ART PROJECT GRANTS FOR ORGANIZATIONS

BACKGROUND
The Art Project Grants for Organizations program is administered by the Iowa Arts Council, which exists within the Iowa Economic Development Authority (IEDA). Through the program, IEDA provides financial incentives to nonprofit and tax-exempt organizations; schools; area education agencies; local, county, state and federal governmental agencies; and tribal councils to support a wide variety of arts-related activities. To be eligible, projects must include artistic excellence and service to Iowans. Priority is given to projects that advance the goals of the Iowa Arts Council 2022-2026 Strategic Plan.

The program is funded through an appropriation by the Iowa Legislature to IEDA and a grant by the National Endowment for the Arts, a federal agency. Applicants must comply with federal requirements, including but not limited to 2 CFR Part 200.

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 307. Additional eligibility requirements and priorities are set out in these guidelines published by IEDA.

QUESTIONS
Potential applicants, especially first-time applicants, are encouraged to review all published material, including the administrative rules and published guidelines, and contact Senior Grants and Programs Manager Jennie Knoebel at jennie.knoebel@iowaeda.com well in advance of application deadlines if they have any questions regarding the program.

ACCESSIBILITY
The 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 515-348-6324 or jennie.knoebel@iowaeda.com, at least two weeks in advance of the application deadline.

TIMELINE
June 3, 2024 | Fiscal Year 2025 Application Deadline
The deadline to submit an online application is 11:59 p.m. on June 3, 2024, for the funding period July 1, 2024 – June 30, 2025.

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

July 1, 2024 – June 30, 2025 | Eligible Funding Period
The eligible funding period is July 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 REIMBURSEMENT
One-Time Project Expenses
Applicants may request funding for eligible one-time project expenses that are incurred and expended during the eligible funding period.
- Minimum grant request: $2,500
- Maximum grant request: $10,000

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

APPLICATION REQUIREMENTS
Eligible Applicants
Eligible applicants must be one of the following types of entities. Entities who do not fall into one of these categories are not eligible to apply.
- Nonprofit organization incorporated and physically located in Iowa exempt from federal taxes pursuant to Internal Revenue Code § 501(c)(3). "Physically located in Iowa" means maintaining a current registered office and registered agent address in Iowa pursuant to Iowa Code 490.501 and maintaining a primary staff presence physically located and working in Iowa.
- Actively registered with the Iowa Secretary of State to do business in the State of Iowa.
- Entity located in a border community that meets the requirements set out in IEDA's Border State Policy.
- A nonprofit organization that has not yet achieved federal tax-exempt status may apply through a fiscal agent.
- Educational institution, organization or K-12 school whose primary orientation, mission and purposes are education and/or awarding academic credits.
- Unit of local, county, state or federal recognized tribal government physically located in Iowa.
- Area Education Agencies.

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
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 individual applicants, who are eligible to apply through IEDA's Art Project Grants for Artists program, and the following types of entities:

- For-profit corporation or business
- Political party
- 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 other program administered by IEDA for fiscal year 2025 that are not in compliance with reporting or other requirements or that are listed on IEDA's funding moratorium list

ART PROJECT REQUIREMENTS

Eligible Projects

Eligible projects must involve an arts experience or arts learning opportunity and must demonstrate public value to Iowans through deliberate public engagement and access to project activities. Types of eligible projects include community events, performances, exhibitions, festivals or workshops dedicated to arts related activities. All project activities 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.

Applicants may apply for support of a public art project only if they can demonstrate broad-based community engagement and programming surrounding the project.

Ineligible Projects

Projects that fall outside of the identified types of eligible projects will not receive funding through this program. Ineligible projects include, but are not limited to, the following types of activities:

- Capital Infrastructure, construction, renovation or maintenance
- Non-arts projects
- 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

Art Project 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. Expenses identified in the grant request should be based on competitive, current market pricing.

Expenses eligible for reimbursement 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.

Expenses that are not eligible for reimbursement include, but are not limited to:
- Acquisition/purchase of artwork
- Budget shortfalls
- Capital expenditures, including 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 costs 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 a cash match that is a minimum of 50% of the total grant amount requested from IEDA. For example, an applicant that requests $10,000 in grant funds must have at least $5,000 in cash match for a minimum total project budget of $15,000.

The required cash match 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 will be required to identify all anticipated cash match expenses and in-kind contributions beyond the grant request in the project budget as well as the anticipated revenue sources that will cover them. The applicant is not required to secure the cash match at the time of application but must secured the cash match during the eligible funding period and identify it in the final report due August 31, 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 arts production or arts experiences, projects that advance the goals of the Iowa Arts Council Strategic Plan Framework 2022-2026, and projects that occur within a Cultural and Entertainment District designated 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
Submitted applications are reviewed by staff for completion, eligibility and adherence to published guidelines. Applications are reviewed as submitted, provided that IEDA may contact applicants if any additional information is required. New application 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 good standing with the Iowa Arts Council, IEDA, other state agencies, including but not limited to the Iowa Department of Revenue, and federal government agencies or departments. Applications or applicants determined by staff to be ineligible or incomplete will not move forward to panel review. A determination as to eligibility or completeness is final agency action.

