
<input type="checkbox"/>	Photographs		Date Stamp:	

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.

I certify that all the required attachments are being submitted with the application.

_____ 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: 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. (no more than 150 words)

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2. Describe the history and development of your organization. Include information about the organization's artistic and/or cultural achievement. (no more than 300 words)

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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. Read the evaluation criteria to better address the question.

3. (a) Impact/Services to El Paso Residents (no more than 200 words)

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3. (b) Artistic Excellence and Innovation (no more than 200 words)

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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) Proposed Scope of Services – List the type and **number of services** to be provided to the City. This becomes part of the contract; ensure that is clear and specific. (no more than 200 words)

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3. (d) Diversity (no more than 150 words)

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3. (e) Audience Development - Please indicate primary focus of organization. If your organization addresses both Audience Development and Tourism Promotion, also address question (no more than 150 words)

--

Applicant's Name _____

4. Describe how your organization ensures that programs and facilities are accessible to individuals with disabilities.(no more than 150 words)

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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. (no more than 200 words)

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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 2010 through August 2011 (projection for current fiscal year)	
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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 reflect to organization’s fiscal year.**

(Embedded spreadsheet please double-click to activate/fill)

Organization's Fiscal Year		From:		To:
		mm/dd/yyyy		mm/dd/yyyy
Ensure the numbers add	2 YRS PRIOR FY ACTUAL*	PREVIOUS FY ACTUAL*	CURRENT FY ESTIMATE	NEXT FY PROJECTION
CITY OF EL PASO – MCAD				
Operational Support Program	\$0.00	\$0.00	\$0.00	\$0.00
Other MCAD Support	\$0.00	\$0.00	\$0.00	\$0.00
EARNED REVENUE				
Admissions	\$0.00	\$0.00	\$0.00	\$0.00
Tuition/Class/Workshop Fees	\$0.00	\$0.00	\$0.00	\$0.00
Contracted Service Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Auxiliary Activities	\$0.00	\$0.00	\$0.00	\$0.00
Memberships	\$0.00	\$0.00	\$0.00	\$0.00
Fundraisers/Special Events	\$0.00	\$0.00	\$0.00	\$0.00
RESTRICTED CONTRIBUTIONS				
Individuals	\$0.00	\$0.00	\$0.00	\$0.00
Corporations	\$0.00	\$0.00	\$0.00	\$0.00
Foundations	\$0.00	\$0.00	\$0.00	\$0.00
UNRESTRICTED CONTRIBUTIONS				
Individuals	\$0.00	\$0.00	\$0.00	\$0.00
Corporations	\$0.00	\$0.00	\$0.00	\$0.00
Foundations	\$0.00	\$0.00	\$0.00	\$0.00
GOVERNMENT GRANTS				
Federal (NEA, NEH, etc.)	\$0.00	\$0.00	\$0.00	\$0.00
State (TCA)	\$0.00	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00	\$0.00
ENDOWMENTS	\$0.00	\$0.00	\$0.00	\$0.00
INTEREST	\$0.00	\$0.00	\$0.00	\$0.00
PRIOR YEAR SURPLUS	\$0.00	\$0.00	\$0.00	\$0.00
OTHER INCOME (ITEMIZE)				
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL (Carry forward to Form C)	\$0.00	\$0.00	\$0.00	\$0.00

- Should match your internal financial statements for the reported Fiscal Year.

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 reflect to organization’s fiscal year.**

(Embedded spreadsheet please double-click to activate/fill)

