

GUIDELINES

PURPOSE

Through this program, the City of Dubuque provides funds to cultivate unique and innovative creative arts and cultural experiences for the public that prioritize community engagement and active partnership in which all parties may experience change and growth. Special Projects must integrate diversity, equity, and inclusion (DEI) practices into the development and execution of the project and provide evidence that the project advances 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.
- Only 1 application per eligible applicant will be accepted; an applicant can be identified as a partnering entity within another application but that application can not be for the same project.

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 FY21 or prior Office of Arts & Cultural Affairs funding opportunities.

FUNDING GUIDELINES

- Minimum Request: \$1,000
- Maximum Request: \$8,000
- 1:1 match required. Applicants must demonstrate investment in a project by providing one-to-one matching funds to the grant request for project expenses. A quarter (25%) of the required 1:1 match must be cash. The remaining 75% may be either in-kind or cash, or a combination. For example, an applicant that requests \$1,000 in grant funds must have at least \$1,000 in matching funds with \$250 of that made up of cash match expenses for a minimum total project budget of \$2,000.

GRANT IMPERATIVES

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

Uniqueness / Relevance = Projects should create unique and innovative arts and cultural experiences or arts and cultural 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, supported by the submission of at least one letter of commitment that demonstrates active engagement in the project development or implementation.

DEI = Planning efforts and stated outcomes integrate practices that engage and/or represent diverse populations, advance equity, and create inclusive access to project activities.

ELIGIBLE ACTIVITIES AND EXPENSES

Proposed public activities requesting grant funding must be conducted within 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 cultural experiences or arts and cultural learning opportunities related to:

- Cultural and Historic Resources
- Folk and Traditional Arts
- Theater, Performing Arts
- Spoken Word
- Literature
- Dance
- Music
- Film
- Visual Art: 2D or 3D, Digital, New Media, Installation Art, Murals or Public Art, Performance Art
- Other Arts and Cultural 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 online](#) no later than **11:59PM on Friday, May 13, 2022**. Include only the materials requested in the online application. Changes or additional materials outside of the submission deadline will not be accepted.

TIMELINE

- **Tuesday, March 15** – FY23 program materials available at www.cityofdubuque.org/artsgrants
- **Friday, April 8 from 2-3PM** - Informational Webinar [via GoToWebinar](#)
- **Friday, May 13 by 11:59PM** - Special Projects grant applications due
- **July** – Notifications and contracts released
- **August** – Anticipated disbursement of funds

RATING CRITERIA

1. Project goals and objectives highlight what makes the project unique, innovative, and timely regarding potential community impact and addresses how the project fits within the applicant's mission. **(3 points)**
2. Evidence of active partnership through explanation of roles and responsibilities of all partners involved in the project development and implementation. **(3 points)**
3. Planning efforts and stated outcomes integrate DEI practices to engage and/or represent diverse populations, advance equity, and create inclusive access to culturally relevant activities. **(3 points)**
4. Organizational readiness to implement the project based on timeline, budget appropriateness, and evaluation methods. **(3 points)**
5. Evidence of the project actively advances the City of Dubuque's goals, priorities, and plans, especially but not explicitly, the Arts & Culture Master Plan. **(3 points)**

IMPORTANCE OF DIVERSITY, EQUITY & INCLUSION (DEI)

The City of Dubuque strives to be an equitable community of choice and prioritizes support to organizations and programs that intentionally apply an equity lens, explicit of but not limited to race, to program access and inclusion. It is important that grantees are able to share examples of their commitment to welcoming and serving any and all Dubuque residents by presenting diverse and culturally aware experiences, representing diverse voices, and expanding access.

REVIEW OF APPLICATIONS

Applications are scored by a panel of professionals in the arts, culture, or nonprofit management fields. Scoring is reviewed by the Arts and Cultural Affairs Advisory Commission to provide a recommendation for City Council approval.

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, 2023. 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.

ACCESSIBILITY 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 applicant is solely responsible for the content and timely submission of this grant.

SCORING RUBRIC

1. Project goals and objectives highlight what makes the project unique, innovative, and timely regarding potential community impact and addresses how the project fits within the applicant's mission: 3 points

3	2	1
Project description is clear with stated goals and objectives that address community needs or interests. It is obvious that the project aims to maximize the impact of a 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 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. Evidence of active partnership through explanation of roles and responsibilities of all partners involved in the project development and implementation: 3 points

3	2	1
Partnership roles and responsibilities are clearly defined. Partners are actively engaged in development and successful 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 limited active collaboration. Letter(s) of commitment from partner(s) generally support the applicant's narrative.	Demonstration of active collaboration partnership is lacking. Partners are not actively involved in the development or execution of the project. Letter(s) of commitment from partner(s) do not support the applicant's narrative.

3. Planning efforts and stated outcomes integrate DEI practices to engage and/or represent diverse populations, advance equity, and create inclusive access to culturally relevant activities: 3 points

3	2	1
Project clearly incorporates DEI practices 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 practices 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 populations. The marketing plan is insufficient and outreach to diverse groups is not considered.

4. Organizational readiness to implement the project based on timeline, budget appropriateness, and evaluation methods: 3 points

3	2	1
Project timeline demonstrates thoughtful planning and detailed consideration of major tasks needed for successful implementation within the funding period. Methods for measuring and evaluating project outcomes are clearly defined. Project budget and proposed use of 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 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. Evidence of the organization's activities advancing the City of Dubuque's goals, priorities, and plans, specifically, but not limited to, the Arts & Culture Master Plan: 3 points

3	2	1
Project offers creative arts and cultural experiences that directly connect to the City of Dubuque's Arts and Culture Master Plan strategies. Applicant clearly describes how the project actively advances the Plan's priorities. Connection to other City goals, priorities, and plans may be discussed.	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 goals and 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>.

Additional documents for consideration when discussing how your organization advances the City of Dubuque's goals, priorities, and plans:

- [City Council Goals and Priorities](#)
- [Imagine Dubuque Plan](#)
- [50% by 2030 Community Climate Action and Resiliency Plan](#)
- [Equitable Poverty Reduction & Prevention Plan](#)