



Knight New Work Award

Guidelines

for

Grant Applicants

2010

**APPLICATIONS MUST BE POSTMARKED
NO LATER THAN**

March 5, 2010

The applicant must propose a new work of art (world premiere) with innovative audience outreach that is presented, at least once, to a broad cross-section of the population in Miami-Dade County between July 1 2010 and December 31st, 2011

INFORMATION FOR PROSPECTIVE APPLICANTS

APPLICATION DEADLINE: March 5, 2010

ELIGIBILITY CRITERIA (Mirror requirements required for FAN grants)

Applicant organization must

- have received at least one prior grant from FAN (previously known as *fifty over fifty, Inc.*)
- continue to have a primary mission of presenting visual or performing arts to the public
- continue to have its principal office in Miami-Dade County; or its principal office in South Florida **and** an office in Miami-Dade County
- be an active, not-for-profit, Florida corporation (or a division or unit of such) in good standing, or be a division or unit of a public entity, college or university.
- be currently tax-exempt under the Internal Revenue Code
- be currently registered with the Florida Department of Agriculture and Consumer Affairs to solicit contributions unless the organization falls under the exempted categories listed in s. 496.403 of the Florida Statutes (e.g., educational institution).
- request funding for a program which is within its primary mission, and will take place in Miami- Dade County between July 1, 2010 and December 31, 2011(funded period).

Additional considerations

- If the applicant is a support group of a larger entity, the application will be considered **only** if the larger entity itself is not an applicant .
- If the applicant is an identifiable component of an umbrella organization (e.g. university, cultural organization.), it will be considered **only** if the umbrella organization is not itself an applicant for KNWA
- If the project is a collaborative effort among two or more organizations, the lead organization must have received the prior FAN grant, submit the application, and be the funding recipient.

The proposed program must

- be a world premiere for a work of high artistic merit; and at least once during its planned performance/exhibit, reach a broad cross section of the Miami-Dade population through innovative outreach.
- be in one of the following categories: Dance, Theater, Music, Visual Arts or Multi-disciplinary. The selected discipline must be part of the primary focus of your organization.
- If the organization performs/exhibits the program in counties other than Miami-Dade or outside the funded period, only the portion performed/exhibited in Miami-Dade during the funded period can be considered for KNWA.

Special criteria by which applicants for the KNWA will be reviewed include, but are not limited to

- The artistic quality of the new work.
- The creativity and innovation of the reach to audiences who represent a broad cross section of the Miami-Dade population for one or more performance(s)/exhibit(s) (**defined as "Special Showing(s)"**).

- The potential of the program to enhance the quality of experience for targeted audiences and further Miami Dade's reputation as a vibrant arts venue.

Relevant definitions

- **Reach a broad cross section of the Miami-Dade Population** - At least one time during the performance or exhibit, the program must be made available geographically and/or financially to a broad cross section of Miami-Dade's population.
- **Multi-disciplinary** – Involving two or more of the following disciplines: dance, theater, music, visual arts (including film).
- **New Work** - A work which has not been presented anywhere before: a *premiere*. Adaptations of a pre-existing work, or inclusion of previously created work as part of the total program, are permitted, if never performed in total before.

Funding

The "Projected Budget" included in the application lists the categories of costs **FUNDING ARTS NETWORK** will fund.

FUNDING ARTS NETWORK will not fund:

- | | | |
|----------------------------|---------------------------------|---|
| •financing costs | •capital expansion or equipment | •school, college /university student |
| •operating deficits | •tickets | exhibits/performances below graduate level |
| •marketing, promotion | •public relations | •expenses not directly attributable |
| •fundraising activities | •pass-through funding | to the proposed program |
| •conferences or seminars | •workshops or master classes | •conventions |
| •"street fair"-type events | •busing | •travel, hotel or food expenses |
| •professional training | •scholarships | •camp/after school program recitals or exhibits |

FUNDING ARTS NETWORK reserves the right not to award the KNWA or award it at a later date.

Procedures

- Please feel free to contact a member of the FAN KNWA Committee with any questions you may have about the application or selection process:

Rachel Blechman: rachelblechman@fundingartsnetwork.org

Terry Schechter: TerrySchechter@fundingartsnetwork.org

Do not contact other members of **FUNDING ARTS NETWORK**, the **KNIGHT FOUNDATION** or **COMMUNITY ADVISORY COMMITTEE**.

- If awarded the grant:

- You will be notified by letter. FAN will enter into a contract with you to provide funds up to the amount awarded for specific items in your proposal. Public notification will occur at a luncheon on May 11, 2010. Funds are paid to you upon receipt from you of invoices for the funded expenses. **10% of the award will be withheld pending our receipt of your final report within 45 days of the program's completion or of the funded period, which ever is first.**

- Substitutions of performers, change of date, change of venue or other modifications of the funded program must be approved in writing by the FAN KNWA Committee.

Only minor substitutions may be acceptable. For example, if a member of an orchestra or theater company leaves the group or is ill, substitution may be possible. Similarly, the substitution of one piece of

music for another in a concert performance may be possible. However, if the program content, artist or artistic group, is the cornerstone of the proposal, we would withhold funding.

