BACKGROUND

Community Cultural Grants help cities, county governments, tribal councils and nonprofit, tax-exempt organizations to support the development of community programs that provide jobs for local Iowans while promoting Iowa's cultural, ethnic and historical heritages through the development of festivals, music, drama, cultural programs and tourism projects.

The Iowa Community Cultural Grant program is administered by the Iowa Arts Council, which exists within the Iowa Economic Development Authority (IEDA). The program is funded through an appropriation by the Iowa Legislature to IEDA. Operating and grant policies and definitions set out at 261 Iowa Administrative Code Chapter 305 and rules pertaining to organization and operation of the Iowa Arts Council found at 261 Iowa Administrative Code Chapter 304 apply to the program. Rules specific to the program can be found at 261 Iowa Administrative Code Chapter 301. Additional eligibility requirements and priorities are as set out in these guidelines published by the IEDA.

QUESTIONS

Potential applicants, especially first-time applicants, are encouraged to review all published material, including the administrative rules and published guidelines, and contact Creative Community Development and Infrastructure Programs Manager Jon Berg at jon.berg@iowaeda.com well in advance of application deadlines if they have any questions regarding the program.

ACCESSIBILITY

IEDA is committed to providing reasonable accommodations to eligible applicants. For technical support submitting the online application, please contact the Accessibility Coordinator, Jennie Knoebel at jennie.knoebel@iowaeda.com or 515.348.6324 at least two weeks in advance of the application deadline.

TIMELINE

July 1, 2024 | Fiscal Year 2025 Application Deadline
The deadline to submit an online application is 11:59 p.m. on July 1, 2024, for the funding period August 1, 2024 – June 30, 2025.

August 2024 | Funding Notification
Typically, applicants are notified of funding decisions within four weeks after the application deadline.

August 1, 2024 – June 30, 2025 | Eligible Funding Period
The eligible funding period is August 1, 2024 – June 30, 2025. All expenses must be incurred, and project activities must be completed, within the eligible funding period.

August 1, 2025 | Final Report Deadline
Grant recipients are required to complete a final report by August 1, 2025.

GRANT AMOUNTS AND PAYMENT
Grant Award Amount
Applicants may request funding for eligible one-time project expenses incurred and expended during the eligible funding period.
- Minimum grant request: $1,000
- Maximum grant request: $20,000

Grant Payment
Grant recipients will receive the full grant amount award upon full execution of the grant agreement. Recipients must complete a final report at the end of the eligible funding period outlining how the grant funds and cash match were spent. Recipients must return any unspent grant funds to the IEDA within 30 days after the final report deadline.

APPLICATION REQUIREMENTS
Eligible Applicants
Only applicants of the types listed below are eligible to apply. Entities that do not fall into one of these categories are not eligible to apply.
- Nonprofit organization that meets the following criteria:
  - Actively registered with the Iowa Secretary of State to do business in the state of Iowa.
  - Incorporated and physically located in Iowa or located in a border community that meets the requirements set out in the IEDA's Border State Policy. "Physically located in Iowa" means maintaining a current registered office and registered agent address in Iowa pursuant to Iowa Code section 490.501 and maintaining a staff presence, with at least one paid full-time staff member, physically located and working in Iowa.
  - Exempt from federal taxes pursuant to Internal Revenue Code §501(c)(3) or applying through a fiscal agent. "Fiscal agent" is defined for purposes of the program and these guidelines in 261 Iowa Administrative Code 301.3.
  - Established for the promotion and development of one or more of the following disciplines or activities: the arts, history, culture, ethnicity, historic preservation, tourism, economic development, festivals or municipal libraries.
- Unit of Iowa local or county government or federally recognized tribal council physically located in Iowa.

An organization whose primary purpose is to channel resources (financial, human or other) to an affiliated organization may only apply if the affiliated organization does not submit its own application. This prohibition applies even if each organization has its own 501(c)3 status. For example, the "Friends of ABC Museum" may not apply if the ABC Museum, itself, has applied.

Accessibility – Americans with Disabilities Act
Each applicant must demonstrate that it is in compliance or actively working to be in compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. These laws prohibit discrimination against individuals with physical and/or mental disabilities. Both programmatic and structural accessibility must be addressed in the application.