Organization’s Fiscal Year		From:		To:
		mm/dd/yyyy		mm/dd/yyyy
Ensure the numbers add	2 YRS PRIOR FY ACTUAL	PREVIOUS FY ACTUAL	CURRENT FY ESTIMATE	NEXT FY PROJECTION
PERSONNEL				
SALARIES/BENEFITS *				
Administrative/General	\$0.00	\$0.00	\$0.00	\$0.00
Artistic	\$0.00	\$0.00	\$0.00	\$0.00
Technical/Production	\$0.00	\$0.00	\$0.00	\$0.00
Program Services	\$0.00	\$0.00	\$0.00	\$0.00
OUTSIDE/PROFESSIONAL				
Administrative/General	\$0.00	\$0.00	\$0.00	\$0.00
Artistic	\$0.00	\$0.00	\$0.00	\$0.00
Technical/Production	\$0.00	\$0.00	\$0.00	\$0.00
Program Services	\$0.00	\$0.00	\$0.00	\$0.00
TRAVEL	\$0.00	\$0.00	\$0.00	\$0.00
SHIPPING	\$0.00	\$0.00	\$0.00	\$0.00
TELEPHONE	\$0.00	\$0.00	\$0.00	\$0.00
EQUIPMENT RENTAL	\$0.00	\$0.00	\$0.00	\$0.00
SPACE RENTAL *	\$0.00	\$0.00	\$0.00	\$0.00
UTILITIES				
Electric	\$0.00	\$0.00	\$0.00	\$0.00
Natural Gas	\$0.00	\$0.00	\$0.00	\$0.00
Water and Sewer	\$0.00	\$0.00	\$0.00	\$0.00
OTHER RENTALS	\$0.00	\$0.00	\$0.00	\$0.00
MARKETING/PROMOTION/PRINT	\$0.00	\$0.00	\$0.00	\$0.00
POSTAGE	\$0.00	\$0.00	\$0.00	\$0.00
SUPPLIES/MATERIALS	\$0.00	\$0.00	\$0.00	\$0.00
INSURANCE	\$0.00	\$0.00	\$0.00	\$0.00
OTHER (ITEMIZE)				
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL (Carry forward to Form C)	\$0.00	\$0.00	\$0.00	\$0.00

* 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 FINANCIAL 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 reflect 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 2011-2112: \$____
(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 DEFICIT	\$	\$	\$	\$

***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 its 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 Subscribers/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 Financial 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 Statement and a copy of IRS 990 Form of 2009 and 2010 (the most recent completed 990) If we have them before the Review Panels we will share them with the review panel. It reflect on the administrative health of the organization

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 FY 2012

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
- 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 \$10,000. 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

1. Artistic Excellence and Innovation

- Does the organization maintained high artistic standards in programming and services?
- Does the organization produce/present professional quality work that contributes to the unique artistic/cultural community of El Paso?
- Does the proposed programming capitalize on prior success?
- Does the organization produce/present professional quality work?

2. 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 applicant have an audience development plan that addresses attracting future new audiences through educational programs, ticket give-aways, and/or free outreach programs?

3. 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.

4. Administrative Health (Capacity)

- Based on submitted financial statements, is the organization fiscally sound?
- Does the organization demonstrate business, production, and administrative skills needed to complete the proposed programming/project?
- Does the organization have diverse funding sources?
- Is the organization's Strategic Plan, clear and feasible? If you have one, please submit.

5. Impact

- **Does the proposed programming/project meet identified social or cultural needs?**
- **Does the organization/project demonstrate a history of attracting a broad audience (or service constituency) and document the audiences?**

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. . When the award letter is received you will have ten (10) working days to review the scope of work and the budget based on the award. The revised scope of work will be included in the contract. **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 City of El Paso has a net 30 day window within which to process invoices.

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.

- **Final Report:** A final evaluation report of expenditures and a summary of activities for the contract period must be submitted no later than 30 days after the completion of the project, or by **August 15, 2012**, whichever comes first, on the form provided by the MCAD, along with an invoice for 20% 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).
- **Review the Reporting forms to be aware of the items that you will have to collect in order to fill the final report and matrix.**

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.eventsel Paso.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.

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.

PROJECT SUPPORT PROGRAM (PSP) APPLICATION INSTRUCTIONS

APPLICATION DEADLINE

Applications must be received in the MCAD office by 5:00 PM on **April 26, 2011**, or postmarked by midnight on the deadline date. Late proposals will not be accepted for any reason.

PSP grant period is September 1, 2011 through August 15, 2012. The application must be stamped when it is received.