Changing dates or venues might be acceptable, if the changes do not move the performance dates outside the funding period and the new venue will accommodate the same target and size audience. Holding previews/ mini-performances/ demonstrations/ excerpts/ open rehearsals/ readings in lieu of the proposed program to keep within the funding period is not acceptable.

SCREENING AND SELECTION PROCESS

- A Screening Committee, composed of members trained in FAN procedures, will review applications and evaluate the proposals for program quality, budget feasibility, community impact, administrative structure and the proven capacity of the applicant organization to mount successfully a performance or exhibit on the scale of the proposed new work.
- A final group of selected program proposals will be submitted to the Community Advisory Panel in April for a selection of the recipient based on artistic merit and innovative, effective audience reach. The contact person identified on your application may be contacted if additional information is needed. The KNWA winner, if selected in April, 2010, will be announced in May, 2010.

INSTRUCTIONS FOR COMPLETING APPLICATION

General Instructions

- The **Proposal** must be printed on the application form. The application form is available by e-mail or can be downloaded from the FAN website (fundingartsnetwork.org). Applicants must use a 9-point, or larger, font. The application form is produced in Arial 9 point.
- **Do not exceed the space allotted for each question.**
- Do not add additional pages (except where it is specifically requested).
- Applicants should keep a copy of the completed application for their records.
- Grant applications and supporting materials will not be returned to applicants.

Grant Application Format

The Grant Application consists of the **Proposal** and **Attachments**. Applicants who have submitted proposals to FAN in 2009 need not resubmit the Attachments B through G.

Proposal:

- Fact Sheet
- Proposal Specifics :
 - (A) Description of the proposed program (performance or exhibit); how the program qualifies as a new work; what about the work or its creator(s) gives you confidence that the work will be of the high artistic merit; and what contribution will it make to the discipline, audience, and or community.
 - (B) If there are collaborating organizations, please list and explain their involvement and their importance to the proposed project.
 - (C) Describe your plan to make the program available, at least once, to a broad cross section of Miami- Dade's population (**Special Showing**) including why your approach is innovative or different than your usual practice and how it will reach diverse or non-traditional audiences. If examples exist from other successful projects in Miami-Dade or elsewhere, please describe them and why you think they are transferable to the proposed program.

- (D)(1) Number of performances or length of exhibition.
- (2) Describe any plans you have to extend the life or impact of the program beyond the Scheduled performance/exhibit dates indicated in the application.
- (E)(1) Indicate the dates of performances or exhibition; show venue for each date; and indicate venue capacity.
- (2) Describe any non-traditional venues you may be using for the "**Special Showing.**"
- (F)(1) Describe your target audience(s) giving projected number per performance/exhibit and description of audience demographics; projected number and description for "**Special Showing.**"
- (2) Describe how your "**Special Showing**" audience differs from your traditional audience, if appropriate.
- (3) Describe how you will measure audience demographics and/or attendance.
- (G) Explain your marketing plan to reach the target audience(s) and your marketing plan to reach the **Special Showing** audience.

- Budget (two pages)

The **Fact Sheet** asks for general information about the organization and the proposed project. The signature of the Executive Director and the name of the Proposal Contact Person are required. The latter may be asked to provide additional information, and therefore should be the person with immediate responsibility for the project.

The **Proposal Specifics** requires descriptions of the project proposal and marketing plan.

The **Proposal Budget** requires projected revenues and expenses for the project.

INSTRUCTIONS AND DEFINITIONS FOR COMPLETING PROPOSAL BUDGET

Instructions

- The expense items for which an applicant is requesting a **FUNDING ARTS NETWORK** grant must be listed in the appropriate column. Funding will not be provided for items "shaded out" on the application. If an item does not exist, **do not** create it.
- Use "NA" for categories in cash and in-kind that do not apply.
- Use the blank lines to designate income and expense items in your budget that are not delineated on the form.

Definitions:

- **Administrative Personnel:** That portion of the remuneration of employees on the applicant's payroll (executive and supervisory, program directors, managing directors, business managers, clerical staff, ushers, security, box office, etc.) directly attributable to the project.
- **Annual Fund Donations:** That portion of annual fundraising efforts that will be applied to the proposed project.
- **Applicant Cash:** Funds from applicant's present or anticipated resources that will be applied to the proposed project.
- **Artistic Staff:** That portion of the remuneration of employees on applicant's payroll (artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, actors, dancers, singers, musicians, etc.) directly attributable to the proposed project.
- **Equipment:** All items in excess of \$500 with an expected useful life of at least one year.
- **Funded period:** July 1, 2010-December 31, 2011

