



**ARTSFAIRFAX**

FY22 Arts Ignite Recovery Grant  
Information Session

8 June 2021

# Agenda

- Introduction to ArtsFairfax
- Grant Program Overview
- AIR Grant Purpose and Goals
- Overview of Grant Process
- Eligibility
- Grant Restrictions
- AIR Grant Categories
- AIR verses Project Support
- Review Process
- Evaluation Criteria
- AIR Grant Project Examples
- 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 to align with the county's new strategic plan as well as OneFairfax.

# 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 ArtsFairfax provided Operating Support and Emergency Relief and Recovery grants.
- FY22 will include Operating Support and AIR grants.

# Purpose of the Arts Ignite Recovery Grant Program

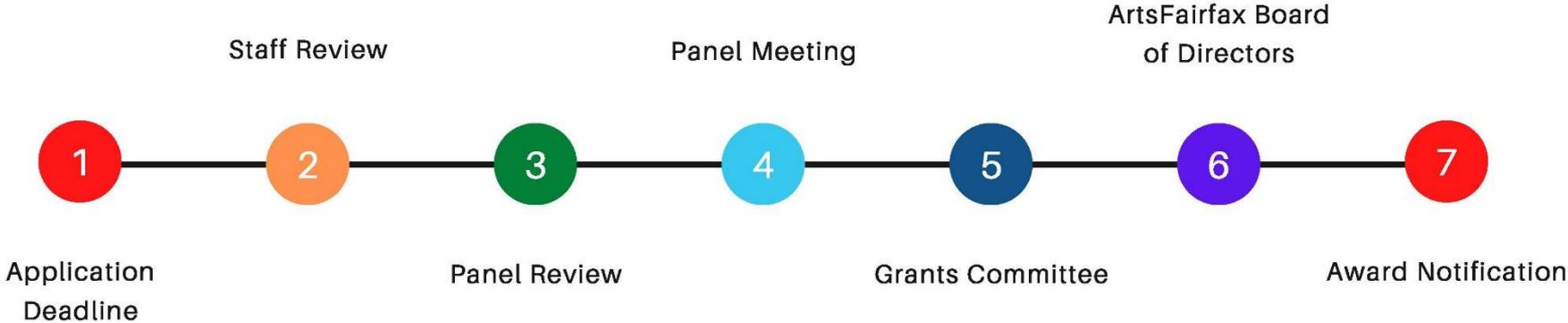
- ArtsFairfax's *Arts Ignite Recovery* grant program (AIR) recognizes the devastating effects of the pandemic on arts organizations and the communities they serve.
- AIR grants catalyze recovery from the pandemic shut down by supporting the rebuilding of both new and old audiences, as well as programming capacity to advance the vitality and growth of the arts in Fairfax County.
- ArtsFairfax embraces the county's One Fairfax racial and social equity policy. Arts organizations receiving ArtsFairfax grants must intentionally examine their operations, programs and services, and incorporate equity, diversity, access, and inclusion in decision-making, development and deployment of policies, programs, and services.

# Goals of the Arts Ignite Recovery Grant Program

1. To support recovery of the arts sector in Fairfax County and the cities of Falls Church and Fairfax;
2. To promote opportunities for individual artists and arts organizations to create, present, and celebrate their artistic endeavors and traditions;
3. To increase programming capacity and community-based cultural activities in formats that help prevent the spread of COVID-19;
4. To support arts producers in reaching new, diverse, and underserved audiences and places;
5. To rebuild engagement with the community and revitalize opportunities to participate in arts activities;
6. To create greater awareness and support of the arts in Fairfax;
7. To revitalize the spirit and emotional well-being of Fairfax residents with the energy of live performance and visual arts experiences.

# ArtsFairfax

## 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 or has its own arts program identity, within a larger 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) Organizations that receive line-item funding from Fairfax County or the State of Virginia; or
- b) Departments of George Mason University, and non-profit organizations and foundations that support county agencies are not eligible for ArtsFairfax grants.