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 eight (8) 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:

- Signed checklist form (to ensure you have every document needed)**
- 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
- Narrative** – Please observe and adhere to the page limits indicated on the forms. Ensure that the scope of work is specific and clear. The scope of work will become part of the contract.
- Form A – Budget Income**
- Form B – Budget Expenses**
- Form C- Operational Budget**

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
- Copy of the latest **IRS** 990 Form (if available the last two years 990’s)
- Strategic Plan for the organization (if available)
- Current season of events (1 page limit)
- Proposed season of events for fiscal year 2011-2012 (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 (current) with contact information for all board members
- Schedule of Board Meetings (must have a minimum of four (4) meetings per year)
- Copies of letters sent to your City Representatives and State Representative
- 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, if longer MCAD staff will play the first 90 seconds. Please note the minute and second mark that you would like the panel to view or hear. Due to time constraints of panel

sessions, no more than 90 seconds will be reviewed.

- **No VHS, audiotapes or slides will be accepted**
- **MCAD will not accept late attachments. Points will be deducted by panel for missing documents**
- **Please review and ensure that your financial reporting is accurate. Submission of inaccurate financial reporting will be conveyed to review panel**

City of El Paso Museums and Cultural Affairs Department
PROJECT SUPPORT PROGRAM (PSP) APPLICATION
 Fiscal Year 2011-2012

This application is due by 5:00 PM on **April 26, 2011**, 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:
		dd/mm/yyyy	mm/dd/yyyy
Amount of Funds Requested (this program only):		\$	
Project Title:			
Exact Project Dates:	From:		To:
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?			<input type="checkbox"/> YES <input type="checkbox"/> NO
FOR MCAD USE ONLY – PLEASE DO NOT WRITE BELOW THIS LINE			
Check if received:	Qty/Each	Staff Review Completed by (print name):	
<input type="checkbox"/>	Application 1 original. & 8 copies		Date Stamp:
<input type="checkbox"/>	Strategic Plan (if available)		
<input type="checkbox"/>	CD/DVD		

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. (no more than 150 words)

2. Describe the history and development of your organization. Include information about the organization's artistic and/or cultural achievement. (no more than 300 words)

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 (no more than 200 words)

--

3. (b) Artistic/Cultural Excellence and Innovation (no more than 200 words)

--

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) Proposed Scope of Services – List the type and **number of services** to be provided to the City
This becomes part of the contract, ensure that is clear and specific. (no more than 200 words)

3. (d) Diversity address institutional . (no more than 150 words)

3. (e) Audience Development - Please indicate primary focus of organization. If your organization addresses both Audience Development and Tourism Promotion, also address question 3.(f).(no more than 150 words)

Applicant Name: _____

3. (f) Tourism Promotion – Only address if applicable. (no more than 150 words)

4. Describe how your organization ensures that programs and facilities are accessible to individuals with disabilities. (no more than 150 words)

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. (no more than 200 words)

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 reflect to organization’s fiscal year.**

(Embedded spreadsheet, please double-click to activate/fill)

Organization’s Fiscal Year	From:		To:
Please check only one (Anticipated or Confirmed) for each item:	ANTICIPATED	CONFIRMED	CASH INCOME
A. EARNED INCOME			
Ticket/Box Office Receipts	\$0.00	\$0.00	\$0.00
Tuition/Class/Workshop Fees	\$0.00	\$0.00	\$0.00
Contracted Service Revenue	\$0.00	\$0.00	\$0.00
Concessions	\$0.00	\$0.00	\$0.00
Other (specify):	\$0.00	\$0.00	\$0.00
TOTAL EARNED INCOME	\$0.00	\$0.00	\$0.00
B. CONTRIBUTED INCOME			
Fundraising/Special Events	\$0.00	\$0.00	\$0.00
Individual Contributions	\$0.00	\$0.00	\$0.00
Membership Fees	\$0.00	\$0.00	\$0.00
Other (specify):	\$0.00	\$0.00	\$0.00
Grants:			
State Government	\$0.00	\$0.00	\$0.00
Federal Government	\$0.00	\$0.00	\$0.00
Corporate & Business	\$0.00	\$0.00	\$0.00
Foundations	\$0.00	\$0.00	\$0.00
Other (specify):	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00
TOTAL CONTRIBUTED INCOME	\$0.00	\$0.00	\$0.00
C. OTHER ORGANIZATIONAL FUNDS	\$0.00	\$0.00	\$0.00
D. AMOUNT REQUESTED FROM MCAD (for this project only)	\$0.00	\$0.00	\$0.00
TOTALS	\$0.00	\$0.00	\$0.00
TOTAL INCOME (A + B + C + D)*			\$0.00

