



**Guide to Grants for Project  
Support  
Fiscal Year 2004**

# **Guide to Grants for Project Support Fiscal Year 2004**

The Arkansas Arts Council was created by an act of the Arkansas State Legislature in 1971, following federal legislation that created the National Foundation of the Arts and Humanities in 1965.

Seventeen members appointed by the governor meet four times a year to oversee state arts policies. Meetings are open to the public.

## **ARKANSAS ARTS COUNCIL**

1500 Tower Building

323 Center Street

Little Rock, AR 72201

501-324-9766

[info@arkansasarts.com](mailto:info@arkansasarts.com)

Visit the Arts Council at [www.arkansasarts.com](http://www.arkansasarts.com)

The Arkansas Arts Council is an agency of the Department of Arkansas Heritage.

Funding for the Arkansas Arts Council and its programs is provided by the State of Arkansas and the National Endowment for the Arts, a federal agency.



**NATIONAL  
ENDOWMENT  
FOR THE ARTS**

# Table of Contents

---

Project Support .....	1
Eligibility.....	1
Application Limits.....	1
Project Support Limitations.....	1
Matching Funds.....	2
Funding Restrictions.....	2
Legal Requirements.....	2
Important Information for all Applicants .....	4
Application Draft Review Period .....	4
When to Apply .....	4
Where to Apply .....	4
Application Review Process.....	5
Panel Selection .....	5
Application Processing.....	5
Review Attendance.....	5
Application Review .....	5
Panel Recommendations .....	6
Criteria Scoring .....	6
Funding Decisions.....	6
Request for Reconsideration .....	7
Reconsideration Process.....	7
Instructions to Complete Project Support Application.....	8
Project Support Checklist.....	11
FY04 Project Support Grant Application Form .....	12
Standard Definitions.....	17
Arkansas Arts Council District Map .....	21
Arkansas Arts Council Staff.....	22

## Project Support

*Draft Deadline for Staff Review (Optional):  
January 3, 2003*

*Final Application Due Date:  
January 31, 2003*

*Maximum award: \$10,000*

*Minimum award: \$1,000*

*Match: 1:1 cash match*

*Contact: Grant Programs Manager*

The Arkansas Arts Council is privileged to review grant applications that represent the range of artistic creativity in cities, towns, and rural areas throughout the state. This *Guide to Grants for Project Support Fiscal Year 2004* includes information and application materials designed to help fund specific arts events coordinated by established not-for-profit organizations. The Arts Council's purpose is to increase the number of new artistic works that are created and presented in Arkansas.

Project Support grants can assist with the cost of such arts projects as presenting or sponsoring individual artists or arts companies selected by the applicant; subsidizing fees for contracted artists or technicians or underwriting special projects involving the applicant's own artists. Project Support may also be used to assist in funding inclusive community projects produced by more than one organization.

Grant awards for FY04 are made for projects, programs, and activities occurring between July 1, 2003 and June 30, 2004. Grant award payments are scheduled to accommodate the grantee's program requirements to the extent possible.

Grant funds are supplementary to the budget of any grantee. Applicants are encouraged to secure and demonstrate broadly based

financial commitments for the proposal submitted.

Grant awards are based on anticipated Arkansas Arts Council revenues and can be reduced at any time during the grant period.

### Eligibility

#### ORGANIZATIONS MUST

- Be a 501 (c)(3) arts organization,

#### OR

- Have applied for 501(c)(3) status at the time of application and formed an agreement with a tax-exempt arts or community planning institution to act as a pass-through fiscal agent for one year,

#### OR

- Be a state agency, public school or institution of higher learning applying for events that involve the general public or a special constituency and that demonstrate broad financial support

### Application Limits

Eligible applicants may submit either two proposals in the Project Support category, or one proposal for Project Support and one proposal in the Arts in Education category.

### Project Support Limitations

Project Support applicants may ask for a maximum award of **\$10,000**. The proposed project must involve an inclusive community arts event that is a new project, or one that is a clear expansion of an existing project.

**Applicants may submit subsequent applications for a project expansion no more than twice after the initial proposal is funded.** If the project will be produced

by more than one organization, the application must demonstrate evidence of collaborative input from all parties in the planning process.

A Project Support grant may be used **only** for contracted administrative or artistic expenses related to the proposed event. **It may not be used for general administrative expenses, which include administrative salaries/benefits and capital expenditures, or for artistic and technical staff salaries/benefits.** Questions on the appropriateness of a proposed budget line item should be referred either to the list of **Standard Definitions** in the appendix on pages 17-20, or to the Grant Programs Manager.

### Matching Funds

Project Support requests must be matched 1:1 by cash from sources other than the Arkansas Arts Council, the Heartland Arts Fund through the Mid-America Arts Alliance, or the National Endowment for the Arts. Other portions of the proposal not involved in the specific Arts Council request and its match may be funded by government sources.

Matching funds that are anticipated at the time of application must be received and obligated no later than June 30, 2004.

In-kind contributions may not be used as matching funds on applications or counted as matching funds on final reports. They may, however, be included in applications as evidence of the commitment of other resources to the applicant.

### Funding Restrictions

Under these guidelines, funding for organizations is not available for:

- Deficits or start-up costs for new organizations
- Contingency funds

- Contributions and donations to other organizations or individuals
- Building renovations or capital expenditures for facilities
- Entertainment expenses
- Tuition for academic study or any form of scholarship or student financial aid
- Faculty salaries
- Lobbying expenses
- Interest and other financial costs

### Legal Requirements

The applicant gives assurance to the Arkansas Arts Council (officially, the Office of Arkansas State Arts and Humanities) that

- (1) This application has been authorized and signed by the governing body and staff of the applicant, and that its indicated representative has been authorized to file this application for and in behalf of said applicant, and otherwise to act as the authorized representative in connection with this application
- (2) Applicant shall comply with all applicable federal and state laws including Title IV of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Fair Labor Standards under Section 5(j) of the National Foundation for the Arts and Humanities of 1965; Section 504 of the Rehabilitation Act of 1973; Title VI, Section 504 of the Age Discrimination Act; Executive Order 12549; the Americans with Disabilities Act of 1990; the Drug-Free Workplace Act of 1988; Section 6002 of the Resource Conservation and

Recovery Act; Section 304 of the Department of Interior and Related Agencies Appropriations Act of 1990; the Arkansas Freedom of Information Act, the Single Audit Act of 1984, P.L. 98-502 and the Single Audit Act amendments of 1996, P.O. 104-156 (OMB Circular A-133)

audit by appropriate agencies of the Arkansas Arts Council, State of Arkansas, and/or the Federal Government. The grantee shall be responsible for the safekeeping and identification of records maintained to accounts for funds awarded herein. Said records must be kept in the grantee's file for a period of three years after completion of the project and must be made available to the Arkansas Arts Council upon request.