Universal Entity Identifier (SAM-UEI)
Entities applying for IEDA programs must be registered with the U.S. Government's System for Award Management (SAM) at SAM.gov. Entities that register in SAM.gov are assigned a Unique Entity Identifier (UEI), which is required for doing business with the federal government. All applicants for IEDA programs except for individual applicants are required to have a UEI and maintain an active SAM.gov registration for the duration of the application process and, if awarded a grant, for the life of the award.

Ineligible Applicants
Ineligible applicants include:
- Individuals
- Educational institution or an organization attached or affiliated with an education institution whose primary orientation, mission and purposes are education and/or awarding academic credits
- For-profit corporation or business
- Political party
- Labor union
- State or federal government agency
- Organization whose primary purpose is to support any excluded type of organization
- National service/professional organization
- Organization that has received a fiscal year 2025 Cultural Leadership Partners Grant
- Organization that has received grants, loans or other incentives through the Iowa Arts Council or through a program administered by IEDA for fiscal year 2025 that is not in compliance with reporting or other requirements or that is listed on IEDA's funding moratorium list

PROJECT REQUIREMENTS
Eligible Projects
Eligible projects include qualified festivals; performing, visual or literary arts projects; and historic preservation, museum, tourism or ethnic heritage projects which will enhance Iowa's cultural climate.

Eligible community projects must involve collaborators, include a cultural heritage experience or learning opportunity, demonstrate public value to Iowans through deliberate public engagement and access to project activities, and provide jobs for Iowans while serving the general public. All projects must have a clear beginning and end date during the eligible funding period.

Applicants may apply for support of an annual event or series only if they can demonstrate how the event or series is unique to the eligible funding period and worthy of support. Project content must change from year to year.

Ineligible Projects
Projects that fall outside of the identified types of eligible projects will not receive funding through this grant program. Ineligible projects include, but are not limited to, the following types of activities.
- Capital Infrastructure, including construction, renovation, or maintenance.
- Domestic travel-dominant projects that primarily benefit the applicant.
- Ongoing projects or programming.
- Projects that begin or end prior to or after the eligible funding period.

- Social activities such as receptions, parties, galas, community dinners, picnics, and potlucks.
- Costs for planning, staffing, and supplying social activities as described above.

BUDGET REQUIREMENTS
Eligible Grant Request Expenses
Community Cultural Grants support project expenses that are essential to the completion of the proposed project. The grant request must be dedicated to eligible one-time, direct project expenses and legitimate parts of the proposed project, and must be incurred and expended within the eligible funding period. Cost of expenses identified in the grant request should be based on competitive, current market pricing.

Eligible grant request expenses include direct project costs such as:
- Access accommodations (e.g., audio description, sign-language interpretation, closed or open captioning, large-print brochures/labeling)
- Artist fees (e.g. creation, preparation, performance time)
- Costs of items created through project activities (e.g. publishing books or exhibition catalogs, music recordings, films for distribution)
- Domestic travel (e.g. mileage, accommodation, per diem)
- Marketing (e.g. print material, ad buys, design fees)
- Materials (e.g. paint, costumes, props)
- Personnel time dedicated to the project* (e.g. planning, execution, evaluation time).
- Professional services (e.g. printer, graphic designer, security)
- Rentals (e.g. stages, lighting/sound, scissor lift, portable restrooms)
- Supplies, the cost of which is less than $5,000 per unit (e.g. camera, computers/software, kiln)

Applicant must demonstrate how personnel time is specifically dedicated to the proposed project. Personnel benefits, such as health insurance and paid time off, are not eligible for reimbursement. State of Iowa agencies cannot include personnel costs in the grant request, but such expenses may be included as part of the cash match requirement.

Indirect Costs
Applicants may include indirect costs in the grant request. The indirect cost rate is either the current and appropriate indirect cost rate negotiated with the applicant's Cognizant Federal agency or a de minimis rate of 10%. The indirect cost rate can only be applied to direct costs included in the grant request and does not include costs included as part of the grant request match. For example, an applicant could request $9,900 in grant funds with $9,000 of direct costs and $900 of indirect costs.

Ineligible Grant Request Expenses
Expenses that fall outside of the identified eligible expenses for the project may not be included as part of the grant request. Applicants that include ineligible expenses in the grant request may be considered ineligible for a grant.

