

## **GUIDELINES**

### **PURPOSE**

Through this funding program, the City of Dubuque provides Operating Support funding to established 501(c)(3) arts and culture organizations located in the City of Dubuque that primarily serve Dubuque residents through a demonstrated commitment to providing diverse, equitable, and inclusive year-round arts and culture engagement opportunities. Organizations must demonstrate a record of programmatic, financial and administrative stability.

### **ELIGIBLE APPLICANTS**

Dubuque-based organizations whose primary mission is arts or culture and who have operated as a nonprofit, tax-exempt under Section 501(c)(3) of IRS code for at least two years before the application date.

### **INELIGIBLE APPLICANTS**

Including but not limited to for-profit organizations or not-for-profit organizations whose primary mission involves religious, political, or athletic programs, educational institutions, and social service organizations. An organization with an outstanding Final Report from a previously funded Special Projects grant application is ineligible.

### **FUNDING GUIDELINES**

The maximum annual funding award is \$30,000 or 6% of applicant's previous year certified operating expenditures, whichever is less. The level at which an organization is funded will depend on the number of eligible applicants and the degree to which an applicant meets selection criteria.

### **REVIEW OF APPLICATIONS**

Applications will be reviewed and scored by a volunteer panel comprised of professionals in the arts, culture and non-profit management fields, who will forward their recommendations to the Arts and Cultural Affairs Advisory Commission. The Commission will determine the funding level to be awarded and forward those to City Council for final review and approval. The City reserves the right to request additional information or make modifications to amount of grant awarded.

### **APPLICATION SUBMISSION**

Applications must be submitted **exclusively online** by the deadline, **11:59 pm on Sunday, March 15, 2020**. No other form of application will be acknowledged or accepted. Include **only** the materials requested; any other documents will be discarded. Once an application is submitted, it will not be able to be retrieved or changed. The application will prompt you to receive an email copy; save a copy for your records.

If access to or assistance with the online application is needed, please contact the Office of Arts and Culture Affairs at 563.690.6059, [jbrant@cityofdubuque.org](mailto:jbrant@cityofdubuque.org), or onsite in the 1<sup>st</sup> floor of the City Annex at 1300 Main St. Determine early if you experience any trouble filling out the electronic application so you can be assisted in advance of the deadline. The organization submitting the application, not City staff, is solely responsible for the content and timely submission of this grant.

## TIMELINE

- **January 31** - Applications for both Operating Support and Special Projects grants available at [www.cityofdubuque.org/artsgrants](http://www.cityofdubuque.org/artsgrants)
- **February 10 from 6-7:30 pm** - Application Workshop, Multicultural Family Center
- **February 12 from 12-1:30 pm** - Application Workshop, Multicultural Family Center
- **March 15 by 11:59 pm** – Online applications are due **for Operating Support only**
- **June** – Grant notifications and contracts released
- **July** – Anticipated disbursement of funds

## RATING CRITERIA

*Complete scoring rubric available on pages 4 & 5 of this Guidelines document.*

1. Relevance of the organization's mission to advancing the goals and priorities of the City of Dubuque's Arts and Culture Master Plan. (see page 3) **(3 points)**
2. Demonstrated management abilities, financial health, and long-term sustainability planning. **(3 points)**
3. Demonstrated excellence of being an arts and cultural leader. **(3 points)**
4. Evidence of positively impacting the Dubuque community. **(3 points)**
5. Past and future activity timeline and planning. **(3 points)**
6. Incorporation of DEI professional development and subsequent implementation of organization's operations, programming, and outreach. **(3 points)**
7. Attendance of FY21 Grant Application workshop. **(1 BONUS point)**

## IMPORTANCE OF DIVERSITY, EQUITY & INCLUSION (DEI)

The City of Dubuque strives to be an equitable community of choice and supports organizations that advance that goal. If receiving Operating Support funds, grantees are expected to participate in professional development opportunities focused on diversity, equity and inclusion. It is important to the Arts and Cultural Affairs Advisory Commission that grantees demonstrate commitment to adequately serving all residents of Dubuque, presenting diverse art forms and cultural programs, and integrating DEI strategies and tactics into their operations.