- (3) Funds granted shall be utilized solely for activities described in the approved application. Changes in the approved plan can be made only after the Council's receipt of an Arkansas Arts Council Grant Modification Form and written approval being given by the Council for the modification
- (4) The applicant agrees to the stipulation that all publicity, programs, brochures, etc. will acknowledge the support of the Arkansas Arts Council for the activity by using the stated Arkansas Arts Council credit line:

**This program is supported, in part, by the Arkansas Arts Council, an agency of the Department of Arkansas Heritage, and the National Endowment for the Arts**

- (5) Applicant shall submit a final report to the Council in such a form and detail as requested within thirty days after the end of the program. Failure to comply can delay state and federal reporting requirements and result in the loss of part or all of current or future grant funds to the applicant
- (6) For accounting purposes, financial records shall reflect all receipts, obligations and disbursements of grant and matching monies. The financial accounts shall be subject to

## Important Information for Applicants

The format of the Project Support application is designed both to assist the review process and to provide the applicant with an analysis of the activity's artistic and administrative components. Proposal narratives are evaluated according to the review criteria for this category as set forth in these guidelines. Read the *Guide to Grants for Project Support Fiscal Year 2004* thoroughly.

Include all requested application information and submit complete, final copies by the category deadline. If an item does not apply, write NA in the space. If a budget line item does not apply, write a zero (0) in the space. Do not leave blank spaces in any section of the application. **The Total Income for the project (the amount requested from the Arts Council plus the applicant's match for this project) should equal the Total Expenses. Any surplus amount projected for the project budget will be subtracted from the grant request.**

To clarify for applicants what each budget line item includes, a set of **Standard Definitions** is included on pages 17-20. Applicants should use those definitions to determine how to divide their operational resources among the budget line items indicated on the grant application form.

Applicants should use either the application form supplied or a computer-generated version that reproduces the forms included in the *Guide to Grants for Project Support Fiscal Year 2004*. The grant form is available on disc or online at the Arkansas Arts Council website [www.arkansasarts.com](http://www.arkansasarts.com). Additional information requested should be submitted on separate 8½" by 11" pages that allow one (1) inch margins on all sides. Single-spaced lines are acceptable on computer-generated

text, but the font used must be clear and no smaller than 12 point.

### Application Draft Review Period

Consult with the Grant Programs Manager on any questions or concerns that develop in the preparation of the application. For a guaranteed review, applicants are strongly encouraged to send a draft copy of their application(s) to the Grant Programs Manager by **January 3, 2003**.

### When to Apply

**Complete applications must be hand delivered by 4:30 p.m. or postmarked no later than January 31, 2003.** Late applications will not be accepted. Applications that are incomplete will be determined ineligible and changes cannot be made after the application category deadline. We strongly recommend you send material "return receipt requested." Without proof of mailing from the delivery service, the Arts Council may not accept applications that are delayed or lost in the mail.

"Complete application" means **two collated sets** of all indicated parts of the application for a specific grant category. Any application missing either a requested item or a sufficient number of copies will be eliminated from the review process.

### Where to Apply

Mailed applications must be received at the following address:

**Arkansas Arts Council  
1500 Tower Building  
323 Center St.  
Little Rock, AR 72201**

Hand-delivered applications must be brought to **room 1400 of the Tower Building**.

## **Application Review Process**

Prior to the beginning of the grant cycle each year, the Arkansas Arts Council approves grant categories, policies, and review procedures. The Council uses a panel review process at the time of application to determine grant recommendations. All panel recommendations are then presented to the full Council for review and are voted on at the annual funding meeting to determine final grant amounts. Grant award payment schedules are designed relative to the activity periods outlined in the approved grant applications.

### **Panel Selection**

Review panels are composed of Arts Council members and field representatives. The Arts Council Chair appoints Council panelists chosen from members who have expressed an interest in reviewing a particular grant category. Members serve on panels as ex-officio advisors to facilitate the review process and to provide insight and historical perspective.

Field representatives are chosen from a pool of nominations consisting of former panelists, academicians, arts administrators, and discipline specialists. Staff members select panelists from the pool based on consideration of geographic, artistic, racial/gender diversity, and availability. The executive director of the agency approves final panel selections. Each panelist completes a conflict of interest statement prior to the application review and does not participate in any discussion where a potential conflict may exist.

### **Application Processing**

Applicants must submit a complete application package as outlined in the *Guide to Grants for Project Support Fiscal Year 2004* no later than the stated application deadline.

Once an organization submits its application package, the Arts Council staff checks the application for lateness and technical completeness. Any question of application eligibility is resolved at that time.

**Ineligible line items requested in an application budget are noted and are subtracted from the application request. A projected proposal surplus is also subtracted from the amount of the request before the panel review.** These changes are communicated to the panel at the beginning of the grant review.

Each panelist receives copies of every application in a specific grant category for analysis prior to the scheduled panel review. The signed copy of each submitted application is available in the Arts Council office for review.

### **Review Attendance**

Applicants are notified of a general time frame in which their application will be discussed during the scheduled review. Representatives of the organization are encouraged, but not required, to attend the panel review to answer questions that panelists may have and to utilize the review comments as a management tool. Non-attendance does not affect application scores, recommendation, or funding awards made by the Council.

