



# ARTSFAIRFAX

FY22 Operating Support Grant  
Workshop

March 4, 2021

# Agenda

- Introduction to ArtsFairfax
- Meet the ArtsFairfax Communications Team and New Website
- Grant Program Overview
- Operating Support Grant Purpose and Goals
- Overview of Grant Process
- Eligibility
- Grant Restrictions
- New and different for FY22
- Review Process
- Evaluation Criteria
- Grant Applicant Resources
- Terms and Conditions of a Grant
- Appeals Process
- Timeline and submitting your application
- Break
- Walk through of the application in Submittable
- Questions and Answers

# Introduction

**ArtsFairfax** is the county's designated local arts agency.

**Mission:** ArtsFairfax is the voice of the arts, dedicated to fostering dynamic and diverse local arts, ensuring that arts thrive by providing vision, leadership, capacity building services, advocacy, funding, education, and information.

We are currently updating our Strategic Plan and key areas of focus are in line with the county's new strategic plan as well as OneFairfax.

**Operating Support Grants are funded in total by Fairfax County.**

# Meet *Our Team*



Linda Sullivan  
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Manuela Quintero Fehr  
Communications Assistant  
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# Meet

## *Our Communications Team*



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Manuela Quintero Fehr  
Communications Assistant  
Social Media, Directory and Events  
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# Your Marketing Partner

- Introducing the new ArtsFairfax website
- Event Calendar
- Arts Directory
- Social Media
- Monthly Newsletter
- Fairfax County Times Monthly Column
- Google ads

# Your Marketing Responsibility

All ArtsFairfax grant recipients are required to:

- Acknowledge ArtsFairfax funding via use of our logo in all print material, including press releases and on your website
- Upload funding related activities to the events calendar
- Create and update an organizational profile in the arts directory

# Google Ads

ArtsFairfax is the recipient of an up to \$10,000 every month Google ad grants. That means we are passing along this marketing opportunity to you.

**The best way to reach audiences at home and on the go!**

To be eligible to receive this marketing bonus, arts organizations and artists **must upload their events** to the events calendar and **create a profile** in the arts directory.

This opportunity is open to all nonprofit arts organizations in Fairfax County and the Cities of Falls Church and Fairfax.



# ArtsFairfax Grant Programs

- **ArtsFairfax** distributes more than \$500,000 annually in the county funds through competitive grants to arts organizations and artists of all disciplines,
- Pre-covid there were 5 grant programs: Operating Support Grant, Project Support, Organizational and Professional Development Grant (includes Next Step category), Artist Grant (includes Poet Laureate), Fast Track Grant
- FY21 Emergency Relief and Recovery Grant
- We are in the process of determining other Grant Programs which may be offered for FY22 based upon available funding and needs.

# Purpose of the Operating Support Grant Program

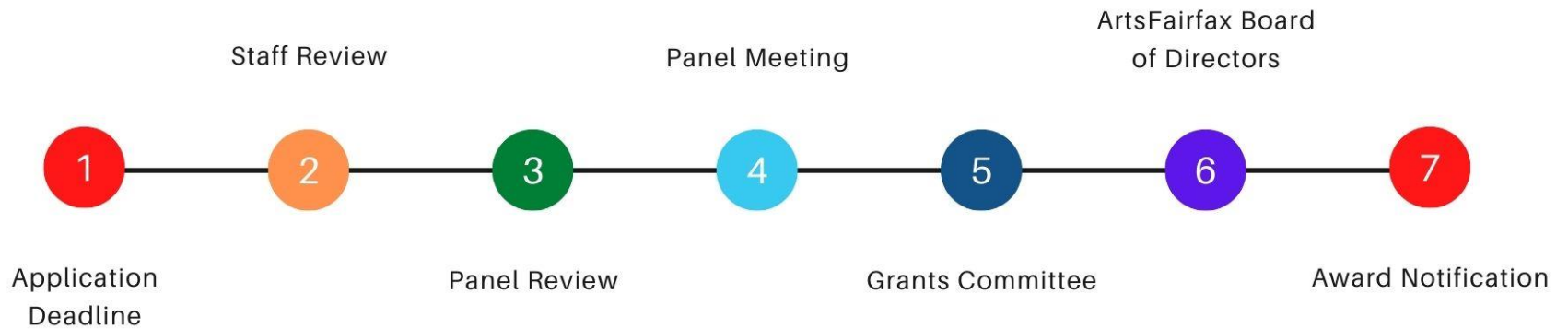
- To advance the arts in Fairfax County by supporting the goals and objectives of the county's arts organizations, helping them maintain and develop their programs, services, and facilities.
- To maintain organizational stability as a platform for becoming more resilient, adaptable, and nimble for sustainability, change, and growth.
- Recognize a broad spectrum of the county's cultural organizations.

