

GUIDELINES

PURPOSE

Through this program, the City of Dubuque provides grant funds to cultivate unique and innovative creative arts and culture experiences that prioritize community engagement and active partnership in which all parties may experience change and growth. Special projects must incorporate DEI planning and practices into the development and execution of the project and demonstrate alignment with City goals and priorities.

ELIGIBLE APPLICANTS

- Dubuque-based organizations who operate 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 fiscal agent;
- Established Dubuque-based groups operating in service to the broader community but not incorporated as a nonprofit or operating under a fiscal agent.

INELIGIBLE APPLICANTS

- For-profit organizations or businesses;
- Individual artists;
- Any organization or group based outside of Dubuque city limits;
- 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

- Minimum Request: \$1,000
- Maximum Request: \$8,000
- In FY22, matching funds will not be required. Matching funds, in-kind or cash, are still encouraged to demonstrate additional community investment and need for the proposed project.
- Only 1 application per eligible applicant will be accepted. An applicant can be identified as a partnering entity within another application; that application can not be for the same project.

GRANT IMPERATIVES

Grant applicants must demonstrate all of the following in their project narrative:

Uniqueness / Relevance = Projects should create unique and innovative artworks, arts experiences, or arts learning opportunities that stand out from the applicant's previous offerings in significant ways. Activities may be produced within an established series of programming.

Partnership = Active and collaborative partnership with one or more entities, evidenced by the submission of at least one letter of commitment that demonstrates support for the project and describes the partner's role in project activities.

DEI = Planning efforts and stated outcomes incorporate strategies and tactics to engage and/or represent diverse voices, advance equity, and create inclusive access to project activities.

ELIGIBLE ACTIVITIES AND EXPENSES

Proposed public activities requesting grant funding must be conducted within the Dubuque city limits; eligible expenses may be paid to vendors based outside of Dubuque.

Projects may include the creation, performance, exhibition, publication, or presentation of arts and culture experiences related to:

- 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
- Other Arts Learning Opportunities

Eligible expenses are those dedicated specifically to the project and can include:

- Artist or Contractor Fees
- Licensing or Subscription Fees
- Supplies and Materials
- Space and Equipment Rental
- Domestic Travel
- Marketing and Publicity
- Equipment purchases under \$500
- Employee or volunteer costs essential to meeting project outcomes

INELIGIBLE ACTIVITIES AND EXPENSES

- Projects that occur prior to or after the funding period
- Ongoing projects or programs with arbitrary beginning and end dates
- Projects or activities not open to the public
- General operating expenses
- Religious, political, and sports activities
- Fundraising or benefit events
- Competitions, contests, or awards to honor or recognize achievement
- Food, beverage, or catering costs
- International travel
- Capital projects, ie. construction, property renovation
- Major equipment purchases (over \$500)
- Regranting
- Lobbying activities
- Acquisition or purchase of artwork for permanent collections including public art installations

APPLICATION SUBMISSION

Applications must be submitted via the online application form no later than **11:59PM on Tuesday, June 1, 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, April 9 from 2-3PM** - Informational Webinar [via GoToWebinar](#)
- **Tuesday, June 1 by 11:59PM** - Special Projects grant applications due
- **July** – Notifications and contracts released
- **August** – Anticipated disbursement of funds

RATING CRITERIA

1. Project's goals and objectives highlighting what makes the project unique, innovative, and timely regarding potential community impact and for your organizational growth. **(3 points)**
2. Evidence of active partnership through explanation of roles and responsibilities all partners identified in the application. **(3 points)**
3. Planning efforts and stated outcomes incorporate DEI strategies that seek to engage and/or represent diverse voices, advance equity, and create inclusive access to project activities. **(3 points)**
4. Organizational readiness to implement the project based on timeline, evaluation methods, and budget appropriateness. **(3 points)**
5. Project actively advances the City of Dubuque's Arts and Culture Master Plan goals and priorities. **(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. Project Description, Goals, Uniqueness and Relevance: 3 points

3	2	1
Project description is clear with stated goals and objectives that address relevant community needs or interests. It is obvious that the project aims to maximize the impact of an arts and cultural experience that is unique, innovative, and timely. Several factors make the project substantially different from applicant's past programming, independent of or within an ongoing series.	Project description is satisfactory with stated goals and objectives that loosely take into consideration the needs or interests of the community. The project's impact as an arts and cultural experience is moderate. Elements that make the project unique, innovative, or timely are modest.	Project description fails to communicate the project's goals and objectives; project does not consider community needs or interests and the potential impact is scant. The project does not differ from the applicant's established programs or duplicates offerings already available to the community. Project activities are conventional.

2. Partnership: 3 points

3	2	1
Partnership roles and responsibilities are clearly defined. All partners are actively engaged in successful and meaningful execution of the project. Letter(s) of commitment from partner(s) aligns directly with applicant's narrative.	Partnership roles are loosely defined. Stated responsibilities of partners demonstrate some active collaboration. Letter(s) of commitment from partner(s) generally support the applicant's narrative.	Demonstration of collaborative partnership is lacking. Partners are not actively involved in the planning, marketing and execution of the project. Letter(s) of commitment from partner(s) do not support applicant's narrative.

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

3	2	1
Project clearly incorporates DEI strategies in planning, outreach and execution. Efforts to include, connect with, or represent diverse populations or cultural experiences are prioritized. Project accessibility is maximized. Marketing strategy is well defined and incorporates innovative strategies to reach diverse audiences.	Project moderately incorporates DEI strategies in aspects of the project's planning, marketing, and execution. Diverse populations or cultural experiences are somewhat associated with or included in the project. Proposed marketing plan is adequate and attempts to reach diverse audiences.	Project demonstrates little understanding of what diversity, equity, and inclusion means or minimally demonstrates an effort to include or represent diverse voices. The marketing plan is insufficient and outreach to diverse groups is not considered.

4. Project Readiness - Timeline, Evaluation, Budget: 3 points

3	2	1
Project timeline demonstrates thoughtful planning and detailed consideration of major tasks needed for successful project implementation within the funding period. Methods for measuring and evaluating project outcomes are clearly defined. Project budget and proposed use of grant funds are clear and appropriate.	Timeline is generally defined but some key tasks are overlooked or not considered. Methods for measuring and evaluating project outcomes are loosely defined or irrelevant to the project. Budget and proposed use of grant funds are disproportionate to project scope; some expenses are ineligible for grant support.	Timeline of tasks is insufficient and raises concerns about project achievability. Evaluation methods and measures are weak, unclear, or inadequate. Project budget or intended use of requested funds is unclear.

5. Advances the City of Dubuque's Arts and Culture Master Plan goals and priorities: 3 points

3	2	1
Project offers creative arts and culture experiences that directly connect to the City of Dubuque's Arts and Culture Master Plan. Applicant clearly describes how the project actively advances the Plan's priorities.	Applicant identifies ways the project will advance the City's Arts and Culture Master Plan but is unable to clearly describe how the project advances the Plan's priorities.	How the project aligns with the City's Arts and Culture Master Plan is ambiguous and minimal evidence is provided of how the project advances the City's Arts and Culture Master Plan goals and priorities.

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, 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>.