### **Application Review**

Procedural rules are stated prior to the beginning of the panel discussions to insure that all panelists understand their responsibilities. The panel chair, facilitated by staff, is responsible for enforcing procedural rules.

The discussion for each application is limited to the amount of time agreed upon in advance of the reviews. The time limit is strictly enforced. A timekeeper will monitor the time, give a five-minute warning and

notify the chair when the time limit has been reached.

The panel chair introduces each application to the panel. The staff facilitator presents comments on technical aspects of the application based on the information submitted, including any reduction in request amount due to ineligible line items or a projected budget surplus.

The panel then discusses and evaluates the information in each application narrative relative to each established criterion.

**Official representatives of an applicant organization will be given the chance to answer specific questions addressed to them by the panel during its discussion of the application narrative. Answers will be limited to the specific questions posed by panel members.**

### **Panel Recommendations**

Each panel discussion is recorded and a staff member takes separate notes based on the panelists' comments. These notes are read back and the panelists agree upon a consensus statement that serves as a formal evaluation for the application.

Each panelist uses a review sheet listing the criteria established by the Council to record a numerical score and comments. The criteria are the four mission points of the Arkansas Arts Council, plus a fifth component for planning and evaluation. The completed panelist review sheets are signed, dated, and submitted to the Council staff for processing.

The staff calculates an average of the field panelists' scores and an average of the Council member panelists' scores. The panel compares the lists of the two averages, with further discussion held on any application with significant score discrepancies.

The average of the field panelists' scores is given precedence in determining the panel's recommendation to the Council. If panel

agreement on a final score cannot be reached, the matter will be forwarded to the full Council for discussion.

All scores are reported to the Council.

Review sheets are kept on file in the Arts Council's office.

### **Criteria Scoring**

The Council has established a weighted scoring scale that the Project Support panel is instructed to use in evaluating the different grant categories. To acknowledge the importance of the artists involved in an organization's request, the review criteria are scored on the following scale:

- Artistic innovation, diversity, and excellence—30 points
- Access to the arts for all Arkansans—20 points
- Education for lifelong learning—20 points
- Community cultural development—20 points
- Planning and evaluation—10 points

### **Funding Decisions**

Applicants should remember that the final amount of funding awarded for each grant application is determined at the annual funding meeting of the Arkansas Arts Council.

Each year the Council decides on its funding priorities for each grant category. A budget based on available funds is drawn up for each category.

A formula based on the panel's numerical score, the amount of request adjusted for non-allowable items, and the available Arkansas Arts Council funds, provides the basic amount of funding recommended for each applicant. The Arts Council staff then

reviews the formula amount for each application to determine the final grant to recommend to the Arkansas Arts Council.

The recommended amount is presented to the Council along with a prepared summary on each application review that also includes the following information:

- Name of the applicant, grant category, grant application number, amount of request
- Staff review with notes on technical problems from the administrative side, the program managers, and the director
- Panel consensus statement
- Explanation of staff funding recommendation

The Council reviews the recommendations and votes to approve or reject the grant amounts. A copy of this summary will be sent to each grant applicant after the annual funding meeting as part of the official announcement of the grant award.

### **Request for Reconsideration**

Once the Arkansas Arts Council determines the grant awards at the annual funding meeting, an applicant may request reconsideration of a decision. A request for reconsideration may be made if the applicant can demonstrate any of the following:

- The review of its application narrative was based on criteria other than those appearing in the Council's guidelines
- The final decision was unduly influenced by a panelist with undisclosed conflicts of interest
- Required information submitted by the applicant was withheld from the review panel or the Arts Council

Dissatisfaction with either the denial of an application or the amount of an award is not sufficient reason to request a Council reconsideration.

### **Reconsideration Process**

To request reconsideration, an organization should consult with the appropriate program manager to review the factors that contributed to the Council's decision.

If an applicant believes there are grounds for reconsideration, its representative must write a formal letter to the Arkansas Arts Council Executive Director requesting reconsideration within ten (10) working days of funding notification. The letter should contain evidence to support one or more of the listed grounds for reconsideration.

The request will be reviewed by members of the agency staff and by the Executive Committee of the Arts Council. The Executive Committee may deny the request, or it may recommend a review by the full Council at its next scheduled meeting.

The applicant will be notified in writing of any decision made by the Executive Committee and by the Arkansas Arts Council within thirty days of the decision.

# Instructions to Complete Project Support Application

Blank application forms are provided for Sections 1-9 following these application instructions. A hard copy, a disc, or a computer-generated template for these sections is available from the Arts Council staff upon request; the forms are also available online at the Arkansas Arts Council website [www.arkansasarts.com](http://www.arkansasarts.com). Pages for Sections 10-16 are to be provided by the applicant.

## SECTION 1: APPLICANT INFORMATION

- a.-g. Self-explanatory.
- h. Web site: The <http://> address of the applicant's Internet web page.
- i. Executive director: The name of the person directly responsible for administrative management of the organization.
- j. Board president: The name of the person chairing the organization's Board of Directors.
- k. Description of area served (include radius in miles): The socio-economic and geographical description of the area to be served by the proposal. Include a specific listing of locations, communities, cities, towns etc. where programs indicated in the proposal will occur.

## SECTION 2: ORGANIZATION DESCRIPTION

Use the space provided to write a brief statement describing the organization.

## SECTION 3: PROPOSAL SUMMARY AND BUDGET SPECIFICS

Use the space provided to write a brief summary of the Project Support proposal detailed in the application Narrative (Section 10). The summary should include a

statement indicating how the applicant plans to spend the specific grant dollars requested.