## ACKNOWLEDGEMENT

If awarded funding, the Applicant agrees to acknowledge the City of Dubuque's support in appropriate signage, program materials, promotion, publicity and advertising activities audio and visual, and in other printed and electronic forms of communication pertaining to this grant. Recognition guidelines and logos are [available for download at the City's website](#).

## REPORTING

Applicants must submit an annual performance report within 60 days of the end of the funding cycle or the project completion date. The performance report will be available in conjunction with the presentation of grant contracts to ensure appropriate data is collected in advance. The applicant agrees to retain all financial records, reporting documents, and all other records pertinent to the City of Dubuque grant program for a period of three calendar years beyond the contract.

*Applications are available online at <http://www.cityofdubuque.org/artsgrants>*

*Questions can be directed to Jenni Petersen-Brant, City of Dubuque Arts & Cultural Affairs Coordinator  
City Annex, 1300 Main St, Dubuque, IA 52001 - (563) 690-6059 - [jbrant@cityofdubuque.org](mailto:jbrant@cityofdubuque.org)*

## CITY OF DUBUQUE ARTS AND CULTURE GOALS FROM THE ARTS AND CULTURE MASTER PLAN

1. **Economic Development:** Encouragement and support of arts and culture are not only quality of life issues, but also a serious economic development strategy. The contributions of the arts and artists are supported and leveraged for economic development, boosting the city's brand and aiding talent attraction and retention.
2. **Inclusivity:** Arts and culture in Dubuque promote inclusivity, diversity, harmony and understanding.
3. **Integration of Arts and Cultural Community into City Leadership:** The arts and cultural community – artists, performers, administrators, and so on – are fully integrated into the City's decision-making conversations. They are incorporated into economic development, planning, commercial, and education strategies. Leadership in these sectors communicate well with the arts community and vice-versa. In addition, the contributions of the arts and of artists to the city's prosperity are recognized.
4. **Opportunity and Accessibility:** Dubuque is a city with participatory cultural opportunities in all corners of the community. Barriers to participation, whether physical, intellectual, economic or other, are minimized or removed to encourage equitable opportunities for cultural engagement.
5. **Involvement and Participation:** Residents of Dubuque actively participate in the arts and culture. Arts and cultural entities and other sectors enable greater involvement and participation among Dubuque's citizens and visitors.
6. **Clear Policies and Strong Management:** Clear policies, guidelines and procedures enable governance of the city's arts and cultural sector and the municipality's involvement with it.

## CITY OF DUBUQUE ARTS AND CULTURE PRIORITIES AND STRATEGIES FROM THE ARTS AND CULTURE MASTER PLAN

### Priority A: Promote and support arts and culture as Dubuque's competitive edge.

- a. Establish multiple funding streams to support arts and cultural activity.
- b. Develop, attract and retain creative talent.
- c. Develop a regulatory or business incentive framework that promotes and protects Dubuque's arts and cultural assets.
- d. Undertake a strategic branding, marketing and communications campaign promoting awareness of Dubuque's arts and cultural community at home and in other markets and attracting participants from outside Dubuque.

### Priority B: Boost capacity for arts and culture to thrive

- a. Designate and empower an individual or entity to lead development of the cultural sector.
- b. Clarify roles, responsibilities and guidelines for the Arts and Cultural Affairs Advisory Commission to best leverage their energy and knowledge to the benefit of arts and culture in Dubuque.
- c. Establish a public art policy framework conducive to the arts and cultural activity.
- d. Facilitate communication and coordination among the arts and cultural sector.
- e. Right-size facilities to meet capacity needs for rehearsal, exhibition/performance, education and administration.
- f. Develop organizational and professional capacity.

### Priority C: Foster engagement at all levels

- a. Deepen appreciation for arts and culture among the general public.
- b. Provide arts education opportunities to people of all ages, skill levels, and income levels.
- c. Increase availability and accessibility of arts and cultural offerings.
- d. Nurture individual artists, from student to amateur to professional.
- e. Stimulate volunteerism.

Applications are available online at <http://www.cityofdubuque.org/artsgrants>

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- f. Inspire and diversify leadership.

**Priority D: Cultivate connections**

- a. Ensure arts and culture in Dubuque is inclusive and welcoming of people of all backgrounds and interests.
- b. Develop ties among the arts and the broader community, increasing visibility and relevance of arts and culture.
- c. Integrate leadership of the arts and cultural sector with leaders in other sectors of Dubuque by forging new relationships and strengthening existing ones between the arts and cultural sector and the business, public, non-profit and educational sectors.