## **Goals of the Operating Support Grant Program**

1. To provide support for established and emerging arts organizations;
2. To encourage wide participation in the arts by expanding exposure to, and incorporating Fairfax County's diverse voices and traditions in cultural programming that is available to all residents of Fairfax County;
3. To promote opportunities for a diversity of cultural workers, leaders, individual artists, and arts organizations to create, present, and celebrate their artistic endeavors and traditions;
4. To be a catalyst for increased resiliency, transformation, and expanded resources to support arts organizations through public funding.

# ArtsFairfax

## Operating Support Grant Process



# Eligibility

1. It has as a core mission the creation, exhibition, presentation, production, or performance of and/or education in an arts discipline, and it operates as a stand-alone nonprofit 501(c)(3) organization with current or pending status.
2. It has regular activity in a minimum of four different months in the year or 120 days of the year.
3. The organization must have an address of record within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church and satisfy TWO of the following four criteria for at least one year:
  - a) Present at least 51% of public artistic activities within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church.
  - b) Meet, rehearse, exhibit, and operate within the geographical boundary of Fairfax County, the City of Fairfax, or the City of Falls Church.
  - c) Have 51% of board of directors' members work or reside in Fairfax County, the City of Fairfax, or the City of Falls Church.
  - d) Verify that 51% of attendees at performances, exhibits, events, and activities reside in Fairfax County, the City of Fairfax, or the City of Falls Church evidenced through acceptable statistical data including but not limited to ticket analysis, subscription data, box office surveys, and audience surveys.

# Eligibility continued

4. An eligible organization must:

- a) Be in compliance with all local, state, and federal laws; and
- b) If an organization does not hold 501(c)(3) status in its own right, a fiscal sponsor that holds 501(c)(3) status may apply on its behalf. The fiscal sponsor must manage all grant funds and ensure compliance with the terms of the grant if an award is made.
- c) An organization must have independently prepared financial statements such as an audit or a treasurer's report (audit required for organizations with expenses of \$600,000 and above).
- d) All final reports submitted for grants received the previous fiscal year.

# Not Eligible

- a) Arts divisions, and organizations with an arts program within a larger nonprofit 501(c)(3) organization, are not eligible for Operating Support and can apply only for Project Support grants (not Operating Support, Organizational and Professional Development, or Fast Track grants.)
- b) Organizations that receive line-item funding from Fairfax County or the State of Virginia; or
- c) Departments of George Mason University, and non-profit organizations and foundations that support county agencies are not eligible for ArtsFairfax grants.

# Fiscal Sponsor

If you plan to apply with a fiscal sponsor please contact ArtsFairfax staff for guidance.



# Grant Restrictions

**All Operating Support Grant Program grants must:**

- a) Support activities, programs, or projects occurring within Fairfax County, the City of Fairfax, or the City of Falls Church;
- b) Have qualified artistic or scholarly, administrative, and management leadership (either professional or volunteer) capable of completing any grant-supported activities, programs, or projects;
- c) Occur within the dates of July 1, 2021 and June 30, 2022.

