Applications will be scored based on the following criteria which should be addressed throughout the application. Submit application and any additional material via email to [afreeman@carson.org](mailto:afreeman@carson.org) between April 1, 2024 and April 30, 2024.

**Project Planning and Management (0-20 points)**

- Provides a clear plan with realistic timeline

- Provides specific, measurable, achievable, relevant, and time-bound (“SMART”) objectives

- Budget reflects realistic costs and appropriate financial resources to support the project

**Alignment with the 2022-2026 Carson City Arts & Culture Strategic Plan (0-20 points)**

- Demonstrates alignment with the Arts & Culture Strategic Plan

- Clearly identifies project alignment with a goal/s in the Arts & Culture Strategic Plan

- Clearly identifies project alignment with a strategic objective/s from the Arts & Culture Strategic Plan

- Includes one or more of the recommended activities from the Arts & Culture Strategic Plan

**Community Impact (0-20 points)**

- Demonstrates social, educational, cultural and/or economic relevance for the community

- Supports local artists

- Involves partnerships or collaboration with other community organizations

- Includes plan to bring attention to the value of the arts in our community

**Artistic Excellence and Artistic Merit (0-20 points)**

- Demonstrates creativity, innovation, and/or originality

- Demonstrates commitment to artistic excellence

- Demonstrates a contribution to the vibrancy of the arts in Carson City.

- Work samples submitted demonstrate artistic excellence

**Evaluation Plan (0-20 points)**

- Identifies and describes methods to evaluate success of the event

- Includes plan to show community impact

- Describes how collected data will inform future planning

**Questions 1-8 do not earn any points but are required.**

1. **Organization Name:**
2. **Primary Contact: (Name, title, phone number, email address)**
3. **UEI:**
4. **Attach first 2 pages of most recent IRS 990 form.**
5. **Amount requested:**
6. **Provide a brief history of your organization and its mission.**
7. **Link to your organization's website or social media page:**
8. **Project title & one sentence description:**

**Questions 9-11 address Project Planning and Management (0-20 points)**

- Provides a clear plan with realistic timeline

- Provides specific, measurable, achievable, relevant, and time-bound (“SMART”) objectives

- Budget reflects realistic costs and appropriate financial resources to support the project

1. **Describe the plan for this project, including timeline, goals, and objectives.**
2. **What specific elements of the proposed project will this funding support?**

|  |  |
| --- | --- |
| **FUNDING SUPPORT REQUEST BUDGET ALLOWABLE EXPENSES** | **PROJECTED USE OF GRANT FUNDS** |
| PROJECT ADMINISTRATIVE PERSONNEL/CONSULTANTS (maximum of 10% of the overall grant fund request) |  |
| FEES FOR ARTISTS |  |
| FACILITY COSTS (Note that this includes space rental, utilities, etc. but renovation, remodeling, restoration, or new construction are not allowable) |  |
| CONSUMABLE MATERIALS/SUPPLIES (Note that purchases of permanent equipment are not allowed) |  |
| PRODUCTION EXPENSES |  |
| MARKETING & PROMOTION |  |
| TRAVEL (Note that travel outside Canada, Mexico, the United States, and its territories and possessions AND preparation for, or travel to, competitions are not allowable) |  |
| ADD ANY ADDITIONAL EXPENSES BELOW (Note that additional expenses which do not fit into the above categories must be pre-approved) |  |
| GRANT REQUEST AMOUNT TOTAL |  |

1. **PROJECT BUDGET (Must include all expenses/income and show 1:1 cash OR in-kind match)**

|  |  |  |  |
| --- | --- | --- | --- |
| **FULL/OVERALL BUDGET** | | | |
| **EXPENSES - DESCRIPTION** | | **EXPENSES - PROJECTED**  **AMOUNT** | |
| PROJECT ADMINISTRATIVE PERSONNEL/CONSULTANTS | |  | |
| FEES FOR ARTISTS AND/OR OTHER CONTRACTED PERSONNEL | |  | |
| FACILITY COSTS (Note that this should only include costs during the duration of and directly associated with the proposed project, such as space rental, utilities, etc., but renovation, remodeling, restoration, or new construction are not allowable) | |  | |
| CONSUMABLE MATERIALS/SUPPLIES | |  | |
| PRODUCTION EXPENSES | |  | |
| MARKETING & PROMOTION | |  | |
| TRAVEL | |  | |
| ADD ANY ADDITIONAL EXPENSES (list) | |  | |
|  | |  | |
| TOTAL PROJECTED EXPENSES (must match projected income below) | |  | |
|  | | | |
| **INCOME - DESCRIPTION** | | **INCOME – PROJECTED AMOUNT** | |
| GRANT REQUEST AMOUNT | |  | |
| EARNED INCOME (admissions, ticket sales, product sales, subscriptions, etc.) | |  | |
| PRIVATE SUPPORT: Foundation Support | |  | |
| PRIVATE SUPPORT (contributions/donations from individuals and/or businesses, etc.) | |  | |
| PRIVATE SUPPORT: Other Private Unearned Income | |  | |
| GOVERNMENT SUPPORT: (City or State - excluding this grant) | |  | |
| GOVERNMENT SUPPORT: Federal | |  | |
| GOVERNMENT SUPPORT: Other | |  | |
| ADD ANY ADDITIONAL INCOME BELOW | |  | |
|  | |  | |
| TOTAL PROJECTED INCOME (must match projected expenses above ) | |  | |
| **IN-KIND - DONATIONS/GOOD/SERVICES** | **IN-KIND - PROJECTED VALUE** | |
| VOLUNTEER HOURS |  | |
| DONATED SERVICES |  | |
| DONATED MATERIALS AND SUPPLIES |  | |
| DONATED FACILITY/SPACE |  | |
| ADD ANY ADDITIONAL IN-KIND BELOW |  | |
|  |  | |
| TOTAL PROJECTED IN-KIND |  | |
|  |  | |
| MATCH CONFIRMATION: TOTAL PROJECTED INCOME PLUS TOTAL  PROJECTED IN-KIND: Must equal AT LEAST twice the grant request amount to be eligible for this grant |  | |

