2019 Cultural Facilities Fund Guidelines

The Cultural Facilities Fund awards funding to Seattle arts, heritage, cultural and arts service organizations with facility projects that create greater access for those who have been (and are) inequitably excluded from owning, managing and leasing property. Communities of color have had the least access to controlling cultural space. This fund will prioritize projects that eliminate this disparity.

Information: Contact Kathy Hsieh, Cultural Partnerships & Grants Manager at kathy.hsieh@seattle.gov

Application	Deadline
seattle.gosmart.org	Tuesday, July 9, 2019, 11:59 p.m. PST

Information Sessions

Tuesday, May 14, 2019, 5 – 6:30 p.m.
King Street Station, Top Floor
303 Jackson Street, Seattle, WA 98104
RSVP

Monday, May 20, 2019, 2 – 3:30 p.m.
Theatre Puget Sound Studio C, in the Seattle Center Armory
305 Harrison St, 4th Floor, Seattle, WA 98109
RSVP

Tuesday, June 11, 2019, 2:30 – 4 p.m.
12th Avenue Arts, Pike/Pine Room,
1620 12th Avenue, Seattle, WA 98122
RSVP

Thursday, June 20, 2019 – 5 – 6:30 p.m.
King Street Station, Top Floor
303 Jackson Street, Seattle, WA 98104
RSVP

Eligibility
Eligible organizations must have at least a one-year operating history as a legally established organization, either not-for-profit or for-profit; represent a community of color, be led by people of color, or be committed to the pursuit of racial equity; and demonstrate a record of ongoing artistic or cultural accomplishments in Seattle. Applicants for capital funding must have control of the facility to which improvement will be made through ownership or a lease with a minimum of five more years of site control (applicants for pre-capital funding are not required to have site control). For requests over $35,000, at least 50% of the funding for the project must be in place before applying. Funded activity must be able to take place and be completed between November 2019 and December 2021.

Funding
Applicants may request up to $100,000 to support pre-capital, capital, and post-capital project expenses.

Program Overview

The Cultural Facilities Fund is intended to support capital projects that improve Seattle's arts and cultural spaces in significant and lasting ways while advancing the goals of racial equity. The Office of Arts & Culture seeks new solutions that drive the City as a whole toward racial equity and social justice and push us toward the inclusive society that we envision.

The Office of Arts & Culture hopes to help organizations leverage other funds, and priority will be given to projects that demonstrate a broadly-based funding plan.

In 2017, the Office of Arts & Culture undertook a Racial Equity Toolkit process to support and enhance this program, in advance of its significant growth in 2018. Several important changes have been made to the program in the interest of expanding these capital opportunities in communities that have been most impacted by structural racism.

Those changes include:
- Allowing small for-profit businesses to apply to the Fund
- Ensuring that a majority of the Peer Review Panel are people of color
- Reducing the number of years the organization must be in existence
- Providing racial equity and implicit bias training for all Peer Review Panelists
- Broadening the definition of allowable expenses to include "pre-capital" and "post-capital" funds
- Raising the maximum award to $100,000
- Creating separate sub-funds for large and small projects, to be evaluated separately
- Adapt the "match" requirement to allow projects with no other income to apply

Please review the following information closely.

Eligibility and Requirements

The **Applicant** must:
- Represent a community of color, be led by people of color, or be committed to the pursuit of racial equity.
- Be an incorporated Seattle-based art, cultural, heritage, or arts-service organization.
    - Applicants may be incorporated as a not-for-profit organization.
    - Applicants may be incorporated as any variety of for-profit organizations. A for-profit applicant's gross annual revenues for the most recently completed year may not exceed $5,000,000 and applicant may not employ more than five (5) full-time employees, or equivalent.
- Demonstrate at least a one-year operating history as a legally established organization.
- Site Control:
    - For facility improvement, building, renovations, and other explicitly capital projects, the applicant must control the facility through ownership or a lease (at least five years of site control, which can be a combination of years remaining on a lease and a unilateral option to extend)
    - For "pre-capital" expenses, such as feasibility studies, or architectural or engineering services, no site control is required.
- Demonstrate a record of ongoing artistic or cultural accomplishments in Seattle.
- Have a Federal Tax ID number, City of Seattle Business License and be based in the city of Seattle

The **Project** must:

- Occur within the limits of the City of Seattle.
- Have at least 50% support for the project (not including this request) in place before applying for requests over $35,000. This funding can take the form of approved grants, individual pledges, organizational cash on-hand (this must be cash that is literally "in the bank"), and in-kind contributions of both labor and materials.
- The specific activity funded through this award must begin after November 1, 2019 and be completed before December 31, 2021. The whole project of which this activity is a part may extend to either side of these dates.