# Grant Restrictions Continued

**Operating Support Grant Program grants cannot be used for:**

- a) Fundraising activities, such as capital campaigns or endowment campaigns;
- b) Construction or renovation projects;
- c) Political advocacy costs;
- d) Activities not open to the general public;
- e) Debt retirement;
- f) Pre-grant Costs;
- g) Faith-based activities.

# Matching Requirement

The matching requirement is being waived for BOTH FY21 and FY22 Grants due to the challenges of the Covid pandemic.

# Budget Levels

- Organizations fall within one of five budget levels:
  - Level 1 under 50,000 (use short form)
  - Level 2 \$50,000-100,000
  - Level 3 \$100,000-\$250,000
  - Level 4 \$250,000-\$500,000
  - Level 5 over \$500,000
- Organizations with budgets less than \$50,000 use new short form.
- Organizations with budgets over \$50,000 must use the long form.
- Budget size is determined by the “Total Expenses” from a recently completed fiscal year
- Do not include in-kind expenses in the budget level calculation.
- You may apply for 15% of your Total Expenses.
- Use either your FY19 or FY20 financials for budget and request amount calculations
- If Applying with a fiscal sponsor use the applicant organization budget, not the fiscal sponsor’s budget in determining what form to use and request amount.

# Budget Levels continued

"Pass through money," i.e., money that is collected by the organization and then immediately dispersed, as in the case of collecting art sales and then distributing that money back to the individual artist, should not appear in an organization's budget as income. If the organization collects a portion or percentage of that money then only that portion can show as income.

See Guidelines for examples.

# New and Different for FY22

- Streamlined application
- Short form for organizations with budgets under \$50,000
- Long Form Application includes Organization Profile
- Optional Organizational chart in addition to staff list and bios
- All questions and criteria have been reviewed and updated
- Increased focus on DEIA, considered on a continuum
- Simplified built in tables – summarize programs and activities
- Increased flexibility including:
  - Use FY19 or FY20 financials to determine budget level and request amount
  - Use FY19 or FY20 programs and activities to satisfy Fairfax based eligibility
  - Work samples and supplemental materials may be from FY19, FY20 or FY21
- Minimum grant is \$1000
- Matching requirement waived due to pandemic
- Expanded grant applicant resources
- Updated Review Criteria

# Diversity, Equity, Inclusion, Access (DEIA)

- DEIA is an important focus for ArtsFairfax and Fairfax county
- Our Workshops will focus on DEIA this year – register on our website
- DEIA is part of each review criteria
- Data tools integrated into the application
- See grant applicant resources to help respond to DEIA questions
- Consider Diversity in broadest terms (ie. gender, age, race, religion, ability, income, education, sexual orientation)
- DEIA will be evaluated on a continuum.

# Review Process

Following the grant application deadline:

- **ArtsFairfax** staff confirms eligibility and completeness. Staff may contact applicants for information needed to make an eligibility determination.
- If an application is determined to be ineligible, the application will be rejected without evaluation.
- Incomplete applications are subject to rejection without evaluation. If an application is rejected, the applicant will be notified by e-mail.
- All eligible applications are evaluated by panel review.
- Panelists are arts professionals with a particular knowledge or expertise of the segments of the arts community that are eligible to apply to the **ArtsFairfax** for funding. We welcome suggestions and volunteers.
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# Review Process continued

- Panel meetings will be held online, and ArtsFairfax will contact applicants regarding observation of virtual panels. Staff notes summarizing the discussion and comments will be available.
- **ArtsFairfax** Board of Directors makes the final funding decisions on the basis of the evaluations by the panels and the overall goals of the Grant Program and of **ArtsFairfax**.