## SECTION 4: PROPOSAL INFORMATION

- a. Amount of Request: The dollar amount requested in this application. Round to nearest whole dollar.
- b. Project Dates: The month, specific date and year of the beginning and ending of the project.
- c. Contact Person: The name of the person most familiar with the application information who can answer questions about the application.
- d. Phone: The phone number of the contact person.
- e. Estimated Audience for this Project: The number of people expected to attend or participate in all programs and services included in the proposal.
- f. Number of FY04 AAC proposals (including this one): The total number of applications being made to the AAC in all categories for FY04.
- g. Total FY04 AAC Dollar Request (including this one): The combined dollar amount of funds being requested in all categories for FY04.
- h. Total FY04 Projected Operating Budget: The total amount of all operating expenses budgeted by the applicant organization for FY04.

## SECTION 5: MISSION STATEMENT

Use the space provided to write the mission statement approved by the applicant organization's Board of Directors.

## SECTION 6: DEMOGRAPHIC ANALYSIS

List the numbers, **not percentages**, of each ethnic group to be served in the applicant's

proposal area (as defined in Section 1.k.) and in all the other categories listed.

The **Estimated Project Audience** is the total number of audience members expected to be participating in the activities described in your proposal.

The **Current Audience Base** is the total number of all audience members served by your organization during the last completed fiscal year.

The **Current Area Population** is the total number of inhabitants living in the geographic area served by your organization.

The **Current Staff** is the total number of full and part-time paid employees working for your organization.

The **Current Board** is the total number of Board members overseeing your organization.

The **Current Volunteers** are the total number of non-paid individuals working for your organization in any capacity.

For each group total, list the number of people younger than 18 years of age participating, the number of people over 65 participating and the number of people with disabilities participating.

## **SECTION 7: AUTHORIZATION**

The executive director and the board president of the applicant organization must sign and date the application form after reading the Legal Requirements on pages 2-3 and completing all application materials required.

## **SECTION 8: BUDGET**

Complete each column in Section 8 as noted. **The dollars should indicate only unrestricted operating monies. The figures should not include capital**

**expenditures (plant, property or equipment) or restricted funds.**

**Column A** should indicate only the amount of Project Support requested from the Arkansas Arts Council in the application. The request amount should be entered in the blank box on line 13 in the Income portion of the budget and distributed as operating cash in the blank line items in the **Column A Expenses** portion of the budget.

**Column B** should indicate only the applicant's cash match for the amount requested from the Arts Council in **Column A**. The amount of the Applicant Match must at least equal the amount of the Project Request in **Column A**. The Income provided by the applicant match should be similarly distributed as operating cash in the blank line items in the **Column B Expenses** portion of the budget.

**Column C** should indicate only the total budget for the proposal. **Column A** added to **Column B** should equal **Column C**. The **Total Income** in line 16 of **Column C** should equal the **Total Expenses** in line 32. **Any projected surplus will be subtracted from the request amount.**

The budget line items in Section 8 should be self-explanatory. If any items are unclear, applicants should refer to the **Standard Definitions** on pages 17-20 to determine what amounts should be included in a specific line item, or should consult with the Grant Programs Manager.

Any budget amounts from the applicant's own accounting system that do not fit into the application line items indicated on budget form should be combined in one of the "Other" items provided in each budget subsection.

Any "Other" line items should be listed by fiscal year on a separate 8½" x 11" page and broken out by type and amount. "Other" costs include all grants anticipated from the Arkansas Arts Council beside the project

support request, including Assistance Fund grants, Arts on Tour reimbursements, and any grants anticipated from the Heartland Arts Fund through Mid-America Arts Alliance, or from the National Endowment for the Arts.

#### **SECTION 9: ARTISTS INVOLVED**

Write a short description of the principal artist(s) or groups that will be hired to provide the proposed activities discussed in Section 10: Narrative Questions. Section 9 should not describe the applicant's artistic staff coordinating the project.

#### **SECTION 10: NARRATIVE QUESTIONS**

Answer each of the questions fully, but concisely, in the order presented. Use a maximum of **four (4)** separate 8½" x 11" pages. Follow the outline numbers given for the questions and repeat the questions on the narrative pages. On computer generated pages, use a font that is no smaller than 12 point.

**Narrative summaries longer than the maximum of four pages cannot be shortened after the stated application deadline of January 31, 2003. The extra length will cause the whole application to be rejected.**

#### **SECTION 11: LIST OF PROJECTS FUNDED BY THE ARKANSAS ARTS COUNCIL IN THE LAST THREE YEARS**

On a separate sheet list and briefly describe all Project Support programs that have been funded by the Arkansas Arts Council in the last three years.

#### **SECTION 12: LIST OF PREVIOUS, CURRENT AND PROJECTED YEAR'S ARTS PROGRAMMING/GUEST ARTISTS**

On separate sheets enclose a list of arts programming/guest artists for the previous, current, and projected years.

#### **SECTION 13: STAFF LIST**

Enclose a staff list with the name of each employee, position title and area of responsibility.

#### **SECTION 14: BOARD OF DIRECTORS**

Enclose a list of all Board members of the applicant organization. Include each director's name, address, city and occupation, along with their assigned committee roles on the Board. Indicate officers with a cross (+). Indicate any Board members who are Asian, Black/African American, Hispanic/Latino, American Indian/Alaska Native, or Native Hawaiian/Pacific Islander with an asterisk (\*).

#### **SECTION 15: IRS LETTER OF DETERMINATION**

Enclose a copy of the applicant organization's 501(c)(3) Letter of Determination from the Internal Revenue Service.

#### **SECTION 16: SUPPLEMENTAL MATERIAL**

Enclose **one copy** of the most representative audio/visual/published artistic material of the applicant. The Arts Council's archive files with materials sent by the organizations will be available to the panel members as additional reference material for review.

