

GUIDELINES

PURPOSE

Through this funding program, the City of Dubuque provides funding to creative arts and culture projects that place community engagement at their core and that go a step beyond the conventional. Special projects are those that involve an active, two-way process in which both parties may experience change and growth. Special projects must demonstrate an intent to provide a diverse, equitable, and inclusive arts or cultural experience.

ELIGIBLE APPLICANTS

- Dubuque-based organizations who have operated as a nonprofit, tax-exempt under Section 501(c)(3) of IRS Organizations.
- Dubuque-based groups with their own specific mission, governing structure and budget operating under the incorporated status of a Dubuque-based umbrella nonprofit organization as their fiscal agent.
- Established Dubuque-based groups acting as a nonprofit.

INELIGIBLE APPLICANTS

- For-profit corporation, business, or individuals.
- Any organization or groups based outside of Dubuque city limits.
- An applicant with an outstanding Special Project grant final report from a previous grant.

FUNDING GUIDELINES

- Minimum Request: \$1,500
- Maximum Request: \$8,000
- Applicants are required to demonstrate investment in a project by providing cash and in-kind matching funds in any amount that is equal to or greater than the total grant amount requested.
- A portion of the dollar for dollar match must be a cash match meaning actual cash contributed to direct project costs by the applicant or other funding sources.
- In-kind match is donated goods or services to the project by the applicant or other funding sources. The dollar amount of in-kind match should be calculated at the verifiable fair-market value. Please see <https://www.iowaworkforcedevelopment.gov/> for more information.
- Employee or volunteer costs for the project cannot be a grant requested item but can be used for up to 50% of the in-kind match and account for no more than 25% of the entire project.
- Only one application per applicant organization will be accepted. If an organization who meets the eligible applicant criteria is identified as a partnering organization within another application, they can submit a separate application as an applicant organization. That application can not be for the same project they are identified as a partner in.

ELIGIBLE ACTIVITIES AND EXPENSES

As Special Projects Grants are funded by the City of Dubuque, all Special Projects need to be conducted in the City of Dubuque.

Projects may include but are not limited to the creation or presentation of:

- Culture and Historic Resources
- Folk and Traditional Arts
- Theatre or Opera
- Spoken Word
- Literature
- Dance
- Music
- Film
- Visual Art: 2D or 3D, Digital, New Media, Installation Art, Murals or Public Art, Performance Art
- Arts Learning Opportunities

Eligible expenses must be dedicated specifically to the project and can include:

- Artist Fees
- Contractor Fees
- Supplies and Materials
- Space and Equipment Rental
- Domestic Travel
- Marketing and Publicity

Grant Imperatives

Grant applicants must demonstrate all of the following in their application:

1. a partnership with one or more organizations evidenced by the submission of at least one letter of commitment from a partnering organization and;
2. a project that involves the creation and presentation of an original work of art, arts experience, or arts learning opportunity that is unique or substantially different from the ongoing programming of the organization applying and;
3. active diversity, equity and inclusion strategies in planning, marketing and execution.

Successful applications will specifically address at least one of the following goals:

- The project is innovative in using diverse art forms to increase enthusiasm and energy within the organization and its audiences.
- The project increases personal participation, awareness and appreciation of quality arts and culture activities especially among groups of people who have not traditionally accessed the arts and culture offerings of your organization.
- The project incorporates different strategies to foster accessibility and inclusion beyond traditional marketing and free-ticket programs to attract new audiences.
- The project involves partners as collaborators in planning, executing and sharing resources and ideas for the project.
- The project promotes the arts as a connector between all members of the community.
- The project fosters the celebration of cultural diversity and heritage and encourages presentations of minority artists and arts reflecting ethnic traditions.

INELIGIBLE ACTIVITIES AND EXPENSES

- Projects that occur prior to or after the funding period
- Projects or activities not open to the public
- General operating expenses
- Food or beverage
- Religious, political, and sports activities
- Fundraising or benefit events
- Competitions, contests, or awards to honor or recognize achievement
- Uniforms
- Capital projects, ie. construction, property renovation, or major equipment purchases
- Regranting
- Acquisition or purchase of artwork including public art
- Lobbying activities
- Ongoing projects or programs with arbitrary beginning and end dates

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

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

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, **Wednesday, April 15, 2020 by 11:59 pm**. 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, or onsite in the 1st 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
- **Monday, February 10 at 6-7:30 pm** - Application Workshop, Multicultural Family Center
- **Wednesday, February 12 at 12-1:30 pm** - Application Workshop, Multicultural Family Center
- **Wednesday, April 15 by 11:59 pm** – Online applications are due **for Special Projects only**
- **June** – Grant notifications and contracts released
- **July** – Anticipated disbursement of funds