## Role of **ArtsFairfax** staff

- Recruits and assign panelists
- Checks applications for eligibility and completeness
- Compiles panel scores
- Facilitate Panel meetings
- Takes notes at panel and provides feedback upon request
- Develops preliminary funding scenarios
- Provides technical assistance on the online grant portal, Submittable, to applicants and panelists

## How ArtsFairfax determines grant amounts

- After the panel meetings, each applicant will have an average panel score
- ArtsFairfax staff creates a ranking by Z score which enables us to combine multiple panels
- Z scores are converted into a percentage
- Applicants are funded at a percentage of the amount requested as recommended by the Grants Committee and approved by the ArtsFairfax Board
- Calculations are verified by an outside accountant for accuracy

# Evaluation Criteria

Advisory Review Panels usually comprised of 3-5 individuals who have no conflict of interest, will review and evaluate each eligible application on its own merit. **Arts**Fairfax selects panel members for their diverse backgrounds, expertise in a particular arts discipline, and knowledge of the community. Panelists will evaluate each grant request based on the criteria below:

1. Organization Profile
2. Quality of Programs
3. Community Engagement
4. Organizational Effectiveness
5. Financials

The criteria are equally weighted.

Note differences between short and long form criteria.

# Evaluation Criteria

## 1. Organization Profile *(History, Mission, Relevance)*

- a) Does the applicant provide clear, specific, and thorough evidence of vision, mission, goals, and evolution over time?\*
- b) Does applicant use data to describe their service area and how the community informs their identity, mission, and programs?\*

## 2. Programs and Services *(Ability to create quality, mission-driven work that engages and inspires its community including aesthetic attributes of risk-taking, resourcefulness, sensory experiences, sustained resonance, impact, and value)*

- a) Do the programs and services effectively fulfill the applicant's mission and goals?\*
- b) Does the applicant offer public artistic activities that reflect the diversity of the population of Fairfax County?\*
- c) Are the applicant's efforts to understand Fairfax County's diversity and respond to the community it serves evident? Does explanation clearly and thoroughly illustrate the creative process, which includes creative roles, responsibilities, and authentic constituent collaboration, where constituents are essential in the artistic decision-making process?
- d) Is the organizational success story clear and does it explain why it is considered successful in terms of aesthetic attributes, evaluation, and outcomes?
- e) Do the programs demonstrate support for and stimulation of artistic growth and excellence?
- f) Do the programs offer the public greater access to underrepresented artists and art forms?
- g) Does the applicant demonstrate artistic excellence as shown by the qualifications, background, and experience of the artists?
- h) Are there clear examples of positive critical response to the organization's performances, exhibits and other artistic work?

## 3. Community Engagement *(an organization's ability to meaningfully engage with its community to achieve its mission)*

- a) Is the applicant building support for the organization's mission and activities by connecting with stakeholders (partners, audiences, patrons, users, visitors etc.) outside the walls of the organization - churches, community centers other gathering spaces and/or collaboration with non-arts partners?
- b) Is there evidence of effort to improve and evaluate program quality involving staff, board, artistic personnel, and diverse constituents?
- c) Is access to the arts for all residents of Fairfax County, especially underserved populations (youth, the elderly, the disabled, minorities, ethnic communities, and those in underserved areas), evident in programs and outreach activities? \*
- d) Is there evidence of effective marketing of the organization's programs?\*

## 4. Organizational Effectiveness *(ability to successfully manage resources)*

- a) Is the staffing structure (staff, artists, Board, volunteers, partners) currently successful in carrying out the mission and goals and/or strategic plan? \*
- b) Does the organization reflect the diversity of its service area and that of the County in its policies, programs, leadership, and personnel?
- c) Does the applicant have clear priorities and mechanisms to regularly identify, evaluate and address staffing, training, planning, evaluation, and finances that are both sustainable and aligned with growth or change?

## 5. Financials

- a) Is the applicant financially stable; and/or does the application explain changes in finances due to the pandemic and steps being taken or planned, to address needs and changes? \*
- b) Does the applicant have a reasonable and clear future budget scenario?
- c) Does the applicant have a history of income from a variety of earned and unearned sources?