* 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 reflect the organization’s fiscal year.**

(Embedded spreadsheet, please double-click to activate/fill)

Organization’s Fiscal Year	From:		To:
EXPENSES (for this project only):	COLUMN A	COLUMN B	COLUMN C
	MCAD REQUEST	CASH EXPENSES	IN-KIND SERVICES
ORGANIZATIONAL PERSONNEL			
Administrative	\$0.00	\$0.00	\$0.00
Artistic	\$0.00	\$0.00	\$0.00
Technical/Production	\$0.00	\$0.00	\$0.00
FRINGE BENEFITS	\$0.00	\$0.00	\$0.00
OUTSIDE/OTHER SERVICES			
Administrative	\$0.00	\$0.00	\$0.00
Artistic	\$0.00	\$0.00	\$0.00
Technical/Production	\$0.00	\$0.00	\$0.00
LOCAL TRAVEL	\$0.00	\$0.00	\$0.00
PRINTING/COPYING	\$0.00	\$0.00	\$0.00
POSTAGE			
TELEPHONE	\$0.00	\$0.00	\$0.00
EQUIPMENT RENTAL	\$0.00	\$0.00	\$0.00
FACILITY RENTAL	\$0.00	\$0.00	\$0.00
OTHER RENTAL	\$0.00	\$0.00	\$0.00
PUBLICITY/PROMOTION	\$0.00	\$0.00	\$0.00
SUPPLIES/MATERIALS	\$0.00	\$0.00	\$0.00
INSURANCE	\$0.00	\$0.00	\$0.00
OTHER (ITEMIZE)			
	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00
TOTAL EXPENSES*	\$0.00	\$0.00	\$0.00
TOTAL PROJECT EXPENSES (Add Columns A + B)		\$0.00	

* 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 FINANCIAL STATEMENT

Please itemize operating financials 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.

(Embedded spreadsheet, please double-click to activate/fill)

Organization's Fiscal Year		From:		To:
		mm/dd/yyyy		mm/dd/yyyy
	2 YRS PRIOR FY ACTUAL **	PREVIOUS FY ACTUAL **	CURRENT FY ESTIMATE	NEXT FY PROJECTION
PERSONNEL				
SALARIES/BENEFITS *				
Administrative/General	\$0.00	\$0.00	\$0.00	\$0.00
Artistic	\$0.00	\$0.00	\$0.00	\$0.00
Technical/Production	\$0.00	\$0.00	\$0.00	\$0.00
Program Services	\$0.00	\$0.00	\$0.00	\$0.00
OUTSIDE/PROFESSIONAL				
Administrative/General	\$0.00	\$0.00	\$0.00	\$0.00
Artistic	\$0.00	\$0.00	\$0.00	\$0.00
Technical/Production	\$0.00	\$0.00	\$0.00	\$0.00
Program Services	\$0.00	\$0.00	\$0.00	\$0.00
TRAVEL	\$0.00	\$0.00	\$0.00	\$0.00
SHIPPING	\$0.00	\$0.00	\$0.00	\$0.00
TELEPHONE	\$0.00	\$0.00	\$0.00	\$0.00
EQUIPMENT RENTAL	\$0.00	\$0.00	\$0.00	\$0.00
SPACE RENTAL*	\$0.00	\$0.00	\$0.00	\$0.00
UTILITIES				
Electric	\$0.00	\$0.00	\$0.00	\$0.00
Natural Gas	\$0.00	\$0.00	\$0.00	\$0.00
Water and Sewer	\$0.00	\$0.00	\$0.00	\$0.00
OTHER RENTALS	\$0.00	\$0.00	\$0.00	\$0.00
MARKETING/PROMOTION/PRINT	\$0.00	\$0.00	\$0.00	\$0.00
POSTAGE	\$0.00	\$0.00	\$0.00	\$0.00
SUPPLIES/MATERIALS	\$0.00	\$0.00	\$0.00	\$0.00
INSURANCE	\$0.00	\$0.00	\$0.00	\$0.00
OTHER (ITEMIZE)				
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00	\$0.00

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

** Should match your internal financial statements for the reported FY

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 FINANCIAL STATEMENT

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 FY- 2012

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. Services that cannot be requested by Community Hosts will not be funded.