Ineligible grant request expenses include, but are not limited to:
- Acquisition/purchase of artwork
- Budget shortfalls

- Capital expenditures, inclusive of the purchase of fixed assets or tangible personal property, including information technology systems, having a useful life of more than one year and a per-unit cost that is equal to or greater than $5,000
- Collection maintenance or restoration expenses
- Costs of goods for resale, including concessions or promotional merchandise such as clothing or items purchased for sale
- Facilities costs and staffing expenses except personnel time dedicated to the project as described above
- Costs for the creation of new organizations
- Deficit or debt reduction
- Donations or contributions to other organizations
- Expenses incurred prior to or after the eligible funding period
- Food, beverage and alcohol
- Foreign travel
- Funding cash reserve or endowment accounts or instruments
- Fundraising or benefit activity expenses
- General miscellaneous or contingency costs
- Home studio/office costs or expenses, including utilities and mortgage payments
- Lobbying activity
- Personnel benefits
- Prizes and awards
- Project costs supported by any other federal or state funding
- Property maintenance, restoration, or renovation expenses
- Purchase and/or use of gift cards and gift certificates to support project costs
- Purchase of a vehicle
- Tuition, fees or project activity that results in an applicant's undergraduate or graduate course credit, degree or certification
- Unallowable expenses for federal awards as defined in 2 CFR 200 Subpart E - Cost Principles
- Unrealized ticket or event revenue, i.e., providing free tickets or scholarships to attend an event

Match Requirement

Applicants are required to demonstrate investment in the project by providing matching funds that equal a minimum of 50% of the total grant amount requested from the IEDA. For example, an applicant that requests $10,000 in grant funds must have at least $5,000 in matching funds for a minimum total project budget of $15,000. An applicant may meet the matching requirement by demonstrating that the applicant's budget contains funds, other than state and federal funds, in excess of the grant award amount.

The required matching funds must be dedicated to one-time project expenses that are legitimate parts of the proposed project. Expenses identified in the match should be based on competitive, current market pricing. Applicants must identify all anticipated cash match expenses and in-kind contributions beyond the grant request in the project budget and the anticipated revenue sources that will cover them. The applicant is not required to secure the matching funds at the time of application but must

secure the match during the eligible funding period and identify such funds in the final report due August 1, 2025.

- Cash match is actual cash contributed to direct project expenses by the applicant or other funding sources. Staff time dedicated to the project and indirect costs can be included as part of the cash match.
- Expenses used for cash match must adhere to the same grant request expense eligibility requirements as detailed in the Budget Requirements section of these guidelines.
- In-kind match is non-cash goods or services provided at no charge to the project by a third party.
- State or federal funds cannot be used to meet the match requirement.
- Funds provided by units of county or local government may be used to meet the match requirement.

FUNDING PRIORITIES
Priority is given to projects that have high-quality projects that advance the goals of the Iowa Arts Council 2022-2025 Strategic Plan and projects that occur within a Cultural and Entertainment District certified by the State of the Iowa. Applicants are encouraged to submit a letter of support from the district for their project under support materials. Contact Jon Berg at jon.berg@iowaeda.com for district contact information.

REVIEW PROCESS
Eligibility Review
IEDA staff will review applications for completion, eligibility and adherence to published guidelines. Applications are reviewed as submitted, provided that the IEDA may contact applicants if any additional information is required. New or additional information or subsequent application clarification submitted after a program deadline is not considered unless requested by an IEDA program manager. Staff will also review an applicant's record of compliance and standing with the Iowa Arts Council, the IEDA, other state agencies, including the Iowa Department of Revenue, and federal government agencies or departments. IEDA will not move forward to panel review applications or applicants determined by staff to be ineligible or incomplete. Determinations as to eligibility or completeness are final agency actions as defined in The Iowa Administrative Procedure Act, Iowa Code Chapter 17A.

Competitive Panel Review
Applications by eligible applicants that are complete and adhere to program requirements will be referred for a competitive review by a panel of professionals with expertise in the arts, history and economic development. Applications will be scored and ranked based on the published scoring rubric. Recommendations are submitted to the IEDA Director for consideration and funding approval.

Decision Notification
Applicants are typically notified of funding decisions, including decisions to decline to fund applications, within four weeks after the application deadline. Applicants are encouraged to refrain from contacting staff for application status updates during the funding decision process.

APPLICATION SUBMISSION
Online Application Submission
Applicants must submit applications via the Iowa Arts Council's online application portal, SlideRoom
iowaartscouncil.slideroom.com. Applications will not be accepted in any other format or not submitted
through Slide Room. Late, incomplete, or ineligible applications will not be accepted. Applicants must
create a login to view the full application requirements for the program. Applicants can visit
help.liaisonedu.com for assistance related to the online submission.