# Project Support Checklist

The Project Support application package consists of **TWO COMPLETE SETS of ALL REQUESTED materials**. Where possible, copy on the front and back of pages to reduce the total number of pages in the application package. Use only paper clips to group together separate copies. **Do not use staples or separate folders**. Each set should be collated in the specific order listed:

## Two (2) Collated Sets:

- **Sections 1- 7 (Cover Page)**  
with original signatures
- **Section 8 (Budget)**  
with extra “Other” page if necessary
- **Section 9 (Artists Involved)**
- **Section 10 (Narrative Questions)**
- **Section 11 (List of Projects Funded by AAC in the Last Three Years)**
- **Section 12 (List of Previous, Current and Projected Year’s Arts Programming/Guests Artists)**
- **Section 13 (Staff List)**  
Titles of all staff members with their areas of responsibility.
- **Section 14 (Board of Directors)**  
List of board members with their areas of responsibility.
- **Section 15 (IRS Letter of Determination)**

## One Set Only:

- **Section 16 (Supplemental Materials)**  
Audio/visual/published materials documenting artistic quality of the organization.

# Arkansas Arts Council FY04 Project Support Grant Application Form

(for projects occurring between July 1, 2003 and June 30, 2004)

for AR Arts Council use only

FY04- \_\_\_\_\_ - \_\_\_\_\_

(revised 9/02)

---

## 1. Applicant Information

- a. Organization Name: \_\_\_\_\_
- b. Mailing Address: \_\_\_\_\_
- c. City: \_\_\_\_\_ d. Zip: \_\_\_\_\_
- e. Phone: \_\_\_\_\_ f. Fax: \_\_\_\_\_
- g. E-Mail: \_\_\_\_\_ h. Website: \_\_\_\_\_
- i. Executive Director: \_\_\_\_\_
- j. Board President: \_\_\_\_\_
- k. Description of area served (include radius in miles): \_\_\_\_\_

---

## 2. Organization Description (use only the space provided)

---

## 3. Proposal Summary and Budget Specifics (use only the space provided)

---

## 4. Proposal Information

- a. Amount of Request \_\_\_\_\_ b Project Dates: beginning date: \_\_\_\_\_ ending date: \_\_\_\_\_
- c. Contact Person: \_\_\_\_\_ d. Phone: \_\_\_\_\_
- e. Estimated Audience for this Project: \_\_\_\_\_
- f. Number of FY04 Arkansas Arts Council Proposals (including this one): \_\_\_\_\_
- g. Total FY04 Arkansas Arts Council Dollar Request (including this one): \_\_\_\_\_
- h. Total FY04 Projected Operating Budget: \_\_\_\_\_

**Project Support**

**5. Organization Mission Statement**

**6. Demographic Analysis** (list numbers, not percentages)

<b>Ethnicity/Racial Characteristic</b>	<b>Estimated Project Audience</b>	<b>Current Audience Base</b>	<b>Current Area Population</b>	<b>Current Staff</b>	<b>Current Board</b>	<b>Current Volunteers</b>
Asian						
Black/ African American						
Hispanic/Latino						
American Indian/ Alaska Native						
Native Hawaiian/ Pacific Islander						
White						
<b>TOTALS</b>						
18 and under						
65 and older						
People with disabilities						

**7. Authorization**

By signing this application, the executive director and board president for the applicant organization certify that the information contained in the application, including all attachments and support materials, is true and correct to the best of their knowledge, and that the organization will comply with the requirements outlined in the “Legal Requirements” section of these guidelines.