# ArtsFairfax Grant Applicant Resources

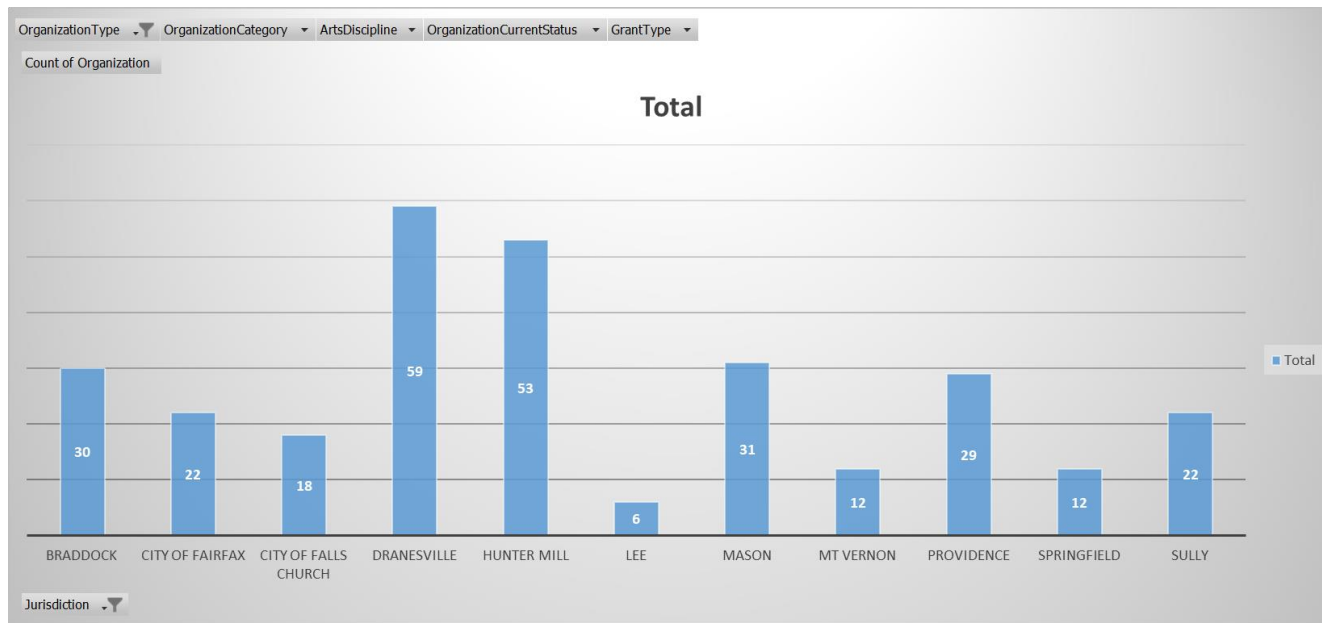
See [artsfairfax.org](http://artsfairfax.org) for these resources:

- Grant Guidelines
- Online Application Instructions
- Recent Recipients of Operating Support Grants
- Grant Communications Kit and Branding Guide
- This presentation slide deck and recording will be posted.

Contact Submittable Help Desk 855-467-8264 x2 or x4 or email Submittable for technical help

# Distribution of arts organizations in Fairfax County, City of Fairfax, and City of Falls Church

Lee, Mt Vernon, and Springfield Districts are relatively underserved by the arts.