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. An applicant 501(c)(3) non-profit may arrange to have a third party carry out the proposed scope of service with prior approval by MCAD Director. 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 two (2) 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
- Administrative fees cannot exceed 10% of

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

All applicants must attend one of the two application assistance workshops for CAP conducted by the MCAD staff in March 2011. Program guidelines and proposal forms must be printed from the web before coming to the workshop.

Completed proposals must be submitted to the MCAD on or before **April 26, 2011 by 5:00 PM** or postmarked by midnight on the deadline date. **Hand-written proposals will not be accepted. Forms may be downloaded at www.elpasotexas.gov/mcad 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 under an individual or organizational category. The panel will recommend those applicants to be included in the program. 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 quality products that advances the preservation or perpetuation of art forms, including a curriculum, timeline, budget and appropriateness to targeted audiences. The artist(s) must make a demonstration of an actual service. Demonstration can be no more than three (3) minutes
- **Community Host Evaluations:** For returning applicants, MCAD staff will provide completed Community Host Applications for applicant's CAP sessions from fiscal years. These criteria will not be applied to new applicants. The artist(s) must also make a three minute demonstration of the proposed service or provide a 90-second digital clip of service

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 must be requested from the Arts Education Program Coordinator fyffebe@elpasotexas.gov

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, 2012. **No exceptions will be made.**

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. **The City of El Paso has a net 30 day window within which to process invoices**

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 eight (8) 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:

- Check list of documents (to ensure you have every document needed)**
- Assurance and Signatures** – The proposal must be reviewed and signed by the organization's Board Chair/Authorizing Official and the Executive/Project Director, or the Individual Artist before being submitted to the MCAD
- Narrative** – Please observe and adhere to the page limits indicated on the forms
- Attachments** – Submit **only one (1) set** of attachments and assemble in this order:
 - If it is an organization with a 501 c (3) 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 (for organizations)
 - List of names and titles of key staff, including Artistic Director, along with resume (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

If proposed service is not replicable in a three minute demonstration during panel review applicants, applicants may submit a 90-second digital representation of the service.

- **No VHS, audiotapes or slides will be accepted**
- **MCAD will not accept late attachments. Points will be deducted by panel for missing documents**
- **Please review and ensure that your financial reporting is accurate. Submission of inaccurate financial reporting will be conveyed to review panel**

City of El Paso Museums and Cultural Affairs Department
COMMUNITY ARTS PROGRAM (CAP) APPLICATION
 Fiscal Year 2011-2012

This application is due by 5:00 PM on **April 26, 2011**, or must be postmarked by the deadline date. **Hand-written forms will not be accepted.** Print form at www.elpasotexas.gov/mcad. Please also be aware that applicants will be expected to provide a 3 minute demo of proposed service at panel review.

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?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Does your organization have administrative offices in El Paso?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
ELECTED CITY OFFICIAL OF APPLICANT'S ADMINISTRATIVE OFFICES (Available from Municipal Clerk 541-4127 or www.elpasotexas.gov/government .)		
City Council Representative:		
District #:		
Please check the artistic discipline of Proposed Service:		
<input type="checkbox"/> Theatre	<input type="checkbox"/> Visual Arts	<input type="checkbox"/> Music
<input type="checkbox"/> Literary	<input type="checkbox"/> Performing Arts	<input type="checkbox"/> Film/Video
<input type="checkbox"/> Multi-media (specify):	<input type="checkbox"/> Other (specify):	
	<input type="checkbox"/> Multi-disciplinary (specify disciplines):	
Title of Service:		
FOR MCAD USE ONLY – PLEASE DO NOT WRITE BELOW THIS LINE		
Check if received: <input type="checkbox"/> Check list	Qty/Each	Staff Review Completed by (print name):
<input type="checkbox"/> Application 1 original. & 8 copies		Date Stamp:
<input type="checkbox"/> CD/DVD if needed		
<input type="checkbox"/> Photographs		
<input type="checkbox"/> Resume		
<input type="checkbox"/> Articles of Incorporation (for organizations only)		