\_\_\_\_\_ signature of executive director

\_\_\_\_\_ date

\_\_\_\_\_ signature of board president

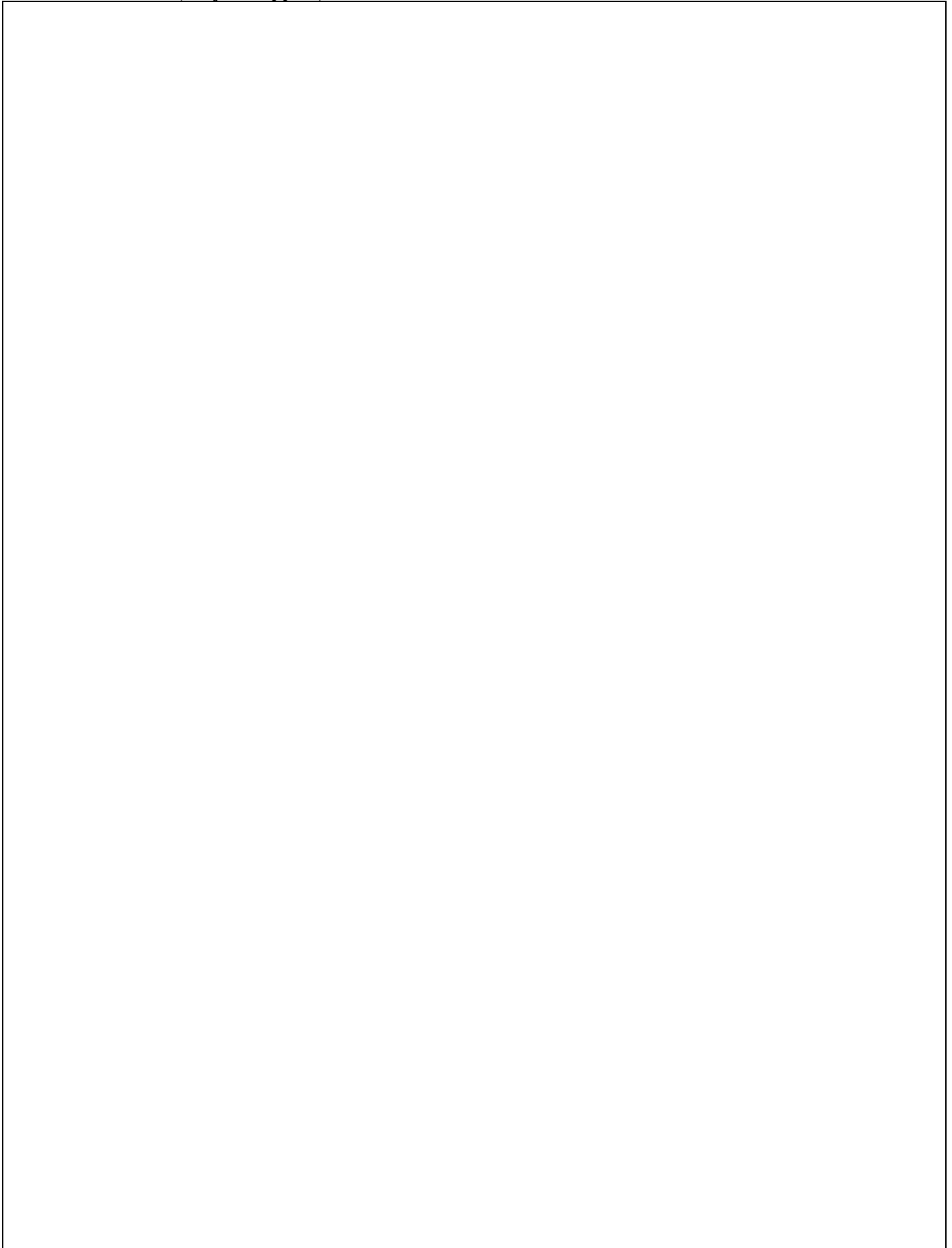
\_\_\_\_\_ date

**8. Budget (Project Support) ) The Excel version of Section 8 on this CD will calculate budget totals.**

Your current fiscal year began on: \_\_\_\_\_ and ends on: \_\_\_\_\_

<b>INCOME</b>		<b>A. FY04 Council Request</b>	<b>B. FY04 Applicant Match</b>	<b>C. FY04 Project Total</b>	
<b>Revenue (Earned Income)</b>					
1)	Single Ticket Sales	\$0			
2)	Subscriptions	\$0			
3)	Memberships	\$0			
4)	Contracted Services	\$0			
5)	Interest Received	\$0			
6)	Other (explain)	\$0			
7)	<b>Subtotal - Revenue</b>		\$0		
<b>Support (Contributed Income)</b>					
8)	Individuals	\$0			
9)	Corporate Contributions	\$0			
10)	Foundation Grants	\$0			
11)	Other (explain)	\$0			
12)	Local Government	\$0			
13)	Arts Council (this request)		\$0		
14)	Federal Government	\$0			
15)	<b>Subtotal - Support</b>				
16)	<b>TOTAL INCOME</b>				
	(total of line 7+15)				
<b>EXPENSES</b>					
<b>Administrative (Operating Expenses)</b>					
17)	Staff Salaries/Benefits	\$0			
18)	Contracted Personnel				
19)	Marketing/Public Relations				
20)	Fundraising	\$0			
21)	Capital Expenditures	\$0			
22)	Space/Facilities	\$0			
23)	Other (explain)				
24)	<b>Subtotal-Admin.</b>				
<b>Artistic (Programming Expenses)</b>					
25)	Staff Salaries/Benefits	\$0			
26)	Tech./Prod.	\$0			
27)	Contracted Personnel				
28)	Production				
29)	Rentals/Maint. (non-				
30)	Other (explain)				
31)	<b>Subtotal-Artistic</b>				
32)	<b>TOTAL EXPENSES</b>				
	(total of line 24+31)				
33)	Surplus (Deficit)		\$0		
34)	In-Kind Contributions		\$0		

**9. Artists Involved (Project Support)**



## **10) Narrative Outline Questions (Project Support)**

---

Answer each of the questions fully, but concisely, in the order presented. Use a maximum of four (4) separate pages. Follow the outline numbers given for the questions and repeat the questions on the narrative pages. On computer generated pages, use a font that is no smaller than 12 point.

### **A) Artistic innovation, diversity and excellence (30 points)**

1. Briefly describe the project and explain why the artists or activities were chosen.
2. List any other organizations participating in the project and explain why they were chosen.
3. Discuss the potential for artistic growth of your organization as a result of this project.
4. Name the staff members who will coordinate the project and describe their artistic qualifications.

### **B) Access to the arts for all Arkansans (20 points)**

1. Identify the targeted audience for this project and explain how it will compare or contrast with your regular audience base.
2. Describe the members of your organization's governing board and explain their current involvement with the audience targeted by the project.

### **C) Education for lifelong learning (20 points)**

1. Describe any special educational features that are part of this project and explain how they relate to the needs of specific target audience groups.
2. Describe the extent that input from educators was involved in determining the educational features of the project.

### **D) Community cultural development (20 points)**

1. Describe general plans for marketing the project and explain specific efforts to market it to the target audience groups.
2. Describe specific earned or contributed income sources for this project.

### **E) Planning and evaluation (10 points)**

1. Describe the extent of public participation during the planning process for the project and explain the specific involvement of any collaborating organizations and target audience groups.
2. Describe the process that will be used to document the project and to evaluate how well the project achieves its objectives.

## STANDARD DEFINITIONS

**Administrative Staff Salaries/Benefits**—Payments for full or part-time administrative employee salaries, wages and benefits specifically identified with the event(s) described in the application. This includes executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, fund-raisers, clerical staff such as secretaries, computer programmers, bookkeepers and supportive personnel such as maintenance and security staff, ushers and other front-of-the-house and box office personnel. This amount should include the salary portion of the Executive Director for time spent on administrative duties. The salary portion for time spent on artistic duties should be included in Artistic Staff Salaries/Benefits in item 20.

**Affiliated Organizations**—Cash support from separate but connected organizations that was or will be contributed for the event(s) described in the application. This amount may also be a portion of a larger grant that has been or will be set aside specifically for this proposal.

**Artistic Salaries & Benefits**—Payments for full or part-time artistic employee salaries, wages and benefits specifically identified with the event(s) described in the application. This includes artistic directors, staff stage directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc. This amount should include the salary portion of the Executive Director for time spent on artistic duties. The salary portion for time spent on administrative duties should be included in Administrative Staff Salaries/Benefits in item 12.

**Assets**—Things of value held by the organization. The total listed under Assets in Section 11 includes figures that are both current (e.g. cash, accounts receivable, inventory and merchandise, pledges receivable, prepaid rent, prepaid insurance) that will be used up within one year, and fixed (e.g. equipment and vehicles) that are generally not converted to cash within one year. The amount listed for Property and Equipment in Section 11 should be included in the amount listed for Assets.