# Grant Restrictions

All Arts Ignite Recovery Grant Projects 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

**Arts Ignite Recovery 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.

# AIR Grant Categories

Based upon ArtsFairfax's long-standing Project Support grant program, the Arts Ignite Recovery (AIR) grants will focus on three priority areas to foster engagement of the community in the arts as arts organizations emerge from the pandemic shutdown:

- I. Performances and installations in unconventional spaces including outdoors.
- II. Partnerships with Fairfax artists, artist cooperatives, non-501-c-3 arts groups.
- III. Programs, exhibitions and performances for diverse populations (gender, ethnicity, age, people of all abilities sexual orientation) and/or in underserved areas of the county.

The project may address one or more of these categories, but the applicant should select the one that represents their primary goal.

Underserved in the context of the AIR grant program is understood as the lack of access to arts programs, services, or resources due to geographic location, low income, age, race/ethnicity, cultural differences, disability or other circumstances.

# AIR verses Project Support

	<b>Project Support</b>	<b>AIR</b>
Fiscal Sponsors	<b>X</b>	✓
Grant Payment	70/30	100%
Award Range	\$1-\$30K	\$5-\$20K
Interim Report	<b>X</b>	✓
Categories	opportunity/arts ed/partnerships	I. Use of unconventional locations II. Partnerships with Fairfax artists and non-501-c-3 orgs III. Diverse populations and/or underserved areas
Tables	Excel Workbook	Built-in to application
Criteria	Artistic Merit/ Category Specific/Engagement New Audiences	Quality of Programs/Creative Placemaking/Community Engagement

# Diversity, Equity, Inclusion, Access (DEIA)

- DEIA is an important focus for ArtsFairfax and Fairfax county
- 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)

# 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.

# 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. **ArtsFairfax** 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. Quality of Programs
2. Feasibility of the Project
3. Community Engagement
4. Creative Placemaking
5. Budget Feasibility

The criteria are equally weighted.

# Evaluation Criteria (cont.)

1. **Quality of Programs** (Organization's 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) Does the applicant demonstrate artistic excellence as shown by the qualifications, background, experience and supplemental materials of the artist(s) and partner organizations

b) Will the project include quality, mission-driven work that will engage and inspire the community and include aesthetic attributes of risk-taking, resourcefulness, sensory experiences, sustained resonance, impact, and value?

c) Does the project offer the public greater opportunities to enjoy diverse artists, cultures and/or art forms?

d) Do the project activities demonstrate artistic and/or cultural value for the underserved or under-represented community being served if the project is targeted to meeting a specific community's needs?

e) Are there clear examples of positive critical response to the organization's performances, exhibits and other artistic work?

# Evaluation Criteria (cont.)

## 2. Feasibility of Project

- a) How well is the project designed—are goals and objectives specific, attainable, and measurable with enough detail defined within the project to assure some level of success?
- b) Has the applicant demonstrated an understanding and use of data such as demographics to drive and inform the project plans?
- c) Has the applicant engaged a diverse team, including arts professionals, community members, artists and others to successfully plan and complete the project?
- d) Is the project feasible within the time frame and budget?
- e) How well has the applicant described an evaluation process and evidence of strong support and endorsement from community stakeholders, artists and other members of the project team?
- f) Does the project support the organization's recovery from economic losses from the pandemic?
- g) Is there an effective marketing plan for the project?

## Evaluation Criteria (cont.)

**3. Community Engagement** (An organization's ability to meaningfully engage with its community to achieve the project goals.)

- a) Has the applicant described how the project will creatively reengage audiences?
- b) Does the applicant demonstrate that it understands, respects, works with, and responds to all the people represented by its community or the community being served. Does the applicant outline measures to reach underserved groups present in its community and/or the community being served? Does the applicant involve community members, volunteers, and artists in planning and evaluation?
- c) Does the applicant use knowledge of the community, including data and demographics, with intentionality in its planning and work?
- d) Does the project plan include strategies for the establishment of meaningful relationships with residents and community partners?
- e) Do project activities occur in one or more underserved communities (those with limited arts access)?
- f) If applicable, does the project meet the needs of patrons with disabilities and/or authentically involve artists with disabilities?.

# Evaluation Criteria (cont.)

## 4. Creative Placemaking (Integrating arts and culture to improve a public space, create a sense of place and make it more of a destination and shared gathering place.)