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.(no more than 200 words)**

2. Describe the scope of services for every one (1) service proposed. **Please use bullet-format and only use space available. (no more than 150 words)**

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 (if checked, please specify) _____

4. Can the service format 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

Applicant Name: _____

6. How many artists will be involved and what is the specific role in the proposed project?
(no more than 50 words)

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.(no more than 200 words)

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.) (no more than 150 words)

Applicant Name: _____

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 (no more than 150 words)

11. Summarize your training (formal and informal) background, or previous experience that qualifies you to provide this service. (no more than 300 words)

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. Administrative fees cannot exceed 10% of overall service budget.

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, 2011 and August 15, 2012.

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

An online evaluation form completed by any host after completion of service detailing quality of service, level of engagement by participating artists and attendance.

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

ARTIST INCUBATOR PROGRAM (AIP) FUNDING GUIDELINES FY-2012

PURPOSE

This program promotes awareness of the contributions that El Paso artists make in our community; this program creates opportunities for the development of new work by professional and emerging visual, literary and performing artists living in El Paso. This program promises to be highly competitive.

WHAT WILL BE FUNDED

Project proposals by local artist applying for this program must demonstrate capacity and samples of their work in the categories of visual arts, literary arts, performing arts. Artist applying for these funds must show that they have good planning and are able to complete the project between September 1, 2011 and August 31, 2012.

PROGRAM ELIGIBILITY CRITERIA

To apply for AIP an individual artist must reside in El Paso and adhere to the Review Criteria and Selection Process.

APPLICANTS MUST

- Be at least 18 years of age at the time of the application deadline
- Spend at least ten hours a week on and derive income from the proposed discipline
- Have exhibited, performed, presented and/or published artistic work in a public context within the last three years
- Be the primary or principal creator or the sole author of work(s) submitted
- Applicants must be an individual artist (or part of a team of individual artist) who is actively engaged in the creation of art. If applying as an artist team, the principal applicant must be able to meet the aforementioned requirements. If you are submitting with other artist, the main applicant must submit letters of support from the other artist. If the artists are minors, the letter has to be signed by the legal guardian
- Applicants must show evidence that the proposal will make a significant contribution to the artist's career and professional development, with clearly, realistic, attainable project goals
- Demonstrate the artist's commitment and track record within the art form, as evidenced by resume, artistic training and support materials;
- Have evidence that thoughtful planning of the proposal has taken place, based on a suitable budget and appropriately realized within the timeframe of the grant period, it must also be initiated and completed within the City of El Paso
- Have an application that demonstrates completeness and clarity in its narrative. We do not accept handwritten applications.
- Submit a two-page resume. Include the highlights of your career with an exhibition, and/or performance history, education, awards, publications, artist residencies, etc. Work older than three years will not be accepted.

CATEGORIES INCLUDE:

- **Visual Artist:** paintings, sculpture, engraving, designers, photographers, crafts
- **Literary Arts:** poetry, play writers, novels
- **Performing Arts:** performance artist, theatre, film making

- **Multidisciplinary:** Pertaining to two (2) or more arts disciplines; does not include interdisciplinary activities or events; does include all multi-media technology, websites, training

RESTRICTIONS

Applicants may NOT be

- Enrolled as an undergraduate student in a degree program
- Enrolled as a graduate student in a program related to the specific discipline of this application

FUNDING

- There will be up to 10 grants to be awarded, ranging \$1,500 up-to \$3,500 based on the rating of the panel and availability of funds

EVALUATION CRITERIA

1. Artistic merit, originality and innovation of the applicant’s work	Maximum: 60 points
<ul style="list-style-type: none"> • Clearly supports the creation of new work • Artistic merit as evidenced by submitted images/samples • Emphasizes imaginative scope and vision • Professional qualifications or record of artistic achievement as evidenced by resume and professional recognition 	51-60=Excellent 41-50=Good 31-40=Fair 30 or less=Poor
2. Potential impact on tourism and/or community audience	Maximum: 25 points
<ul style="list-style-type: none"> • Has a plan to present the work to the community through a public venue • Has a clear benefit to the general public • Has a plan to market and to develop an audience 	21-25=Excellent 16-20=Good 10-15=Fair 9 or less=Poor
3. Feasibility of the project and reasonableness of proposed expenses	Maximum: 15 points
<ul style="list-style-type: none"> • Application is clear and concise • Detailed and organized timeline and proposed expenses are reasonable • Record of successful completion of arts projects of similar scale and scope • Capacity to meet proposed project’s objective within the time line of the grant: September 1 through August 31, 2011 	13-15=Excellent 10-12=Good 7-9=Fair 6 or less=Poor

