

GUIDELINES

PURPOSE

The City of Dubuque, through the Operating Support Grant Program, offers limited, unrestricted support to arts and culture organizations operating within Dubuque city limits that demonstrate a commitment to serving the community by offering arts, arts education, and cultural heritage programs. Through this support, the City of Dubuque increases the community's access to a wide range of diverse arts and culture experiences to foster economic activity, promote citizen engagement, and cultivate an equitable community of choice.

ELIGIBLE APPLICANTS

Dubuque-based nonprofit organizations who have a primary mission to provide the general public with programs or activities in areas directly concerned with arts, arts education, or cultural heritage. Eligible applicants must have operated as a nonprofit, tax-exempt under Section 501(c)(3) of IRS code for at least two years prior to the application date.

INELIGIBLE APPLICANTS

- For-profit organizations or businesses;
- Nonprofit organizations whose primary mission is focused on religious, political, social service, or athletic activities;
- Organization that uses a fiscal agent or the nonprofit or federal tax-exempt status of another organization;
- Educational institutions including K-12 schools, universities, and community colleges;
- An organization with an outstanding Final Report associated with previous grant awards from FY20 or prior Office of Arts & Cultural Affairs funding opportunities.

FUNDING GUIDELINES

In FY22, funding awards will be based on an average of the organization's certified operating expenses from the 2 fiscal cycles prior to March 17, 2020. The maximum funding an organization can receive will be calculated at 6% of that average not to exceed \$30,000. Funding levels will be impacted by the number of eligible applicants and how an application scores against the scoring rubric.

APPLICATION SUBMISSION

Applications must be submitted via the online application form no later than **11:59PM on Monday, May 17, 2021**. Include only the materials requested. Changes or additional materials outside of the submission deadline will not be accepted.

TIMELINE

- **Monday, March 15** - Applications for both Operating Support and Special Projects grants available at www.cityofdubuque.org/artsgrants
- **Friday, March 26 from 2-3PM** - Informational Webinar [via GoToWebinar](#)
- **Monday, May 17 by 11:59PM** – Operating Support grant applications due
- **July** – Notifications and contracts released
- **August** – Anticipated disbursement of funds

RATING CRITERIA

1. Demonstrated management abilities, financial health, and long-range strategic planning. **(3 points)**
2. Demonstrated excellence of being an arts and cultural leader through evidence of positively impacting the Dubuque community. **(3 points)**
3. Past and future activity timeline and planning; in FY22, both public and internal-facing activities can be reported due to COVID-19 impacts. **(3 points)**
4. Pursuit of DEI professional development and subsequent incorporation in operations, programming, and outreach. **(3 points)**
5. Impact of the organization's mission and activities towards advancing the City of Dubuque's Arts and Culture Master Plan. **(3 points)**

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 identify and participate in professional development opportunities focused on diversity, equity and inclusion practices. It is important that grantees demonstrate commitment to welcoming and serving any and all Dubuque residents, integrating DEI best practices into their operations, and presenting diverse art forms, creative voices, and cultural experiences.

REVIEW OF APPLICATIONS

Applications will be scored by a panel composed of professionals in the arts, culture, or nonprofit management fields. Scoring will be reviewed by the Arts and Cultural Affairs Advisory Commission to determine funding levels and provide a recommendation for approval or adjustment by the City Council.

ACKNOWLEDGEMENT

If awarded funding, the applicant must acknowledge the City of Dubuque's support in appropriate communications pertaining to this grant. Recognition guidelines and logos are [available for download at the City's website](#).

REPORTING

Applicants must submit a performance report within 60 days of the end of the funding cycle no later than August 31, 2022. 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.

APPLICATION ACCESS AND QUESTIONS

We are committed to making our programs and services accessible to everyone. Please contact the Office of Arts and Culture Affairs at 563.690.6059 or jbrant@cityofdubuque.org to request any accommodations, translation, interpretation, or other assistance you need in completing this process. The organization submitting the application is solely responsible for the content and timely submission of this grant.

SCORING RUBRIC

1. Demonstrated management abilities, financial health, and long-range strategic planning: 3 points

3	2	1
Applicant exhibits right-sized management to advance or meet programmatic needs. Planning for long-term stability is clearly evident and current. Financial review has identified no potential concerns.	Applicant's management structure falls short of programmatic or operations needs. Financial health is stable with limited areas of concern. Strategic planning efforts are minimal or out of date.	Organizational management appears inconsistent or ineffectual. Applicant is in poor financial health or its financial health cannot be determined. Strategic planning efforts are not evident.

2. Demonstrated excellence as an arts and cultural leader evidenced through positively impacting the Dubuque community: 3 points

3	2	1
Recognition by peer institutions. Broad and diverse community support is evident. Applicant demonstrates a robust history of offering exceptional mission-driven arts and culture experiences that maximize its capacity and strategic partnerships to positively impact quality of life issues and/or equity indicators for Dubuque residents.	Applicant demonstrates some recognition by peer institutions. Community support is limited or selective. Applicant offers conventional arts and culture experiences that have a limited impact on the broader community.	Applicant struggles to illustrate its role as a cultural leader. Community support outside of the organizational structure is minimal. The community impact of the arts and culture experiences offered by the applicant is ambiguous or nonexistent.

3. FY21 activities planned and as carried out due to the pandemic, both public-facing and internal due to the pandemic. Discuss activities planned for FY22: 3 points

3	2	1
Applicant demonstrates diverse and robust schedule of activities for the prior year with innovative adjustments and pivots due to the COVID-19 pandemic; public engagement or internal operations maintained throughout the pandemic. Active planning for FY22 underway.	Applicant shows evidence of limited continued activity in the prior year; limited attempt to shift or pivot program delivery or maintain organizational operations. Applicant has identified some programming for the upcoming year.	Applicant does not show evidence of activity in the prior year; operations and programming completely halted. Planning for FY22 is non-existent or ambiguous.

4. DEI professional development and subsequent incorporation in operations, programming, and outreach: 3 points

3	2	1
Key staff or volunteers actively participate in DEI professional development opportunities. Applicant illustrates actionable steps of incorporating DEI practices into operations, programming, and outreach, and identifies DEI-related performance measures.	Engagement in DEI professional development is limited. Applicant demonstrates an attempt to incorporate DEI strategies but vague on specific actions being undertaken or performance measures being gauged.	Active DEI professional development is non-existent. Applicant fails to demonstrate incorporation of DEI strategies in operations, programming, or outreach.

5. Impact of the organization’s mission and activities towards advancing the City of Dubuque’s Arts and Culture Master Plan: 3 points

3	2	1
<p>Applicant offers arts, arts education, or cultural heritage programs that directly connect to the City of Dubuque’s Arts and Culture Master Plan. Applicant clearly describes how their programs actively advance the Plan’s priorities.</p>	<p>Applicant identifies ways their mission and programs advance the City’s Arts and Culture Master Plan but is unable to demonstrate how current or planned programs advance the Plan’s priorities.</p>	<p>Applicant’s mission as an arts or culture organization is ambiguous and minimal evidence is provided of how the applicant advances the City’s Arts and Culture Master Plan goals and priorities.</p>

FOR REFERENCE

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.

PRIORITIES AND STRATEGIES TOWARDS THE GOALS OF 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.
- 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 sub-strategies 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>