



**ARTSFAIRFAX**

**FY24 Project Support Grant  
Information Session**

**June 27, 2023**

# Meet *Our Team*



Linda Sullivan  
President and CEO  
lsullivan@artsfairfax.org



Lisa Mariam  
Senior Director of Grants and Services  
lmariam@artsfairfax.org



Allison Mui Mitchell  
Communications Director  
amui@artsfairfax.org



Debbie Mueller  
Director of Development  
dmueller@artsfairfax.org



Caroline Barnes  
Development Assistant  
cbarnes@artsfairfax.org



Young Oh  
Administrative Officer  
young.oh@artsfairfax.org



Hope Cagle  
Education Manager and Accessibility Officer  
hcagle@artsfairfax.org



Manuela Quintero Fehr  
Digital Media and Outreach Manager  
mquintero@artsfairfax.org



Gaffar Shareef  
Technology Manager  
gshareef@artsfairfax.org

# Agenda

- Introduction to ArtsFairfax
- Grant Program Overview
- Project Support Grant Purpose and Goals
- Overview of Grant Process
- Eligibility
- Grant Restrictions
- New and different for FY24
- 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



## What We Do

**MISSION** ArtsFairfax is dedicated to expanding support for and access to arts and culture opportunities for all of Fairfax County.

### Community Engagement

Arts Directory and Events Calendar  
Artist Residencies  
Fairfax Poet Laureate  
County Master Arts Plans

### Fairfax Arts Community

Competitive Grant Programs  
Professional Development  
Marketing & Promotional Services  
Creative Spaces Toolkit

### Annual Events

ArtsFairfax Awards  
Fairfax Arts Advocacy Day

### ArtsFairfax by the Numbers

**200+** arts organizations served  
**\$795K+** distributed in grants annually

**2667 Prosperity Avenue, Suite A | Fairfax, VA 22031 | [ArtsFairfax.org](http://ArtsFairfax.org)**

# ArtsFairfax Grant Programs

- **ArtsFairfax** will distribute more than \$795,000 in the county funds through competitive grants to arts organizations and artists of all disciplines in FY24.
- For FY24 we will offer Operating Support, Project Support, and Ticket Subsidy Grants.

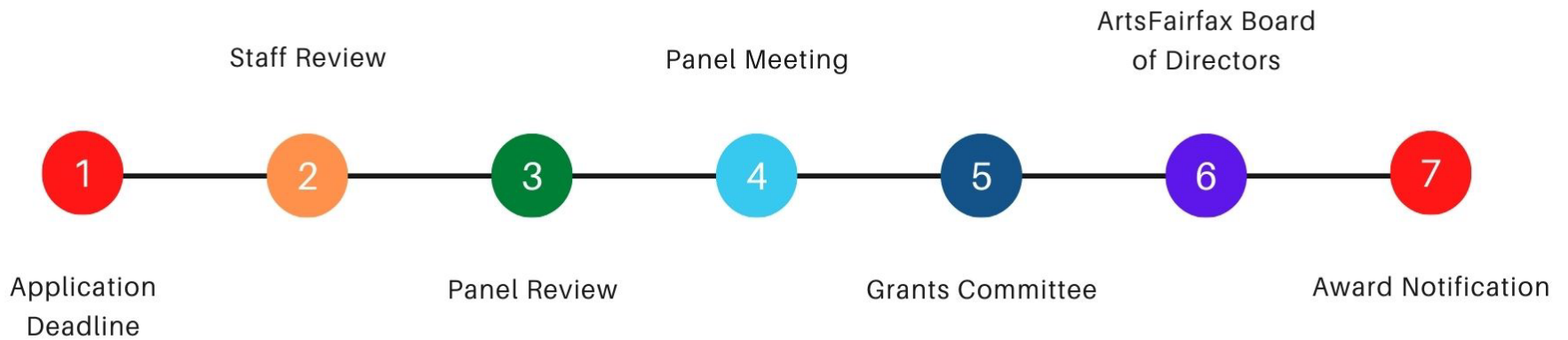
# Purpose of the Project Support Grant Program

The purpose of the Project Support Grants Program is to encourage the development and advancement of the arts in Fairfax County while serving the artistic and cultural needs of Fairfax County residents.