RATING CRITERIA

1. **Project Description:** Is the project clearly explained and how is it relevant to advancing the goals and priorities of the City of Dubuque's Arts and Culture Master Plan. **(3 points)**
2. **Uniqueness:** What makes the project unique and how is it significantly different from the ongoing, traditional programming of the applicant organization **(3 points)**
3. **Diversity, Equity and Inclusion:** How does the project intentionally incorporate DEI strategies in its planning, marketing, and execution? **(3 points)**
4. **Partnership:** How will your organization collaborate with the project partners identified in the application? **(3 points)**
5. **Artistic merit:** How does your project exemplify artistic excellence. **(3 points)**
6. **Evaluation and Impact:** How will the project be evaluated and its impact measured? **(3 points)**
7. **Timeline:** Does the timeline demonstrate thoughtful and thorough event planning to ensure the project's success and maximize community impact? **(3 points)**
8. **Budget:** Is the budget well-defined and appropriate for program needs while leveraging clear and diverse sources of cash and in-kind matching support? **(3 points)**
9. **FY21 Grant Application Workshop:** Attendance of FY21 Grant Application workshop by staff, volunteers, or others key to the project's success **(1 BONUS point; attendance not mandatory)**

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

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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.

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 selected to receive a Special Project grant, recipients are highly encouraged 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.

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, 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, guideline 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 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.

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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.
- 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.

SCORING RUBRIC

1. Project Description: 3 points

3	2	1
Project description is clear and stated arts objectives obviously support the applicant's mission. Project provides a vital arts experience that will substantially impact the social and cultural vibrancy of Dubuque while advancing the goals and priorities of the City's Arts and Culture Master Plan.	Project description is satisfactory and its stated arts objectives relate to the applicant's mission. Project provides an arts experience that will reasonably impact the social and cultural vibrancy of Dubuque while moderately advancing the City's Arts and Culture Master Plan.	Arts goals are unclear or do not relate to applicant's mission or vision statement. Project description is unclear or inadequate and its stated arts objectives do not relate to the applicant's mission. Project provides an arts experiences that will not significantly impact the social and cultural vibrancy of Dubuque and does not appear to advance the City's Arts and Culture Master Plan

2. Uniqueness: 3 points

3	2	1
This project is unique for the applicant or Dubuque in several ways. It is substantially different from regular programming or has not been done before by the organization.	This project is reasonably unique for the applicant or Dubuque in at least one way. There are elements that are different from the applicant's regular programming.	This project has been done by the applicant previously or closely resembles arts activities already available in Dubuque. It is not distinct from the organization's regular programming.

3. Diversity, equity & inclusion (DEI) in planning, marketing and execution: 3 points

3	2	1
This project clearly incorporates DEI strategies and significantly demonstrates inclusion of diverse groups in the project's planning and marketing efforts. The marketing strategy is well defined and incorporates innovative strategies to reach diverse audiences. The project's execution is highly accessible. Diverse target populations are clearly defined.	This project reasonably incorporates DEI strategies in some aspects of the project's planning and marketing efforts. There is some effort to reach out to or incorporate diverse audiences. The proposed marketing plan is adequate and attempts to reach diverse audiences.	This project demonstrates little understanding of what diversity, equity, and inclusion means. This project does not adequately demonstrate an effort to include or represent diverse voices. The marketing plan is insufficient and outreach to diverse groups is not considered.

4. Partnership: 3 points

3	2	1
There is clear demonstration of a truly collaborative partnership. All involved parties share significant responsibility for the successful outcome of the project. Letter of commitment from at least one partner submitted.	There is some demonstration of partners collaborating. There is investment on both sides but it is imbalanced. Letter of commitment from at least one partner submitted.	There is little demonstrated partnership. Partners appear to be minimally involved in the planning, marketing and execution of the project. No letter of commitment from a partner submitted.

5. Quality of Artistic Merit or Cultural Value: 3 points

3	2	1
This project excels at incorporating the highest artistic quality throughout all aspects of the project. Presenting artists or contractors are very qualified, adequately compensated, and the methods of engaging with audiences follow best practices while meeting industry standards.	This project meets the expectations of artistic quality or cultural value. Presenting artists or contractor are adequately qualified and the methods of engaging with audiences show compliance with industry standards.	This project's level of artistic quality or cultural value is low or poorly defined. Evidence of presenting artists or contractor qualifications is lacking or does not fit the project proposed. Compensation to artists or contractors is inflated or absent. Methods of engaging audiences does not meet industry standards.

6. Evaluation and Measurement of Impact: 3 points

3	2	1
This project uses strong qualitative and quantitative measures to analyze achievement of arts objectives and community impact. Project has appropriate methods in place to collect data to use as evaluation measures.	This project identifies some methods or measures to analyze achievement of arts goals or implementation objectives.	Evaluation methods and measures are weak, unclear, or inadequate.

7. Timeline of Program Activities: 3 points

3	2	1
Timeline demonstrates thoughtful planning and detailed consideration of all tasks needed for successful project implementation within the funding period.	Timeline demonstrates planning and consideration of most tasks needed for project implementation to be achieved.	Timeline of tasks is insufficient and raises concerns about project achievability.

8. Budget: 3 points

3	2	1
Project budget and intended use of requested funds are clear and appropriate. Project demonstrates financial support by leveraging diverse sources of cash and in-kind match that are well-defined.	Project budget, intended use of requested funds and sources of applicant match are identified.	Project budget, intended use of requested funds or sources of match are unclear or inadequate.

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

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

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