The **Project** should address at least one of the following priorities:
- Increasing investment in communities of color
- Address more racially equitable access for those who have historically (and currently) been excluded from the City's cultural infrastructure building. Data demonstrates that communities of color have had the least access to controlling cultural space so this fund will prioritize projects that eliminate this disparity.
- Urgent-need remodeling or renovation of existing facilities, or creation of new facilities
- Improvements to a historic building
- Allow for significant organizational growth
- Bring buildings into compliance with the Americans with Disabilities Act or other building code requirements
- Have a broad or deep community impact

Funding
Applicants may request up to $100,000 to support direct project expenses.

Applicants may submit for one of two tiers. In Tier One, applications for up to $35,000 will be considered. In Tier Two, applications for between $35,001 and $100,000 will be considered. There are different "match" requirements for applicants in each tier. Applicants should bear in mind that in both tiers, priority will be given to projects that can demonstrate broad support, including financial.

Tier One
Applicants requesting up to $35,000 will not have any requirement for a match, or to demonstrate other committed funds to the project.

Tier Two
Applicants requesting up to $100,000 will need to demonstrate that at least 50% of the total project budget has been committed prior to applying to the Cultural Facilities Fund. In other words, if your total project campaign is $1,000,000, you must have at least $500,000 already committed from other sources, and you may ask us for up to $100,000. This commitment can take many forms. You can count other contributed income that has been pledged or approved, general volunteer hours at $20 per hour, discounts on professional labor (for example, pro bono or partially discounted architects' fees) at that professional's stated rates, and discounts on materials (not including bulk discounts) from vendors.

Eligible expenses include
- Capital expenses for an arts, heritage, or cultural space project
    - This includes pre-capital expenses, such as Feasibility Studies, Design and Engineering Services, or Project Management
    - Traditional capital expenses such as material purchases, construction labor, tenant improvements, etc.

- o Post-capital expenses specifically related to the maintenance of the new or renovated space, such as additional occupancy costs, site management, or increased consumables directly related to the growth of the organization's space.
- Property acquisition
- Staff salaries as directly related to the capital project (for instance, a percentage of an executive director's salary, commensurate with their time dedicated to the capital project).

This grant is not able to fund
- Non-capital related expenses
- General facility maintenance and/or regular repairs
- The purchase of portable equipment
- General operating expenses or program expenses
- Work completed before the award of funds
- Projects located outside the city of Seattle

Preparing Your Application
The Cultural Facilities Fund application is an opportunity for applicants to explain their project, familiarize the panel with their organization, and express their commitment to racial equity. It consists of several pages of questions in an online application site, and several documents that we ask you to upload through that same site.

Go to seattle.gosmart.org and either log in to an existing account if you have one or create a new account if you haven't created an account previously. Once you log-in to your account, you can navigate to the "**Current Programs & Applications**" page, and then scroll down to the Cultural Facilities Fund 2019 section.

Begin by filling out the **"Intent to Apply"** page, which will collect demographic data about your organization. This information will be separated from your application and will not be seen by the Peer Review Panel and will in no way impact your funding request. We collect it purely for informational purposes and to track our own engagement with Seattle's diverse communities.

Once you have completed the **"Intent to Apply"** page of demographic questions you can start your formal application (from the same **"Current Programs & Applications"** page). The system will not allow you to access the application until the "Intent to Apply" page has been submitted. Please plan your submission timeline accordingly.

First you will fill in a page of **"Additional Profile Information,"** where more information about your organization will be captured.

Next you will fill in a page of **"Project Information,"** where you can begin to tell us about the project for which you are seeking support.