# Goals of the Project Support Grant Program

1. To provide support for established arts organizations and the development of new organizations.
2. To promote opportunities for individual artists and arts organizations of all disciplines to create, present, and celebrate their artistic endeavors.
3. To be a catalyst for increased private sector support for arts organizations through leveraged public funding.
4. To encourage wide participation in the arts through diverse cultural programming available to all residents of Fairfax County.

# ArtsFairfax Grant Process Overview





# Eligibility

## **An organization is eligible to apply to the Project Support Grant Program if:**

1. It has as a core mission the creation, exhibition, presentation, production, or performance of and/or education in an arts discipline and is a 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. It presents at least 51% of public arts activities within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church.
4. 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 ONE of the following three criteria for at least one year:
  - a. Meet, rehearse, exhibit, and operate within the geographical boundary of Fairfax County, the City of Fairfax, or the City of Falls Church.
  - b. Have 51% of board of directors' members work or reside in Fairfax County, the City of Fairfax, or the City of Falls Church.
  - c. 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.
5. 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 \$750,000 and above).
  - d. The applicant must have submitted all required final reports for any grants received from ArtsFairfax during the previous fiscal year.
  - e. The applicant must maintain an ArtsFairfax Directory listing and list activities on ArtsFairfax events calendar.

# VA form 102 Remittance for Charitable Organization

VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES  
OFFICE OF CHARITABLE AND REGULATORY PROGRAMS  
PO Box 526, Richmond, VA 23218-0526  
Phone: 804-786-1343 • www.vdacs.virginia.gov

OCRP-102 Revised 11/21

## REMITTANCE FORM CHARITABLE ORGANIZATION FORM 102

### YOU MUST USE THIS FORM TO RECEIVE PROPER CREDIT OF YOUR FEE(S)

Organization name: \_\_\_\_\_

Address: \_\_\_\_\_

Federal Employer Identification Number: \_\_\_\_\_

### REGISTRATION FEE AMOUNT

Your annual registration, which includes the annual fee payment, is due every year, on the fifteenth day of the fifth month from the end of the organization's most recently completed fiscal year, unless the organization has requested an extension of either three months or six months to file.

**Initial:** First time registrants pay a \$100 initial fee. If the organization has prior financial history, the organization is also required to pay an annual fee. Organizations with no financial history are not required to pay an annual fee.

**Late:** If your registration has lapsed, you will be required to pay the \$100 late fee and the annual registration fee. **You will never pay an initial and late registration fee at the same time.**

**Annual:** See page seven of Form 102 for annual registration fee calculations.

Initial Registration Fee (\$100): \$ \_\_\_\_\_ (910-02184)

Late Registration Fee (\$100): \$ \_\_\_\_\_ (910-02184)

Annual Registration Fee: \$ \_\_\_\_\_ (910-02619)

(See pg. 7 of Form 102)

Total Fees: \$ \_\_\_\_\_

To assist us in tracking your payment,  
please enter your Check Number: \_\_\_\_\_

### MAKE CHECKS PAYABLE TO: TREASURER OF VIRGINIA

The Code of Virginia authorizes state agencies to assess interest, administrative charges and penalty fees for returned checks and past-due accounts in accordance with guidelines promulgated by the Department of Accounts.

PLEASE ATTACH COMPLETED REMITTANCE FORM TO FRONT OF REGISTRATION FORM WITH CHECK  
ATTACHED AND MAIL TO:

Virginia Department of Agriculture and Consumer Services  
P.O. Box 526  
Richmond, VA 23218-0526

# Not Eligible

- a) Organizations that receive line-item funding from the State of Virginia.
- b) Departments of George Mason University, and non-profit organizations and foundations that support county agencies.

## Eligibility Exceptions

An organization that does not meet eligibility requirements due to unusual circumstances may submit a written request for an exception to the Grants Manager at [grants@artsfairfax.org](mailto:grants@artsfairfax.org). The request must be received two weeks prior to the application deadline and provide an explanation for special consideration.