Payment

- Once the contract is executed, invoices may be submitted on previously agreed upon dates during the time of the project. 20% will be reserved for payment with final report.

APPLICATION PACKAGE

All applicants must submit **one signed original application and 8 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:

- Signed check list form (to ensure you have every document needed)**
- One original application and 8 copies**
- Assurance and Signatures** – The proposal must be reviewed and signed by the Artist before being submitted to the MCAD
- 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)
- Budget** – Indicate requested amount and the allocation of all funds related to the project
- Attachments** – Submit **only one (1) set** of attachments and assemble in this order:

Attachments:

For Visual artist

- Select four images that best represent your work and submit them in a CD (*images 300 dpi .jpg or tif files*). The quality of the work samples is very important. Number the images
- Type a list of works that gives the following information for each image: your name, work title, date, medium, and dimensions. You can add one sentence describing each work if you choose.

Summary:

- Images of work (CD) and list of works enclosed
- Two page current resume
- Three pages of Application form enclosed

For literary artist:

- Submit up-to 15 typed pages of original material for prose or poetry.

Summary

- 15 page writing sample
- Two page current resume
- Three pages of application form enclosed

Performing Arts:

- Musicians, choreographers, theatre related artists, performance artists film makers
Submit a sample of the work in a CD or DVD, a resume to include the highlights of their career, education,

Summary

- One 5 minute DVD or CD with a sample of their performance
- Two page current resume
- Three pages of application form enclosed

Multi-disciplinary:

- Pertaining to two (2) or more art disciplines; does not include interdisciplinary activities or events; does include all multi-media technology, websites, training.

Summary

- One five minute DVD or CD with sample of the work
- Two page current resume of career and education
- Three pages of application form enclosed

Do not assume that the Review Panel will already be familiar with your work. Submit any additional materials that will help the review panel better understand the services/project proposed by the artist. Including news clippings, CD/DVD, or any printed promotional material

- For applicants submitting CD/DVD, submit the best 90 seconds representation of your work, if you do not indicate which 90 seconds, staff will just go with the first 90 seconds.
- **No VHS, audiotapes or slides will be accepted**
- **Do not turn in a portfolio**

City of El Paso Museums and Cultural Affairs Department
ARTIST INCUBATOR PROGRAM (AIP) APPLICATION
 Fiscal Year 2011-2012

This application is due **by 5:00pm on April 26, 2011**, or must be postmarked by the deadline date. **Handwritten 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			
Primary Contact Person:		Telephone (include area code):	
Email:		Website:	
Social Security Number:			
Please specify the amount of funding requested: \$			
Visual Artist: -Images of work CD or DVD -Two page current resume	Literary Artist: -15 page writing sample -Two page current resume	Performing Artist: -One 90 sec. work sample DVD with description -Two page current resume	Multidisciplinary -One90 second work sample DVD with description -Two page current resume
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: Check list form (signed)		Qty/Each	Staff Review Completed by (print name):
<input type="checkbox"/>	Application 1 original & 8 copies		Date Stamp:
<input type="checkbox"/>	Resume (2 page)		
<input type="checkbox"/>	CD/DVD		
<input type="checkbox"/>	Sample		

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 Artist

Complete Legal Name (print)

Date

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

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.**

Visual Artist

Multidisciplinary

Literary Artist

Performing Artist

2. Describe the project or event. Include art form and style. **Please only use space available.(no more than 350 words)**

3. Provide the project objectives, timeline and location to deliver service to the community. **Please only use space available.(no more than 150 words)**

4. Describe the project evaluation plan. Explain how data will be collected to demonstrate the success of the project. **Please only use space available. (no more than 150 words)**