Finally, you will upload your attachments through the **"Attachments"** page of the application. There are four attachments:
- The Letter of Request (generated by the applicant)
- The Project Budget (downloaded and filled in by the applicant)
- The Organizational Budget (downloaded and filled in by the applicant)
- The Organizational Budget Notes (downloaded and filled in by the applicant)

You do not have to navigate sequentially (in the order of the pages). Fill out whatever you can quickly and get the "feel" of the site. But be sure to save whatever you have entered using the Save Work button at the bottom of each page.

We ask that you create a **three-page Letter of Request** for you to share more about your organization and your project to the Peer Review Panel. Please look closely at the prompts below and respond to them concisely. For reference, three pages is roughly 1,500 words, or 9,000 characters.

We ask that you consider the following questions and address any of them that you feel are relevant in your Letter of Request:

- **Organizational Background and Fiscal History**
    - o The panel may not be familiar with your organization. How was it founded? Who leads or is involved? Who does it serve? What does it do? What makes you unique in the Seattle arts and culture sector? How has it grown? (Anything already covered in your online Profile's Mission and History sections does not need to be repeated here.)
    - o You will need to demonstrate a record of ongoing artistic or cultural accomplishments.
    - o It's always helpful to know something about your financial history when deciding whether or not to give you money. In very broad strokes, how has your budget grown (or shrunk)? Where (generally) does your support come from? How (generally) do you spend it?

- **Project Description**
    - o Describe the project for which you are seeking funds.
    - o Explain why it is an urgent need for your organization. Why now?
    - o How will the project help you better serve your mission? How will it affect your operations during and after construction/renovation? Have you planned for the project's ongoing maintenance costs?

- **Project Impact**
    - o How will this project move your organization, and our city, closer to the goal of racial equity?
    - o Describe the benefits this project will provide for your organization, artists, and the community you serve. How will the project contribute to greater cultural opportunities for the broader Seattle community? How will the project create greater racially equitable access?
    - o How will this funding, and this project, allow you to provide greater access to your programming?

- **Relevant Expertise / Experience / Accomplishments**
    - o Who will manage this project? Why are they qualified and what role they will play?

- **Project Implementation**
    - o Describe your organization's plan for making this project happen. What contingency plans do you have in place for potential issues/delays (weather, funding shortfalls, staffing, etc.)? How did you develop the budget?
    - o What is your funding progress to date? Be as specific as possible about the funding and in-kind donations you already have confirmed for the project.

- **Project Timeline**

      o   Describe the timeline for this project. What has happened to date and what will be accomplished by when?

Submitting Your Application and Attachments

A COMPLETE APPLICATION will include the following:

- **Community and Demographic Data ("Intent to Apply")**– We ask that you self-identify your organization's demographics, both its leadership, its audiences, and its artists. This information helps our Office track progress towards its race and social justice goals. The information is intentionally collected separately from the rest of your application and will not be seen by the Panelists evaluating your application.
- **Additional Profile Information –** This is an online form you will complete and save; if you have applied through the GO Smart system in the past it will populate with your organization's information automatically. Please update your profile as needed.
- **Project Information –** This is a page of information to be inputted into an online form and saved.
- **Letter of Request –** Generate and upload a **three-page** Letter of Request on your organization's letterhead – must be saved as a PDF.
- **Project Budget –** Download the blank form template provided at the [Arts & Culture website](#) and upload completed form. **Please note that when you upload this file it must be saved as an ".xls" file, and not the more current ".xlsx" format.**
- **Organizational Budget –** Download the blank form template provided at the [Arts & Culture website](#) and upload completed form showing budget information for your last completed, current and next fiscal years. **Please note that when you upload this file it must be saved as an ".xls" file, and not the more current ".xlsx" format.**
- **Organizational Budget Notes –** Download blank form template provided at the [Arts & Culture website](#) and upload completed form, noting any significant budget changes between years. **Please note that when you upload this file it must be saved as an ".xls" file, and not the more current ".xlsx" format.**
- **Images –** Attach up to three images for the proposed project. These can be an architect's renderings, or sketches on a napkin. They can be photos of the site, or stock photos of the type of renovation or the materials to be used. They can be images of the problem to be solved, or of solutions you've spotted elsewhere. Make your images compelling and part of your case for funding.
  - o **Important note about image file format:** Please convert your images to PDF files and submit them as separate PDF's, maximum file size of 10Mb per image.