# Fiscal Sponsor

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

# Grant Restrictions

All Project 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, 2023 and June 30, 2024.

# Grant Restrictions Continued

**Project 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

# Project Support Grant Categories

**I. Arts in Education:** high-impact art experiences in schools, after-school programs, or nonprofit agencies such as art centers, social service agencies, and parks and recreation facilities that provide services to youth and/or adults.

**II. Opportunity:** An atypical or out of the ordinary opportunity that otherwise would be out of reach that furthers the growth and development of the applicant organization and/or engages audiences in new arts experiences.

**III. Partnerships with Individual Artists, Artist Teams/Cooperatives, non-501(c)(3) Arts Groups:** Projects can support the production of public art, performances, exhibitions, workshops, commissions, arts in education projects, and culturally unique projects that directly benefit artistic development and recognition.

**IV. Arts Access:** Strengthen arts engagement and allocation of resources to underserved and economically disadvantaged communities and districts. These projects provide arts programming and reduce the costs of or distance to high quality arts experiences (productions, presentations, exhibitions, learning) in communities where limited arts access has been documented.

# New and Different for FY24

- Organization Profile
- Option to request Two Year grant period
- Updated criteria weighting - core = 6 points each and additional point for each priority criteria
- Enter work sample and supplemental material descriptions and links directly in application (no cover sheet)
- Appeals must be received within 30 days of notification



# 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. We welcome suggestions and volunteers.

# Review Process continued

- Panel meetings may be held online, and ArtsFairfax will contact applicants regarding observation of virtual panels. 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 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:

Core Criteria: 6 points each

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, adaptations to support access and inclusion, sustained resonance, impact, and value.)
  - a. Does the applicant demonstrate artistic excellence as shown by the qualifications, background, experience, and supplemental materials of the artists?
  - b. Will the project include quality, mission-driven work that will engage the community?
  - c. Does the project offer the public greater opportunities to enjoy both culturally diverse and/or under represented artists and art forms?
  - d. Are there clear examples of positive critical response to the organization's performances, exhibits, programs, and other artistic work?
  
2. Feasibility of Project
  - a. How well is the project designed?
  - b. Does the project align with the applicant's mission?
  - c. Does the applicant demonstrate the ability to successfully plan and manage the project?
  - d. Have enough details been defined within the project to assure some level of success in reaching the outlined goals of the project?
  - e. Is the project feasible within the time frame and budget?
  - f. Does the applicant describe how they intend to evaluate the impact of program activities on the community?
  
3. Community Engagement (an organization's ability to meaningfully engage with its community to achieve its mission) 20%
  - a. Does the project contribute to the quality of life and cultural vitality of Fairfax County?
  - b. Does the applicant use knowledge of the community including data and demographics to drive and inform their project?
  - c. Do the applicant's community relationships and partnerships strengthen the organization's ability to carry out the project?
  - d. With respect to planning and programming, does the applicant demonstrate understanding and respect for all people represented by its community? Has the applicant outlined measures to create access for underserved\*\*\* populations (youth, the elderly, the disabled, minorities, underserved ethnic communities, and those in under resourced areas)?
  - e. Does the applicant involve community members, volunteers, and artists in planning and evaluation?
  - f. Regarding promotion and outreach, does the applicant describe steps to increase participation by culturally diverse\*\* communities and underserved\*\*\* groups?

# Evaluation Criteria

## 4. Category Specific

- a. If the proposed project is in the Arts in Education category, consider:
  - i. Are the project's artistic and educational goals clear and appropriate for the grade level(s), community served, and/or state standards of learning?
- b. If the proposed project is in the Opportunity category, consider:
  - i. Does the project respond to an atypical or out of the ordinary opportunity that otherwise would be out of reach?
- c. If the proposed project is in the Partnerships with Individual Artists category, consider:
  - i. The quality of partnership between organization and artist/artist team.
  - ii. The quality of artistic resources.
  - iii. Does the project prioritize Fairfax artists, artist cooperatives, non-501(c)(3) arts groups?
- d. If the proposed project is in the Arts Access category, consider:
  - i. Is the target community under resourced or underserved by the arts?
  - ii. If the applicant is outside the community served, is there at least one community-based partner?