# Resources for Grant Applicants

## **General:**

- US Census: <https://www.census.gov/quickfacts/fact/table/US/PST045219>
- Fairfax County Demographics: <https://www.fairfaxcounty.gov/demographics/>
- Fairfax County Strategic Plan: <https://www.fairfaxcounty.gov/strategicplan/cultural-recreational-opportunities>
- ArtsFairfax arts directory includes organizations and artists: <https://artsfairfax.org/arts-directory/>
- Americans for the Arts Aesthetic Perspectives report:  
<https://www.americansforthearts.org/sites/default/files/Aesthetic%20Perspectives%20Full%20Framework.pdf>

## **Arts Access:**

- Distribution of arts organizations by Magisterial District- see Grant Information Session Presentation
- Map of Fairfax art venues: <http://fairfaxcountygis.maps.arcgis.com/apps/webappviewer/index.html?id=0f52e12765f449e28aab2002c7772990>
- Opportunity Index: <https://opportunityindex.cfnova.org/indicator/chart?r=1&category=4&region=4>
- Title One Schools: <https://www.fcps.edu/about-fcps/performance-and-accountability/title-i/title-i-identified-schools>
- ArtsFairfax Disability Workshop resources: <https://artsfairfax.org/arts-for-all/>

## **Diversity:**

- One Fairfax: <https://www.fairfaxcounty.gov/topics/one-fairfax>
- Chairman's Task Force on Equity and Opportunity Recommendations (2-23-21):  
<https://www.fairfaxcounty.gov/chairman/sites/chairman/files/assets/documents/chairmans%20task%20force%20recommendations%20for%20feb%2023%20-%20final.pdf>
- Our Immigrant Neighbors infographic: <https://www.fairfaxcounty.gov/demographics/our-immigrant-neighbors>
- Equity Centered Community Design Field Guide: [https://drive.google.com/file/d/1ltaNeNf\\_VEUSwUlJWlaVw3wSCXZt8KnU/view?usp=sharing](https://drive.google.com/file/d/1ltaNeNf_VEUSwUlJWlaVw3wSCXZt8KnU/view?usp=sharing)

# Panel Insights

Strong applications include these characteristics among others:

- Organization designs programs to meet the unique needs and interests of the community;
- Demonstrate the use of demographics to support program design and community outreach;
- Shares details on strategic priorities how they are going to be executed and achieved using examples;
- Budget includes diverse revenue streams balanced with a variety of unearned and earned sources, as well as a board giving policy;
- Use budget narrative to illuminate the connections between the budget and the organization's goals.



# More Panel Insights

The panel comments also reflect how well the proposal showcases the quality of programs, organizational effectiveness and community outreach. And they also underscore the weaknesses in applications:

- Lack of awareness of the community —example, no details on how community needs are identified or specific strategies to attract these audiences.
- Differentiate yourself as an organization—clear organizational objectives and data points to support those objectives.
- Diversity is holistic not just one aspect of an organization—it encompasses board and leadership diversity, artistic and ensemble diversity and audience diversity.

# Terms & Conditions

Grant recipients must agree to comply with the following conditions of the Operating Support Grant program . (see guidelines for details)

- Duration of a Grant
- Organizational Eligibility
- Amount of Award (\$1000-50,000); no more than 15% of actual expenses
- Addendum
- Use of Funds
- Acknowledgement of **ArtsFairfax** Funding
- List events and programs on the **ArtsFairfax** website.
- Announcement of Award
- Payment and Reporting Procedures
- Record Keeping
- Cancellation
- Mandatory Participation in Research
- Advocacy Requirements

# Addendum

- All grant applicants are required to submit this additional form.
- This is your opportunity to provide updated information to the panel on major organizational changes impacting your review.
- Closer to the grant panels, you will receive a link to complete the form.
- Once submitted, the addendum form appears at the top of your application.

# Acknowledgement of ArtsFairfax Funding

All grant recipients are required to acknowledge **ArtsFairfax** funding for the duration of the grant. Your success is our success. By working together we raise the profile of the arts in the county.