- **Fundraising Events:** Revenues from fundraising events specifically held for the proposed project.
- **Grant Writing:** That portion of the remuneration to an employee or outside consultant for the preparation of this and other grant applications specifically associated with the proposed project.
- **In-Kind Contributions:** All non-cash contributions provided for the proposed project. The basis for valuation of these contributions must be the fair market value and be documented.
- **Office:** That portion of the applicant's office rental expense directly related to the proposed project.
- **Outside Artistic and Technical Fees:** That portion of the remuneration provided to individuals in the categories described above who are not normally on the payroll of the applicant.
- **Outside Honoraria:** Hotel expenses, travel expenses, meal allowances, etc. provided to outside artistic and technical personnel associated with the proposed project.
- **Performance Fees:** Revenues derived from fees earned through the sale of services to other organizations, e.g., workshop presentations, performances, where remuneration is not direct ticket sales, etc.
- **Program Materials:** Items to be purchased for use during the proposed project that cost less than \$500.00 and have a useful life of less than one year.
- **Program-Related Sales:** Income generated from non-ticket sales, e.g. program sales, advertising, parking, t-shirts, posters, etc.
- **Proposal/Program Rent:** The payments for use of theaters, auditoriums, etc., directly related to the proposed project.
- **Public Relations/Marketing:** All expenses for publicity and promotion, such as newspaper advertising, printing, brochure productions, fliers, posters, etc., directly related to the proposed project.
- **Technical/Production Staff:** That portion of the remuneration of employees on the applicant's payroll (technical directors, wardrobe, lighting and sound crew, stage managers, stagehands, exhibit preparers and installers, etc.) directly attributable to the proposed project.
- **Travel:** Travel by individuals in connection with the project, either within or outside Miami-Dade County.
- **Trucking and Hauling:** Trucking, shipping or hauling directly related to the proposed project.
- **Utilities:** Electricity, gas, telephone and/or water expenses directly related to the proposed project.

DOCUMENTS REQUIRED OF ALL APPLICANTS

- **Attachment A**

Confirmation that the applicant and the proposal meet **FUNDING ARTS NETWORK's** eligibility requirements (Confirmation Checklist marked **Attachment A** provided with the application). In addition, please attach a photocopy of your organization's mission statement from your corporate documents.

- **Attachment H**

Resumes of artistic personnel involved in the proposed project. List of key staff members and their job descriptions.

IF YOU HAVE SUBMITTED ATTACHMENTS B-G to FAN in 2009, YOU NEED NOT RESUBMIT THEM. ATTACHMENTS B-G REQUIRED OF ALL OTHER APPLICANTS.

- **Attachment B**

Most recent letter from the Internal Revenue Service determining the organization's tax-exempt status under the Internal Revenue Code and a statement as to any changes in the organization since the letter was issued, or a statement that applicant is part of a local public college or university.

- **Attachment C — TWO ITEMS.**

A copy of 2009 Florida Corporate Annual Report (or a statement that applicant is part of public college or university) **AND** a copy of 2009 Florida Department of Agriculture permission to solicit funds (or a statement that applicant is part of a local college or university).

- **Attachment D**

Latest 990 tax return, including Schedule A. If the submitted 990 is not the current year's, attach explanatory statement, and send a copy of the current year's 990 when it is filed with the IRS.

- **Attachment E**

List of the Board of Directors, including addresses, telephone numbers, business affiliations. At bottom of Attachment, show total of contributions by board members, and the number of board members who have contributed.

- **Attachment F**

Current financial statement of applicant. (Format included with application).

Applicants that have annual audited reports must submit the most recent report.

- **Attachment G**

Current year's budget and most recent pro forma statement of position.

HOW TO ASSEMBLE THE GRANT APPLICATION PACKAGE

The grant application package should be **spiral bound**. Use **clear plastic** for the front and back covers. Type the title of your proposal program on your organization's letterhead stationery and use that as a cover page. Use tabs to indicate location of the Proposal Specifics, the Budget and each attachment. The Grant Application pages, in numerical order, should be placed first, followed by the Attachments in alphabetical order.

COPIES/MATERIALS REQUIRED

- **Eight (8)** complete sets (one original and seven copies) of the spiral-bound **Proposal** (pages 1-5) and **Attachments** .

- A CD or diskette containing, in .jpeg format, **three (3) images** (preferably in color); two which are representative of your organization (e.g., a prior program or exhibit) and one which contains your logo. Please include a description of the images. These images may be used by the FUNDING ARTS NETWORK, if you are awarded a KNWA in 2010. Please place the CD or diskette in a separate envelope (clearly marked with the organization's name) within the application package.

Please place a rubber band around the entire package before mailing.

One (1) item of support material may also be submitted. Dance: videotape (VHS format) of performing group; Music: audio tape of performer(s); Theater: videotape of performers or excerpt from work; Visual Arts: videotape or photographs of artist(s)' work. Support material must be clearly marked with the applicant's name.

It is not the policy of FUNDING ARTS NETWORK to return any material submitted.

MAILING INSTRUCTIONS

Mail completed application packages to: **FUNDING ARTS NETWORK (KNWA)**
Post Office Box 331864
Miami, FL 33233-1864

Funding Arts Network will not accept fax or electronic applications.

APPLICATION DEADLINE

Applications must be **postmarked by March 5, 2010** in order to be considered.

Incomplete grant applications will not be considered by the Screening Committee.