## 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 scale of the program and the size and characteristics of the intended audience?
- d. Is there a diversity of funding sources?

# Evaluation Criteria

Priority Elements: 1 point each

6. Diversity (Diversity includes age, race, color, sex, sexual orientation, gender identity, religion, national origin, marital status, disability, socio-economic status or neighborhood of residence and other characteristics.)
  - a. Does the project support the diverse cultural arts of Fairfax's communities?
  - b. Has the applicant engaged a diverse team of arts professionals and artists to complete the project?
  - c. Does the project promote awareness, appreciation, and connectedness to diverse and/or underserved or under-represented cultures in Fairfax?
  - d. Does the applicant describe how its activities and programs authentically represent the arts and culture of one or more culturally specific population?
  - e. 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?
  
7. 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 build on the distinctiveness of a place using arts or cultural assets?
  - b. Does the project demonstrate a potential to stimulate economic or community growth through the arts?
  - c. Will the project deploy art or artists to address a community planning or development challenge or opportunity?
  
8. Innovation (Nontraditional or inventive approaches to art forms and engaging audiences in the arts in unique ways) 5%
  - a. Does the project demonstrate innovation in addressing the needs of the community?
  - b. Will the project inspire the community to think creatively or differently by demonstrating new ways of thinking about complex issues?
  - c. Does the project use the arts as a tool for creative problem solving?
  - d. Will the project use technology to create new ways to explore and make art, express culture, and/or reach, expand, and engage audiences?
  - e. Has the applicant collaborated with partners across related sectors including science, technology, housing, and/or health?

\*\* Diversity includes age, race, color, sex, sexual orientation, gender identity, religion, national origin, marital status, disability, socio-economic status or neighborhood of residence and other characteristics

\*\*\* Underserved refers to populations who face barriers in accessing the arts, and includes populations underserved because of geographic location, religion, sexual orientation, gender identity, underserved racial and ethnic populations, and populations underserved because of special needs (such as language barriers, disabilities, alienage status, or age).