- Acknowledge ArtsFairfax in all print materials and digital communications
- Include appropriate ArtsFairfax ad in programs
- Include **#ArtsFairfax** in your social media channels
- Share your activities with ArtsFairfax on Facebook, Twitter & Instagram **@ArtsFairfax**
- Add ArtsFairfax's calendar link to your website

**See the Grant Communication Kit @ [www.artsfairfax.org/grants](http://www.artsfairfax.org/grants)**

# Required Documents and Uploads

## Required documents –

- IRS Letter of Determination
- Most recent IRS 990 (do not include schedules)
- Treasurer's Report or Audit for most recently completed fiscal year
- FY19 or FY20 Financials Used to Determine Budget Level and Request
- Board List with addresses (note/highlight Fairfax residents & employees)
- List of key staff & Board with bios (optional organizational chart)
- Cover Sheet for work samples and supplemental materials

(See Guidelines for file naming instructions and acceptable formats.)

## Additional Materials -

- Work samples – performances, exhibitions, lectures, classes (video may not exceed 5 Minutes total)
- Supplemental materials: including marketing materials, strategic plans, photographs, audio and video links, reviews, testimonials etc. Use Cover Sheet for links to large files (video may not exceed 5 minutes total)

# Appeals Process

- Denial based on criteria other than those set forth in the applicable guidelines
- The Applicant's grant application was denied based on the grant panel's failure to apply the applicable guidelines
- The Applicant's grant application was denied based on the grant panel's failure to consider relevant evidence presented in support of the grant application, where such failure was both open and obvious and not merely the result of the Applicant's failure to properly identify or present such evidence; and/or
- The Applicant's grant application was denied as the direct result of an undisclosed conflict of interest between the Applicant and a member of the grant panel, where, but for such conflict, the Applicant's grant application would not have been denied.
- See Guidelines for detailed description
- Must be received within 2 weeks of notification

# Grant Writing Tips

- Create and edit narrative and text offline, check word count, and then copy & paste into the online application.
- Write clearly and concisely.
- Do not use jargon.
- Remember that the people who are reading your application may know nothing about your organization or your programs.
- Check narrative and other text for grammar and spelling errors.
- Do not repeat information in different narrative sections.
- Keep in mind that **ArtsFairfax** staff does not participate in panel discussions. The application must stand on its own merits.

# Grant writing tips continued

- Be sure that when a reader has finished reviewing your grant application, s/he will know your organization and understand the project.
- Verify that all contact information in your application is correct, including e-mail addresses and phone numbers.
- Financial information referred to in the narrative should match the numbers on the Financial Form.
- See model applications, previous recipients, and other resources on **ArtsFairfax** website – **Grants Page**.
- Refer to the Help field in the online application.
- Use **ArtsFairfax** as a resource. If you have any questions, call at (703) 642-0862, ext. 1 or ext. 6, or e-mail to [grants@artsfairfax.org](mailto:grants@artsfairfax.org).



# Grant timeline

- April 14, 2021 – Application Deadline
- May 25-27, 2021 – Panel Meetings
- August 2021 - Announcement of awards and 70% payment
- August 1, 2022 - Final Report Due
- September 2022 - Final 30% payment

# Submitting your application

Go to: <https://artsfairfax.submittable.com/submit>

Refer to the Submittable Online Application Instructions

*Operating Support grant* applications must be submitted online, no later than April 14, 2021 at midnight.

Late applications will not be accepted.

# Questions

Please type questions in the chat or raise your zoom hand if you have a question.

# Contact us

## **Lisa Mariam**

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# Invites You to the

## **WORK-SMART: Recovery Innovation and Access**

Map your Arts Organization Path for the Future



**March 11, 2021**

**12:00 pm**

One Fairfax with Karla Bruce, Fairfax County Chief Equity Officer

**April 8, 2021**

**12:00 pm**

Community Engagement and Communications

**May 13, 2021**

**12:00 pm**

Building Authentic Partnerships

**June 10, 2021**

**12:00 pm**

Assessing Progress

**Economic Recovery - Diversity - Inclusion - Innovation**

**Join the conversation to Build Back Better**

Visit [ArtsFairfax.org](https://ArtsFairfax.org) to learn more and register.