Evaluation Criteria
The Cultural Facilities Fund invests in the broad cultural community, but with a particular focus on helping organizations reflecting communities of color to make a rich variety of arts, heritage and culture opportunities accessible to Seattle residents and visitors. Through this and all our programs, we are committed to removing barriers to participation and involving cultures, audiences, and artists who have been most impacted by the City's history of racism and inequitable investments.

In addition to the program goals of funding projects from communities that have been the most impacted by our shared history of structural and institutional racism, the following three core evaluation criteria are considered in the review of applications. Successful proposals will address:

1. **Importance of the Project in Relation to a Stated Cultural Mission**
   - •   Clearly describes the organization's mission and goals

• Demonstrates how the project will serve the organization's mission and goals

2. Urgency of the Project
• Addresses the urgency of the project for the organization and for the community

3. Impact of the Project and Public Benefit
• Moves the organization into alignment with the priorities and needs of communities of color
• Demonstrates significant impact for the organization and its ability to serve its community
• Improves access to cultural opportunities for under-represented communities
• Shows that the project will contribute to the viability and accessibility of the organization, neighborhood, community and/or region – how will the benefit of the funded project be shared with the community?

4. Feasibility and Organizational Capacity
• Includes a realistic, reasonable and relevant project budget
• Demonstrates a broad base of support from the community and from other supporters
• Demonstrates organizational fiscal stability and accountability
• Offers a feasible project plan
• Shows evidence of project leaders' qualifications and experience for implementation of project

Timeline

Organizations are recommended for funding by a peer panel composed of arts administrators and community representatives reviewing applications through a racial equity lens. All required application materials will be evaluated based on the review criteria. Applicants may expect to receive notice by mid-October 2019.

Obligations of award recipients
If your project is selected for funding, you are obligated to the below conditions.

• Organizations and individuals receiving awards from the Office of Arts & Culture must acknowledge the City of Seattle's support in printed materials, signage visible to the public or in other ways appropriate to the project. ARTS will supply preferred wording and logos in electronic format.

• State law authorizes the purchase of services on behalf of the public, but not the donation of public money to organizations or individuals. Funded organizations must provide public benefits to residents of Seattle equal to the amount of the award as a condition of their funding.

• Individuals and organizations awarded funds from the Office of Arts & Culture must have a Seattle business license and a Washington state Unified Business Identification (UBI) number prior to receiving final payment. (The business license and UBI numbers are NOT required to apply for funds.)

• After funding recommendations are approved, the Office of Arts & Culture staff will work with the applicant to develop a contract, including a scope of services (public benefit). These contracts will govern project evaluation and the payment of funds. Contractors are paid on a reimbursement basis.

Tips
• Complete the "Intent to Apply" as soon as possible, so that you have access to the rest of the application.

- Explore the online application ahead of time, especially if you're a first-time applicant.
- Preview guidelines, check your eligibility and read instruction boxes.
- Attend an information session.
- Start writing or outlining your application narrative early. You may wish to write it first in a separate document to see your whole story clearly.
- Be sure to save, re-read and preview your work before you submit.
- Call the project manager with questions well in advance of the deadline. We are happy to assist you, but last-minute help is limited due to timing.
- Submit early in case you need time to correct errors in the application.
- Be concise and organized. Panelists must read and evaluate dozens of applications.
- Funded organizations must provide public benefits to citizens of Seattle equal to the amount of the award as a condition of their funding. Ensure you understand what this means and how it applies to your project (call and ask to discuss ahead of the application deadline).
- Take as many adjectives *out* of your proposal as you can (brilliant, beautiful, important, etc.). The panel prefers to review applications written in plain "non-marketing" language.
- Be realistic in your budget forecasts. Panelists are familiar with inflated budgets and last-minute guesses.
- Whether or not you are funded, we encourage you to contact the program manager and ask for feedback on the peer panel evaluation. This is a chance to learn how you can create a more competitive application. Please do not call or email for feedback before funding recommendations have been made.
- There are many more project proposals than there are funds available. Before trying to shoe-horn a borderline project into the eligibility requirements, either work with the program manager to identify a better-fitting project from your organization, or save your organization some staff time and don't write a proposal for a project that doesn't quite fit. Poor fits are often the easiest and first to be disqualified.
- Pay close attention to the "Evaluation Criteria" listed in this document. Those are the criteria the panelists will be using to score your application. A successful application will address each of them.