*Additional substrategies are outlined in the City of Dubuque Arts and Culture Master Plan at <https://www.cityofdubuque.org/DocumentCenter/View/36680/Master-Plan-Priorities-and-Strategies>  
These substrategies can also be referenced when appropriate in the grant narrative.*

*To concisely refer to specific priorities, strategies and substrategies of the Arts and Culture Master Plan within the narrative of your grant application, you can incorporate shorthand references using the corresponding Priority letter plus the lowercase letter and lowercase roman numerals here and in the Master Plan document. For example, if your mission aligns with the City's priority of (D) cultivating connections by (a) ensuring arts and culture in Dubuque is inclusive and welcoming of people of all backgrounds and interests through (ii) staffing venues and activities with diverse employees and volunteers who represent Dubuque's subpopulations, 'D(a)(ii)' would serve as a shorthand.*



City of Dubuque, Iowa  
**ARTS AND CULTURE GRANT PROGRAM  
FOR OPERATING SUPPORT  
FY 2021 FUNDING**

## SCORING RUBRIC

### 1. Organizational mission and relevance to City of Dubuque' Arts and Culture goals and priorities: 3 points

3	2	1
The organization's primary mission is arts or culture related and is clearly stated. Relevance to the City of Dubuque's Arts and Culture Master Plan goals and priorities is clearly described.	A portion of the organization's mission is related to arts or culture. Relevance to the City of Dubuque's Arts and Culture Master Plan goals and priorities is loosely referenced.	The organization's mission as an arts or culture organization is ambiguous. Relevance to the City of Dubuque's Arts and Culture Master Plan goals and priorities is unclear.

### 2. Demonstrated management abilities and financial stability: 3 points.

3	2	1
The organization exhibits exemplary management via paid and/or volunteer staff and/or Board of Directors. Consideration and planning for the organization's long-term sustainability is clearly demonstrated. Financial review has identified no potential concerns.	The organization appears to be in acceptable fiscal health and exhibits stable management. Some consideration for sustainability is evident.	The organization appears to be in poor fiscal health or the health of the organization cannot be determined. Management appears inconsistent or ineffectual and no plans for sustainability are evident.

### 3. Demonstrated artistic or cultural excellence and leadership: 3 points

3	2	1
The organization can clearly demonstrate high quality of artistic value. Specific examples of its programming and the expertise involved are illustrated.	The organization can demonstrate adequate presentation of artistic quality. Some examples provided describe the programming and expertise involved.	The organization struggles to illustrate its role in presenting high quality arts or cultural experiences.

### 4. Organizational impact to the Dubuque community: 3 points

3	2	1
The organization shows evidence of significant impact on the community. Quantitative and/or qualitative data demonstrates expansive outreach and strong community engagement and support.	The organization can somewhat prove an impact on the community. Anecdotal examples are given, without data to prove outcomes and impact.	The organization cannot prove its impact on the community because it is ambiguous or nonexistent.

**5. Prior year activities and upcoming year plans: 3 points**

<b>3</b>	<b>2</b>	<b>1</b>
The organization demonstrates robust and diverse schedule of activities for the prior and upcoming year. Plans for the upcoming year are in line with the organization's financial and staffing capacities.	The organization shows evidence of activity in the prior year and has identified some programming for the upcoming year.	The organization does not show evidence of active programming in the prior year and planning for the upcoming year is non-existent or ambiguous.

**6. Incorporation of DEI professional development and implementation: 3 points**

<b>3</b>	<b>2</b>	<b>1</b>
The organization illustrates a clear intent to incorporate DEI strategies and tactics throughout their operations, programming, and outreach. Key staff or volunteers actively participate in DEI professional development opportunities which are shared throughout the organization.	The organization demonstrates an attempt to incorporate DEI strategies in their operations or their programming. Engagement in DEI professional development is not prioritized.	The organization cannot demonstrate incorporation of DEI strategies in their operations or programming. DEI professional development is non-existent.

**7. Grants workshop attendance (*bonus; not mandatory*): 1 point**

<b>1</b>	<b>0</b>
A representative of your organization attended one of the workshops and signed in.	A representative of your organization did not attend the workshop.