**Question 12 addresses Alignment with the 2022-2026 Carson City Arts & Culture Strategic Plan (0-20 points)**

- Demonstrates alignment with the Arts & Culture Strategic Plan

- Clearly identifies project alignment with a goal/s in the Arts & Culture Strategic Plan

- Clearly identifies project alignment with a strategic objective/s from the Arts & Culture Strategic Plan

- Includes one or more of the recommended activities from the Arts & Culture Strategic Plan

1. **Describe how this project/event aligns with the 2022-2026 Carson City Arts & Culture Strategic Plan, including any applicable goals, strategies, and/or activities from the Strategic Plan addressed.**

**Question 13 addresses Community Impact (0-20 points)**

- Demonstrates social, educational, cultural and/or economic relevance for the community

- Supports local artists

- Involves partnerships or collaboration with other community organizations

- Includes plan to bring attention to the value of the arts in our community

1. **Describe the anticipated community impact of this event, including social, educational, cultural and/or economic relevance; support of local artists; collaboration with other organizations; and how this project will bring attention to the value of the arts in Carson City.**

**Questions 14-15 address Artistic Excellence and Artistic Merit (0-20 points)**

- Demonstrates creativity, innovation, and/or originality

- Demonstrates commitment to artistic excellence

- Demonstrates a contribution to the vibrancy of the arts in Carson City.

- Work samples submitted demonstrate artistic excellence

1. **Describe the artistic excellence and artistic merit of this project.**
2. **ATTACH OR LINK: Artistic Work Samples - Up to 10 TOTAL (including attached items AND links) samples of artistic work from the artists and/or organizations associated with this project.**

**• Samples may be images, audio, and/or video**

**• All audio and video samples COMBINED (including uploads and links) may not exceed 10 minutes total**

**• Writing samples may not exceed 10 pages each**

**ATTACHMENTS: acceptable file types: .doc, .jpg, .pdf, .mp3, .wav, .mov, .mp4**

**LINKS: You may submit links/URLs to single video and/or audio samples**

**Do not submit links to sites that require downloading or signing in such as Dropbox.**

**Questions 16-17 address the Evaluation Plan (0-20 points)**

- Identifies and describes methods to evaluate success of the event

- Includes plan to show community impact

- Describes how collected data will inform future planning

1. **How will the success, impact, and outcomes of this project be evaluated?**
2. **Final report must include the following data points:**
   * Attendance Numbers. For annual events, are there trends showing an increase in attendance?
   * Growth in mailing list or social media engagement
   * Local attendees: On a scale of 1-10, how much do projects/events like this contribute to your quality of life living in Carson? On a scale of 1-10, how much do projects/events like this make you proud to live in Carson? (Collect testimonials or quotes to share with funders)
   * Visiting attendees: Was this project/event the reason for your trip to Carson? Estimate how much you spent in Carson City while here for this event (gas, food, lodging) – do not include admission price or donations made to the host organization.

**Describe how your organization will collect this data and use it to inform future planning. Include other data points/survey questions you plan to collect for this project/event and why.**

**Question 18 is optional but may clarify any previous categories or questions.**

1. **OPTIONAL: ATTACH Additional Support Material\* (acceptable file types: .doc, .jpg, .pdf, .mp3, .wav, .mov, .mp4) Up to 5 additional items of your choice that support your project such as:**

**• marketing and publicity samples (i.e. advertisements, posters, programs, fliers)**

**• evaluation forms for participants**

**• public evaluation of programming and/or results of such evaluations**

**• contracts that specify cost, project dates, and services to be provided (facility, marketing, tech crew, etc.)**

**• letters of agreement/contracts with participating artists, companies, or organizations**