ARTS Funding Policies

Respect for diverse cultures
ARTS respects and seeks to achieve cultural and aesthetic diversity in its programs and administration through:
- Ensuring culturally diverse representation in decision-making through attention to racial diversity in panel selection, hiring of staff and Commission appointments.
- Developing policies, documents and procedures that remove barriers to participation.
- Encouraging arts organizations to broaden representation in all aspects of serving their mission.
- Identifying ongoing needs and opportunities within the arts for involving diverse cultures and underserved audiences and artists.

Commitment to Racial Equity
The Seattle Office of Arts & Culture commits to an anti-racist work practice that centers the creativity and leadership of people of color - those most impacted by structural racism - to move toward systems that benefit us all. We also acknowledge that we are on Indigenous land, the traditional territories of the Coast Salish people.

We envision a city of people whose success, safety and health are not pre-determined by their race. A city where all artists, performers, writers and creative workers have the freedom, agency and platform to share and amplify their stories, art, cultures and experiences. At the same time, we acknowledge that our actions - both conscious and unconscious, past and present - have benefited some communities while limiting opportunities and outcomes for communities of color. We work toward our vision by addressing and working to eliminate institutional racism in our programs, policies and practices.

In alignment with the City's Race and Social Justice Initiative, we seek new solutions that use arts as a strategy to drive not only our office, but the City as a whole toward racial equity and social justice. We will continue to break barriers and build arts-integrated tools that challenge the status quo, and push us toward the inclusive society we envision. If you have any questions about our commitment, or would like to know more about the work we are doing, please call us at 206.684.7171 or email at Arts.Culture@Seattle.gov.

Appeal Process
Applicants for the Cultural Facilities Funding Program may appeal the recommendations of the independent Peer Panel. Appeals must be based solely on the information included in the original application.

>   Procedure
> - Applicants wishing to appeal must first contact the staff member responsible for the program to review the decision and hear a summary of the Peer Panel feedback.
> - Appeals must be sent in writing to the Director of the Office of Arts & Culture within 30 days of formal notice of the Commission-approved decision.
> - The Director shall consult with staff and/or members of the Cultural Facilities Funding Program Peer Panel for input in making their final decision.
> - The Director will notify the applicant of their final decision in writing.
> - A rejection by the Director is final and ends the appeal process.

Application materials are public information
Application materials submitted to the Office of Arts & Culture become public information. Members of the public may request a copy of them with a formal request. Materials are subject to public disclosure due to the Washington State Public Disclosure Act (PDA:RCW 42.17). To request a copy of the act, contact the State of Washington Code Revisers' Office in Olympia at (360) 786-6777.

Discrimination is not allowed on City-funded projects
Applicants receiving funds from the Office of Arts & Culture must comply with Seattle Municipal Code Chapter 20.44, pertaining to prevention of discrimination in City contracts, and Chapter 5.44, pertaining to license requirements. The complete text of these City codes is available at the City Clerk's office and the Seattle Public Library.

Americans with Disabilities Act applies to City-funded projects
The Americans with Disabilities Act (ADA) is a federal law ensuring access to services and facilities for the differently-abled. The Office of Arts & Culture respects the needs of people with differing abilities and seeks to make available to applicants, participants and all interested persons information regarding the provisions of the Americans with Disabilities Act and its applicability to the activities of our agency. For information about public meetings, accessibility and auxiliary aids, please contact the Office of Arts & Culture at (206) 684-7171 (voice), or (800) 833-6388 (TDD Relay). This agency complies with all federal, state and local laws that prohibit discrimination in employment and services.

Supports freedom of expression
The City believes a community that fosters freedom of speech and thought will advance as a society. Artists play an important role in reflecting and challenging social concerns of the day. The strength of the United States as a nation rests in its tolerance of divergent opinions and ideas. Government support of the arts must similarly tolerate a spectrum of ideas and encourage freedom of thought.