- a) Does the project address a compelling community purpose, issue, or need?
- b) How well does the project identify and then leverage community assets, liabilities, or local traditions through the arts?
- c) Does the project celebrate and reflect local culture, history, and values, particularly in culturally underrepresented places?
- d) Is there evidence that the project builds strong social connections and understanding among diverse groups of people?

## 5. Budget Feasibility

- a) Is the budget appropriate to complete the project activities?
- b) Is the budget reasonable, clear, and complete? Are the figures accurate?
- c) Is the budget appropriate for the size and characteristics of the intended audience?
- d) Is there income or offsetting revenue from a variety of sources including earned and unearned?

# AIR Grant Project Examples



In the midst of the Covid pandemic in September 2020, the Virginia Chamber Orchestra(VCO) partnered with Meadowlark Botanical Gardens in Vienna to present ensemble concerts in the Korean Bell Pavilion. Socially distancing principal players and guest artists performed for enthusiastic, large, socially distanced audiences.

Through performing in this alternate venue, VCO engaged a new audience and they plan to repeat the concerts in 2021.

# AIR Grant Project Example



New York Pops Up!  
Performances that permeate the daily lives of residents including Musician Jon Batiste marching through the Javits Center and dancers popping up in Time Square and office lobbies throughout the city.



# AIR Grant Project Example

## NextStop Theatre Company Parking Lot Concerts



Guests are invited enjoy music under the stars! Pack a meal, bring take out, and/or are particularly encouraged to order from one of the fine local restaurants. A temporary outdoor bar is set up.

One "table of two" ticket is for two guests to sit outside our lobby with plenty of distance between other patrons and the performers.

# AIR Grant Project Examples

In the 1990s, arts groups were organizing around cultural tourism and asking what makes this place special. AIR projects should ask the same question. What are their stories, who lives here, what are their traditions and what brings them together.



Ellis Island and JR:



**Unconventional Spaces**  
JR works in large format photographs. These are immigrants pasted to walls of the abandoned buildings on the south side of Ellis Island.

# AIR Grant Project Example

Alice Paul

Former resident of the Workhouse, founder of the National Women's Party and one of the authors of the Equal Rights Amendment. Paul is one example of the many stories in Fairfax.



Use this opportunity to showcase local residents, artists and/or historic figures through artist talks, performances, exhibitions or temporary public art projects.

# AIR Grant Project Example



Lost Origins Gallery is displaying photographer Christopher Chen's exhibition Floating World outside on a Mount Pleasant alley wall.

# AIR Grant Project Example



An intimate ambience in a beautiful venue bathed in candlelight with a talented string quartet performing in a stunning open-air experience at Tudor Place Historic House and Gardens. A safe, comfortable and socially-distanced event With BYO food and beverage.

# ArtsFairfax Grant Applicant Resources

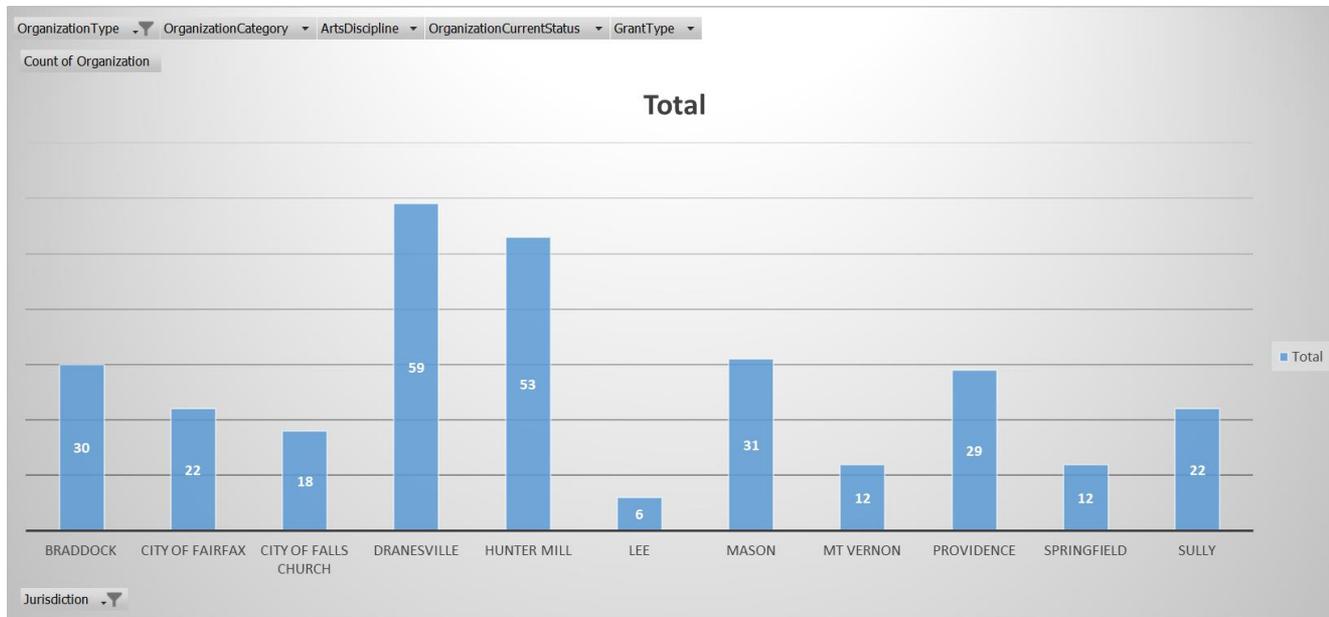
See [artsfairfax.org](http://artsfairfax.org) for these resources:

- Grant Guidelines
- Online Application Instructions
- Grant Communications Kit and Branding Guide
- This presentation slide deck and recording will be posted.

Contact Submittable by email 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/>

# Resources for Grant Applicants (cont.)

## 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%202023%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/1ItaNeNf\\_VEUSwUljWlaVw3wSCXZt8KnU/view?usp=sharing](https://drive.google.com/file/d/1ItaNeNf_VEUSwUljWlaVw3wSCXZt8KnU/view?usp=sharing)

# Resources for Grant Applicants

## Creative Placemaking:

- NEA: <https://www.arts.gov/artistic-fields/creative-placemaking/creative-placemaking-resources>
- ArtPlace: <https://www.artplaceamerica.org/questions/how-do-creative-placemaking>
- Urban Land Institute: <https://knowledge.uli.org/-/media/files/research-reports/2020/creative-placemaking-v2.pdf?rev=c4135c67f6834a1889b857cfd33a4cb2&hash=BCD650B4696D3DDFC498B8516387A434>
- Springboard for the Arts: <https://springboardexchange.org/wp-content/uploads/2016/07/Springboard-IDA-Creative-Placemaking-Toolkit-Nov2017-Update.pdf>

# 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 (\$5,000-20,000)
- 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 -

1. IRS Letter of Determination for your organization and/or your parent organization.
2. Treasurer's Report or Audit for most recently completed fiscal year (audit required if applicant's expenses exceed \$600,000 for one full fiscal year).
3. Board List with addresses (please highlight Fairfax residents and employees).
4. Most recent IRS 990 submission (do not include schedules).
5. List of key project staff, board members, and consultants with bios.
6. Resumes for guest artists and/or profiles for partner organizations.
7. Cover sheet for Work Samples and Supplemental Materials, including links to online media and descriptions.

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

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).

# AIR Grant timeline

June 8, 2021	Grant Application opens and Information Session
July 21, 2021	Application Deadline
Late August 2021	Addendum
September 1-2, 2021	Panel Meetings
October 2021	Award Announcement
January 14	Interim Report
August 2022	Final Reports due

# Submitting your application

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

Refer to the Submittable Online Application Instructions

**Please contact ArtsFairfax staff if you intend to apply with a Fiscal Sponsor.**

*Arts Ignite Recovery grant* applications must be submitted on-line, no later than **July 21, 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

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# Reminders

**WORK-SMART: Recovery Innovation and Access**  
Map your Arts Organization Path for the Future

- March 11, 2021**  
One Fairfax with Karla Bruce, Fairfax County Chief Equity Officer ✓
- April 8, 2021**  
Community Engagement and Communications ✓
- May 13, 2021**  
Building Authentic Partnerships ✓
- June 10, 2021**  
Assessing Progress ✓

ARTSFAIRFAX

FY21 Operating Support Grant Final Reports are due August 1, 2021