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 related to the purpose of the program. Applications will be scored and ranked based on the published scoring rubric. Recommendations for consideration and approval are submitted to the Director of the IEDA.

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 SlideRoom, an online application portal. Applications will not be accepted in any other format. Late, incomplete or ineligible applications will not be accepted. Applicants can access the current online application requirements at iowaartscouncil.slideroom.com. 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
Application Questions and Scoring Rubric
The Art Project Grants for Organizations program 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 50 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 arts focused program or service 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 programs and services and has successfully managed relevant arts projects in the past.	Applicant offers programming or services. A relevant past program or service has been identified that may demonstrate applicant's ability to accomplish the proposed project.	Applicant's programming or services are not clearly described. It is unclear if applicant has experience in managing projects like the one proposed in the grant application.

Project Description

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.
- If this is a public art focused request, include a statement regarding permission to use the site where the art will be located and why that site was chosen.

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

Project Description: 5 points possible		
5	3	1
Project description is clear. Key artistic and logistical 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. Key artistic and logistical partners and responsibilities are identified. Project activities that engage the public are described.	Project description is inadequate. Artistic or logistical partners and responsibilities are not identified. Project activities that engage the public are not described.

Artist Selection

Describe the process applicant went through to select the artist(s) participating in the proposed project. Be sure to include information about any community input applicant solicited in selecting the artist(s). Where applicable, include information about the review process and criteria used to make the selection of the artist(s).

Artist Selection: 5 points possible		
5	3	1
Clear process in place to select the artist(s) participating in the proposed project. Community was directly and actively involved in selecting the artist(s).	Process was placed to select the artist(s) participating in the proposed project. Community had some input in selecting the artist(s).	Process in place to select the artist(s) participating in the proposed project is unclear or inadequate. Community was not involved in selecting the artist(s).

Public Value

Describe why proposed project is important to the public, including:
- The intended communities, participants, and/or audiences involved in the project activities, and how they will benefit.
- Specific plans to engage these groups in the project activities.
- Plans to provide equitable access to project activities.

Public Value: 5 points possible		
5	3	1
Target population for the project is well-defined. Exemplary plans are in place to engage the public. Community members will clearly benefit from project activities.	Target population for the project is identified. Plans are in place to engage the public. Community members will benefit from project activities.	Target population for the project is not clearly identified. Plans to engage the public are unclear or inadequate. Community members may not benefit from project activities.

Project Timeline

Provide a timeline of when activities from the project description will occur. Be sure to include when key artistic 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 <u>one</u> Iowa Arts Council strategic goal that best aligns with applicant's stated outcome(s).

- Assist organizations with their challenge of attracting new and younger audience members.
- Foster arts programming that seeks to advance individual and community health and well-being.
- Greater adoption of best practices around accessibility by Iowa's arts organizations.
- Intentionally engage artists in community development initiatives.
- More Iowa K-12 students have access to meaningful arts learning opportunities and career and learning pathways in the arts.
- Nurture and support cross-sector partnerships that include the arts and artists as a core partner to address community needs.

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. The 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 the 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 be providing to support the project. Be sure this number is at least half 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 below. 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 decimal signs or commas.

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

Artistic Work Samples
Submit 3-5 artistic work samples that directly relate to the proposed art project. Artistic work samples should demonstrate the quality of the artistic work in the proposed project or the quality of applicant's past work as it relates to the proposed project. Artistic work samples must represent an artistic work or performance. Artistic work samples do not include bios, testimonials, news articles or marketing material such as brochures, fliers or posters. These can be uploaded under support material.
- Provide 3-5 items.
- 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.

Artistic Work Samples: 5 points possible		
5	3	1
Artistic work samples are of high quality, relevant to the proposed project and clearly demonstrate exceptional capabilities in artistic concept and form.	Artistic work samples are of average quality, relevant to the proposed project and demonstrate capabilities in artistic concept and form.	Artistic work samples are of poor quality or demonstrate inadequate capabilities in concept and form.

Optional Support Material
Submit up to two pages of document support material for the proposed project. Support material may include an evaluation tool, sketch of a proposed artwork, letter of support, marketing material, press clipping, lesson plan or artist bios. Applicants whose projects will occur within a Cultural and Entertainment District designated 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 in overall artistic vitality and case for support.

Overall Artistic Vitality: 5 points possible		
5	3	1
Project provides Iowans an arts service or experience that will substantially impact the vitality of the arts in Iowa.	Project provides Iowans an arts service or experience that will reasonably impact the vitality of the arts in Iowa.	Project does not provide Iowans an arts service or experience that will adequately impact the vitality of the arts in Iowa.

Case for Support: 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.