APPLICATION
<u>Application Questions and Scoring Rubric</u>
The Community Cultural Grant scoring rubric will be used by the review panel to evaluate grant
applications. The following application questions are provided for reference only. Applicants must review
and complete application requirements in the SlideRoom portal. Each section has criteria and
corresponding point values to ensure an unbiased review process. The rubric is on a scale of 45 points.

Applicant Overview
Mission Statement
Enter applicant's mission statement.

Applicant Overview
Describe applicant's organization and a broad overview of the programs and services the organization
offers. Highlight in more detail one recent culturally focused program or service the applicant has offered
that demonstrates applicant's ability to accomplish the proposed project. Describe why applicant felt the
highlighted program or service was a success.

Applicant Overview: 5 points possible		
5	3	1
Applicant demonstrates exceptional programming or services that clearly advance its mission and serve its target population. Applicant demonstrates a strong record of progress through relevant notable achievements and strategic priorities.	Applicant offers programming or services that support its mission and target population. Relevant notable achievements or strategic priorities are identified.	Applicant's programming or services are limited, unclear or do not support its mission or serve its target population. Relevant notable achievements or strategic priorities are not identified.

Project Description and Collaboration
Describe the proposed project, including:
- What the project is and the project activities that will take place and be accessible by the public.
- Why applicant is proposing to do this project.
- Who will be involved with the project and their roles and responsibilities.
- Describe the degree of collaboration with partners on the project.

Is the project part of regular ongoing programming, like an annual event or exhibit? (Yes/No) If yes, describe why this particular year or project is unique and worthy of funding.

Project Description and Collaboration: 5 points possible		
5	3	1
Project description is clear. Collaborative partners and responsibilities are well-defined and enhance the project. Project activities that engage the public are exemplary and clearly defined.	Project description is satisfactory. Collaborative partners and responsibilities are defined. Project activities that engage the public are described.	Project description is inadequate. Collaborative partners and responsibilities are not identified. Project activities that engage the public are not described.

Impact on Iowa's Workforce
Indicate the number and type of full- and part-time employment opportunities for Iowans created by the proposed project. Describe the impact these employment opportunities will have. Please note: Part-time jobs include contract, temporary and gig work, in addition to salaried and hourly wage-earning employment.

Impact on Iowa's Workforce: 5 points possible		
5	3	1
Project supports Iowa's workforce by creating full- and part-time employment opportunities for Iowans that will significantly impact the success of the project.	Project supports Iowa's workforce by creating full- and part-time employment opportunities for Iowans that may have a limited impact on the success of the project.	Project does not clearly create full- and part-time employment for Iowans.

Cultural and Tourism Value
Describe why proposed project is important to the historical, ethnic, cultural and tourism vitality in Iowa, including:
- The intended communities, participants and/or audiences involved in the project activities, and how they will benefit.
- Specific plans to engage cultural groups in the project activities.
- How the project will attract tourists to the community.

Cultural and Tourism Value: 5 points possible		
5	3	1
Project value is well-defined. Exemplary plans are in place to highlight historical, ethnic and/or cultural vitality of project activities. Project will	Project value is identified. Some plans are in place to highlight the historical, ethnic, and/or cultural vitality of project activities. Project will likely impact local tourism efforts.	Project value is not identified or unclear. Significant concerns exist about plans to highlight the historical, ethnic and/or cultural value of project

clearly benefit local tourism efforts.		activities. Project activities may not benefit local tourism.

Project Timeline

Provide a timeline of when activities from the project description will occur. Be sure to include when key decisions will be made, project phases and events, as applicable. If, for context, you describe activities that occur outside of the funding period, indicate by adding an asterisk (*). Deadlines can be listed as the month it is set to be complete, such as "September 2024", rather than a specific date.

Project Timeline: 5 points possible		
5	3	1
Confident project will successfully happen through a clear, detailed timeline of tasks.	Project is achievable through the identified timeline of tasks.	Multiple concerns about project achievability. Timeline of tasks is insufficient.

Outcomes and Evaluation

State at least one distinct and measurable outcome that the applicant intends to achieve with the grant funding. A second outcome is optional. Effective outcomes are specific, measurable and can be reasonably achieved by the proposed activities. Avoid outcomes focused on numbers like "Applicant will provide 10 art classes to 100 students." Instead, focus on how the project will result in changing the knowledge, attitude, skill or behavior among the people the project is designed to benefit. For example: "We will introduce new youth studio art classes to advance our goal of attracting more families with children to visit the art center."