**Board Members**—Cash support from board members that was or will be contributed for the event(s) described in the application.

**Capital Expenditures**—Broadly speaking, all assets are capital assets except those specifically excluded by the tax Code. A capital expenditure is one made for assets with useful lives of more than one year. A capital improvement is one made to extend the useful life of a property or add to its value. Major repairs such as the replacement of a roof are capital improvements.

**City**—Cash support through grants or appropriations by city, or other local government agencies for the event(s) described in the application. This amount may also be a portion of a larger amount that has been or will be set aside specifically for this proposal.

**Contracted Administrative Personnel**—Payments for salaries for administrative employees not normally considered employees of the applicant, but hired specifically for the event(s) described in the application. This includes additional clerical staff or contracted technical staff involved with marketing, publicity or fundraising, etc.

**Contracted Artistic Personnel**—Payments to firms or persons for the services of individuals who are not normally considered employees of the applicant, but whose services are specifically identified with the artistic event(s) described in the application. This includes artistic stage or music directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc. serving in non-employee/non-staff capacities and hired specifically for the event(s) described in the proposal. Totals for artists/consultants contracted for AIE residencies should also include artist fees, separate travel costs for residency artists/consultants if not included in artist fee, separate lodging costs, separate meal costs, planning meeting expenses, and payment for preparation time.

**Contracted Services**—Income earned from fees paid to the applicant for services other than this grant request. This can include fees from workshops/classes, etc. paid by other community organizations, government contracts for specific services, outside performance or residency fees, tuition, etc. Include foreign government support.

**Corporate Contributions**—Cash support that was or will be contributed by businesses, corporations or corporate foundations for the event(s) described in the application. This amount may also be a portion of a larger contribution that has been or will be set aside specifically for this proposal.

**County**—Cash support through grants or appropriations by county or in-state regional agencies for the event(s) described in the application. This amount may also be a portion of a larger amount that has been or will be set aside specifically for this proposal.

**Federal**—Cash support through grants or appropriations by the federal government for the event(s) described in this application. This amount may also be a portion of a larger amount that has been or will be set aside for this proposal. Grants from the National Endowment for the Arts cannot be used as part of the cash match required for this application.

**Foundation Grants**—Cash support that was or will be granted by private foundations for the event(s) described in the application. This amount may also be a portion of a larger grant that has been or will be set aside specifically for this proposal.

**Fundraising**—Payments for general fundraising activities. This may also be a portion of a larger amount that has been or will be set aside for this proposal. Do not include payments to individuals or firms that belong under administrative Contracted Personnel in item 13. This includes costs of advertising, printing, mailing, and food, drink or space rental when directly connected to general fundraising activities.

**Individuals**—Cash support from individual patrons that was or will be contributed for the event(s) described in the application.

**In-Kind Contributions**—The value of any administrative or artistic expense items specifically identified with the event(s) described in the application that are provided to the applicant by volunteers or outside parties at no cash expense to the applicant.

**Interest Received**—An amount received for the use of money that is to be repaid in full at a specified time or on demand.

**Liabilities**—What the organization owes creditors. The total listed under Liabilities in Section 11 includes figures that are both current (e.g. accounts payable, taxes, and wages) that are due within a year, and fixed (e.g. notes payable that have a five-year maturity) that are due in more than one year. The amount listed for Long-Term Debt in Section 11 should be included in the amount listed for Liabilities.

**Local Arts Agency**—A community organization or an agency of city or county government which provides financial support, services, or other programs for a variety of arts organizations and/or individual artists and the community as a whole.

**Long-Term Debt**—The amount owed a creditor that is not due within one year. The amount listed for Long-Term Debt in Section 11 is part of the organization's total Liabilities.

**Marketing/Public Relations**—Payments for marketing, publicity and promotional efforts specifically identified with the event(s) described in the application. Do not include payments to individuals or firms, which belong under Administrative Salaries/Benefits in item 12 or Administrative Contracted Personnel in item 13. This includes costs of newspaper radio and television advertising, printing and mailing of brochures, flyers and poster, and food, drink or space rental when directly connected to promotion, publicity or advertising. Include the costs of catalogue production. Use Fundraising in item 15 to list expenses involved in fund-raising activities.

**Memberships**—Income earned through sale of special donor packages for the event(s) described in the application. These donor packages include extra benefits for the contributors.

**Other Revenue**—Income earned from sources other than those listed above. This can include catalog sales, concessions, gross proceeds from fundraising events, interest earned as a result of investments made by the applicant, endowment income earned from a bequest or a gift set aside for the purpose of providing support for the applicant, advertising space in programs, gift shop income, parking income, etc.

**Production Supplies/Materials**—Payments for the purchase of limited use equipment or resources specifically for the artistic events(s) described in the application. This includes disposable artist materials, nonpermanent set materials, costumes and scripts, display materials, etc.

**Property and Equipment**—Value is recorded at cost, if purchased, or at appraised value at the date of receipt, if contributed. Depreciation is provided over the estimated useful lives of the respective assets on a straight-line basis. Artwork is valued at the historical cost if purchased, or at the appraised value at the time of donation. Artwork does not depreciate in value over time. The value determined for Property and Equipment in Section 11 is part of the organization's total Assets.

**Regional**—Cash support for artists obtained from the Heartland Arts Fund through the regional Mid-America Arts Alliance.

**Remaining Artistic Expenses**—Payments for all artistic expenses not entered in other artistic categories and specifically identified with the event(s) described in the application. This includes expenses for incidentals such as artist telephone and FAX expenses, specific insurance fees for

artists, artist travel costs not included in contract fees, artistic shipping and hauling expenses not included in artist contract fees, documentation costs, and food and beverages for artists.