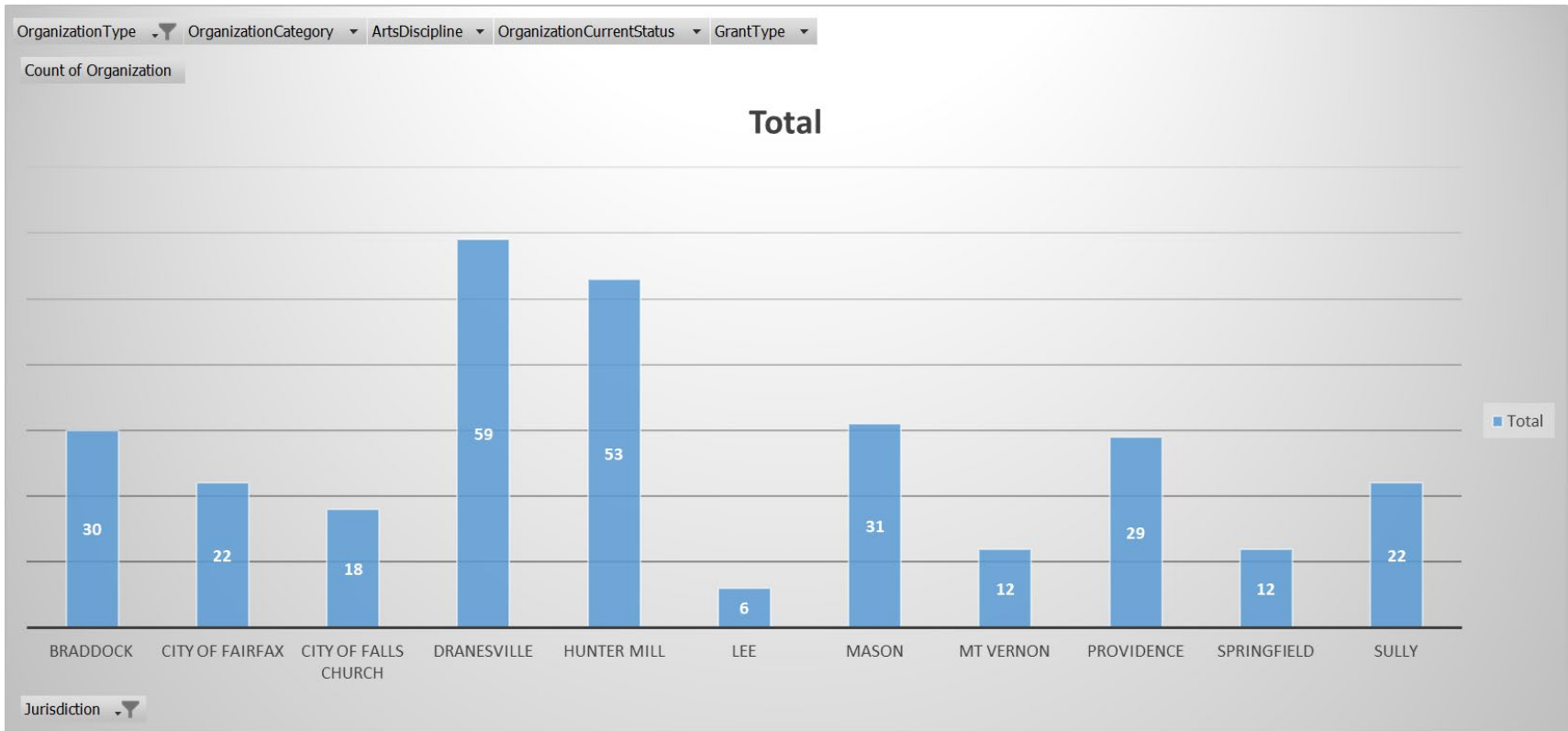
# ArtsFairfax Grant Applicant Resources

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

- Grant Guidelines
- Online Application Instructions
- Preview Application Questions
- Sections of exemplary applications from FY23
- Budget form in XLS
- Activity Table in XLS
- Grant Communications Kit and Branding Guide
- This presentation slide deck and recording will be posted.

# 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- Districts relatively underserved by the arts Click Here
- 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**
- **Use budget narrative** to illuminate the connections between the budget and the project goals.
- Respects the suggested character count.

# Terms & Conditions

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

- Duration of a Grant
- Organizational Eligibility
- Amount of Award
- 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:

- Treasurer's Report or Audit for most recently completed fiscal year (audit required if applicant's expenses exceed \$750,000).
- Most recent IRS 990 submission (do not include schedules)
- List of Key project staff, Board Members, and consultants with bios

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

## Work Samples and Supporting Materials -

- 3 Work samples - performances, exhibitions, lectures, classes (video may not exceed 5 Minutes total)
- 3 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 30 days 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 organization profile and 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.
- Refer to the Help field in the online application.

# Grant timeline

- August 7, 2023 – Application Deadline
- September 6-7, 2023 – Panel Meetings
- October 2023 - Announcement of awards and 70% payment
- August 1, 2024 - Final Report Due
- September 2024 - Final 30% payment

# Submitting your application

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

Refer to the Submittable Online Application Instructions

Project Support Grant Applications must be submitted online, no later than August 7, 2023 at 7pm.

Late applications will not be accepted.

# Questions

Please type questions in the Q&A box or raise your zoom hand if you have a question.

# Contact

**Lisa Mariam**

Senior Director of Grants and Services

ArtsFairfax

2667 Prosperity Avenue, Suite A, Fairfax, VA 22031

Office: 703-642-0862 x1

Direct: 571-395-4617

Fax: 703-712-8599

[lmariam@artsfairfax.org](mailto:lmariam@artsfairfax.org)

<http://artsfairfax.org>

# Mark your Calendars (and/or subscribe to our calendar)

<https://artsfairfax.org/resources/>

August 1 - All FY23 Final Reports are due