Describe how the applicant will monitor and evaluate progress toward the outcome. Examples of evaluation activities include, but are not limited to, surveys of program participants, measuring attendance, and third-party program evaluations. If applicable, include plans to share learnings and outcomes.

In addition, select one Iowa Arts Council strategic goal that best aligns with applicant's stated outcome(s):

- Foster arts programming that seeks to advance individual and community health and well-being.
- Intentionally engage artists in community development initiatives.
- Invest in creative projects that enhance the cultural identity of communities and districts.
- Nurture and support cross-sector partnerships that include the arts and artists as a core partner to address community needs.
- Develop and demonstrate inclusive models of working with diverse communities, organizations and leaders.
- Bridge urban, rural and suburban parts of our state through shared resources and greater collaboration.

Project Outcomes and Evaluation: 5 points possible		
5	3	1
Applicant has clearly identified a project outcome that is specific, measurable and can be achieved by the proposed activities. Applicant has clear methods in place to collect necessary data to analyze achievement of project outcome.	Applicant has identified a project outcome that is measurable and is likely to be achieved by the proposed activities. Evaluation methods and measures are satisfactory and may help applicant to collect the necessary data to determine if the project outcome was achieved.	Project outcome is unclear and/or the identified outcome is not likely to be achieved by proposed activities. Evaluation methods and measures are inadequate.

Project Budget
Total Grant Request Amount
Enter the total amount of grant funding being requested to support the project. Round to the nearest dollar. Do not include dollar signs, decimals or commas.

Total Cash Match
Enter the total amount of cash match the applicant will provide to support the project. Be sure this number is at least one-half the amount of the grant amount requested. Round to the nearest dollar. Do not include dollar signs, decimals or commas.

Project Expenses
Itemize the eligible project expenses in the table. Include a brief description of each expense and place the numeric dollar amount for that expense in either the grant award column, cash match column or divide the expense between the two columns. Round to the nearest dollar. Do not include dollar signs, decimals or commas. Total the amount of each row in the fourth column.

Cash Match Sources
In the table, list each funding source for the cash match, the amount from each source, and whether the funds have been secured. The funding source is where the money comes from. Be as specific as possible in listing the source.

Estimated Total Project Cost
Enter the total estimated cost of the project. This value should only equal the sum of the grant request and cash match expenses. Round to the nearest dollar. Do not enter dollar signs, decimals or commas.

Budget: 5 points possible		
5	3	1
Budget and intended use of requested funds are clear, appropriate and will help applicant to achieve intended outcome.	Budget and the intended use of requested funds are identified. It is unclear if they will help applicant to achieve the intended outcome.	Budget and the intended use of requested funds are unclear or inadequate.

Financial Need
Please explain the need for grant funds to implement this project and if the project will move forward without this grant. What additional funding sources have been pursued to fund this project, and how will grant funds enhance the project or leverage other funding sources?

Financial Need: 5 points possible		
5	3	1
Applicant clearly describes the financial need for the proposed project. Grant funds will have a significant impact by ensuring the project moves forward and will be enhanced by other funding sources.	Applicant identifies some measure of financial need around the proposed project. Grant funds will have a moderate impact on the success of the project.	Applicant does not clearly state a financial need for the proposed project. The applicant has not pursued other sources of funding for the project.

Project or Event Samples
Submit 3-5 project or event samples that directly relate to the proposed project. Work samples do not include bios, testimonials, news articles or marketing material such as brochures, fliers or posters. These samples can be uploaded under the support material section.
- Video and audio files should not exceed three minutes each.
- PDF files should not exceed one page each.
- Panelists will not be required to view more than one page of a document or more than three minutes of an audio or video file.

Support Material
Submit up to two pages of document support material for the proposed project. Support material may include an evaluation tool, letter of support, marketing material, press clipping, lesson plan or project participant bios. Applicants whose projects will occur within a Cultural and Entertainment District certified by the State should submit a letter of support from the district for their project. A list of web links is not acceptable.

Overall Application
The following scoring criteria reference the quality of the proposal and application as a whole and not a particular question. Support materials will be considered for overall historical, ethnic, cultural and tourism value, and case for support.

Overall Application: 5 points possible		
5	3	1
Case for support is exemplary and merits investment from the state.	Case for support is average.	Case for support is below average or does not merit state investment.

GLOSSARY TERMS AND DEFINITIONS
Applicants should refer to the glossary for clarification of program terms and definitions.