**Remaining Operating Expenses**—All payments not entered in other administrative items identified with the event(s) described in the application. This includes telephone, postage, and FAX costs, insurance fees, food consumed on administrative premises, incidental storage, interest charges, photographic supplies, publication purchases, administrative equipment rental, non-structural improvements, trucking, shipping and hauling, and Arts in Education planning meeting expenses.

**Rentals/Maintenance (non-facility)**—Payments for artistic space or equipment rental expenses, utilities and maintenance expenses specifically identified with the event(s) described in the application. Do not include payments that belong under administrative Space/Facilities in item 16 as part of normal operating expenses.

**Single Ticket Sales**—Income earned from the sale of single admissions tickets for the event(s) described in the application.

**Single-discipline Organization**—A producing/presenting agency in one art form with a permanent administrative facility, a representative board and at least a part-time executive or artistic director.

**Space/Facilities**—Payments for administrative space rental costs, utilities and maintenance costs identified with the events(s) described in the application. This may include purchase of permanent or generally immobile equipment identified with the event(s) described in the application, or acquisitions to a collection identified with the proposal. This includes purchase of buildings or real estate, renovations or improvements involving structural change, payments for roads, driveways or parking lots, grid systems or central air conditioning, works of art, artifacts, plants, animals or historic documents, etc. This may also be a portion of a larger amount that has been or will be set aside for this proposal.

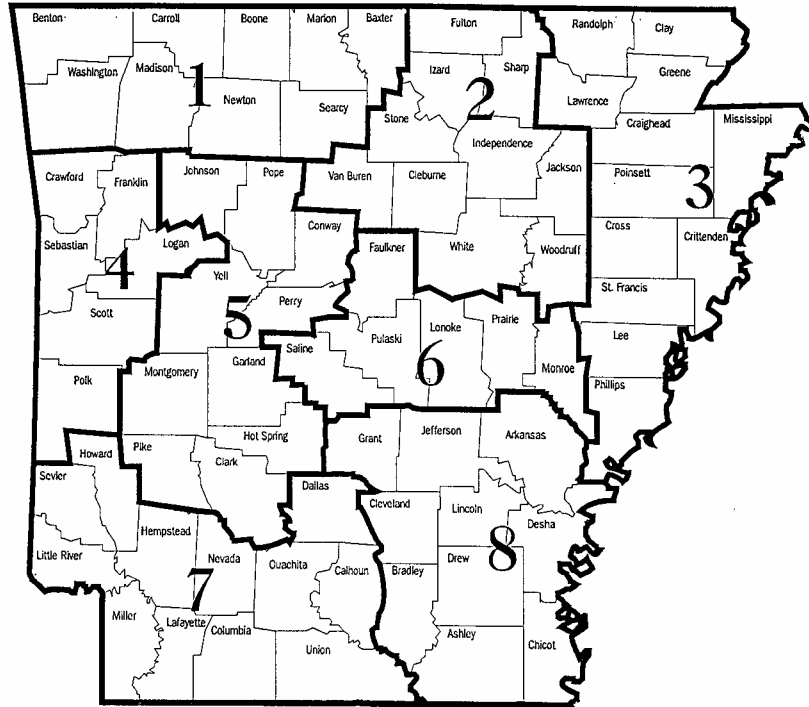
**Subscriptions**—Income earned from the sale of season tickets or subscriptions for the event(s) described in the application.

**Technical/Production Salaries/Benefits**—Payments for full or part-time artistic technical/production employee salaries, wages and benefits specifically identified with the events(s) described in the application. This includes technical management and production staff, such as technical directors, wardrobe, lighting and sound crew, stage managers, stagehands, video and film technicians, exhibition preparators and installers, etc.

**Travel**—Payments for administrative travel expenses and lodging in connection with the event(s) described in the application.

**Surplus/(Deficit)**—The balance remaining when TOTAL EXPENSES in item 32 are subtracted from TOTAL INCOME in item 16.

# Arkansas Arts Council District Map



**District One**

Mary Benjamin - Siloam Springs  
Dick Trammel - Rogers

**District Two**

Robin King - Batesville  
Linda Van Trump - Onia

**District Three**

Ray Crutchfield - Paragould  
Barbara Dodge - West Memphis

**District Four**

Nancy Beauchamp - Ozark  
Lorraine Cravens - Fort Smith

**District Five**

Ken Futterer - Russellville  
Bess Sanders - Hot Springs

**District Six**

Garbo Hearne - Little Rock  
Michael Tidwell - Little Rock

**District Seven**

Lanatter Fox - El Dorado  
Michael Malek - Hope

**District Eight**

Heath Bryant - Warren  
Mildred Franco - Pine Bluff

**At-Large**

Anne Douglas - Texarkana

## Arkansas Arts Council Staff

1500 Tower Building  
323 Center Street  
Little Rock, Arkansas 72201  
501-324-9766  
info@arkansasheritage.org  
www.arkansasarts.com

Jess Anthony  
Grant Programs Manager  
501-324-9768  
jess@arkansasheritage.org

H.L. McGill  
Community Development Program Manager  
501-324-9781  
hl@arkansasheritage.org

Carolyn Dowling  
Assistant Director  
501-324-9772  
carolyn@arkansasheritage.org

Joy Pennington  
Executive Director  
501-324-9770  
joy@arkansasheritage.org

Liz Gates  
Administrative Assistant  
501-324-9773  
liz@arkansasheritage.org

Randy Smith  
Grants Administrator  
501-324-9781  
randys@arkansasheritage.org

Cynthia Haas  
Arts in Education Program Manager  
501-324-9769  
cynthia@arkansasheritage.org

Kevin Toburen  
Public Information Officer  
501-324-9782  
kevin@arkansasheritage.org

Janet Harney  
Expansion Arts Program Manager  
501-324-9767  
janet@arkansasheritage.org

Sally Williams  
Public Art/Artist Services Manager  
501-324-9348  
sally@arkansasheritage.org

Cheri Leffew  
Special Events/Project Manager  
501-324-9348  
cheri@arkansasheritage.org

Teena Woodworth  
Administrative Assistant  
501-324-9780  
teena@arkansasheritage.org