



City of Costa Mesa

Agenda Report

77 Fair Drive
Costa Mesa, CA 92626

File #: 23-1058

Meeting Date: 2/2/2023

TITLE:

ARTS GRANT REVIEW OF GUIDELINES

DEPARTMENT: PARKS AND COMMUNITY SERVICES

PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST

CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

RECOMMENDATION:

It is the recommendation of the Arts Specialist that the Arts Commission review and approve the new Arts Grant program guidelines (Attachment 1).

BACKGROUND:

The Cultural Arts Committee (CAC) implemented an Arts Grant program in 2017 (Attachment 2), funded by money generated through ARTventure fees and Utility Box Art Program sponsorships.

As of 5/25/2021, the CAC Grant Program has distributed \$11,375 to twenty-three art related projects within the City of Costa Mesa.

ANALYSIS

The Arts & Culture Master Plan suggests creating a new mission and guidelines for the Arts Grant program. The program has currently been on hold for this reason.

Staff has reviewed the previous Arts Grant application and scoring rubric that were created in 2017 and has added a new mission, made edits and revisions and created a scoring rubric that can help bring the program closer to the goals of the Arts & Culture Master Plan. The revised Arts Grant guidelines and application, along with the original application and rubric have been added for review.

FISCAL REVIEW:

Funding for the Arts Grant program is currently supported with funds from the Arts & Culture Plan Fund as per the new Arts & Culture Master Plan. The fund currently has \$5,000 to distribute for the 2022-23 fiscal year.

(Arts & Culture Master Plan: Goal 4. Action 4.1.1)

LEGAL REVIEW:

The City of Costa Mesa's legal team has reviewed the arts grant guidelines and application.

CONCLUSION:

Approve the new Arts Grant guidelines and application. Implementation of the new Arts Grant program to begin in late February 2023.



ARTS GRANT GUIDELINES & APPLICATION

CITY OF COSTA MESA
Fiscal Year: 2022-2023

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ARTS GRANTS GUIDELINES AND APPLICATION

OVERVIEW

The City of Costa Mesa Arts & Culture Master Plan (established in 2021) recommits to the arts with the creation of four main goals:

1. Increase opportunities for all to experience the arts and culture throughout our community, with a commitment to equity, diversity and inclusion
2. Expand Public Art throughout the City
3. Professionalize and elevate the status of arts and culture in City government
4. Support Costa Mesa's thriving creative economy

The Arts Grant program was identified for continued and increasing support by the Costa Mesa City Council through the Arts & Culture Master Plan and supports activities that provide and support quality arts and cultural programming within the city of Costa Mesa.

The Parks and Community Services Department is committed to enhancing the community through the delivery of innovative recreational programs; quality parks and facilities; and services that promote social, physical and emotional well-being. Arts & Culture are a part of this commitment and the City of Costa Mesa strives to embody its namesake as the "City of the Arts".

MISSION

The Arts Grant Program strives to make arts and culture opportunities accessible to the residents of Costa Mesa by providing monetary support to local and regional arts organizations, artists and teachers. The City of Costa Mesa recognizes that this is an important part of a thriving enhances the quality of life for all residents.

Successful projects will address and support:

- Audience accessibility and a commitment to equity, diversity and inclusion
- Arts education in schools and or community settings and or lifelong arts learning opportunities for all ages
- Local and regional organizations
- Organizational capacity for arts organizations
- New and innovative arts programs and emerging organizations

APPLICATION PROCESS AND DEADLINES

The 2022-23 fiscal year Arts Grant guidelines support and provide funding to artists, arts organizations and schools within the city limits of Costa Mesa.

Applications must be submitted online. The application questions can be found in the Appendix at the end of this document. If you need assistance filling out the application, please contact Laurette Garner, Arts Specialist.

IMPORTANT DATES FOR ARTS GRANT CYCLE

Application Opens: February 13, 2023

Application Closes: March 31, 2023

Arts Commission funding review and approval: April 6, 2023

Project Completion: August 31, 2023

Applications can be submitted online at:

AWARD AMOUNT

Total funding available for the Fiscal Year 2022-23 is \$5,000.

- There is a maximum award amount for up to \$2,000.
- All final reports and budget details are due within 30 days of the completion of the event, project or program or by the Project Completion deadline, whichever comes first.
- The full grant amount will be awarded as close to the start date, specified on the application, as possible. Please note, that in order to continue to receive funds year after year, a final report and budget will need to be submitted within 30 days of completion. If these are not submitted by the deadline, arts grant applications for the next fiscal year will not be considered.

ELIGIBILITY

- All applicants, including fiscal agents, must be determined to be not-for-profit, tax-exempt organizations by either the Internal Revenue Service or the California State Franchise Tax Board
- Arts Organizations, Artists and schools are eligible to apply

- Individual artists or organizations aspiring to a non-profit status may apply through a fiscal agent
- Fiscal agents will be responsible for receiving awarded funds and dispersing these funds with a service fee no more than 5% of the total amount awarded to the applicant
- Organizations that act as fiscal agents are still eligible to apply for Arts Grants for their own projects
- Any individual artist receiving funding through a fiscal agent must be 18 year of age on or before the application date
- Project occurs within Costa Mesa city limits
- Applicant may only apply once annually
- If a project or event includes a partnership with another organization, only one application may be submitted for that project or event involving all parties
- All partnerships must include a signed letter of agreement between two parties detailing each parties' participation in the event, project or program

APPLICATION REVIEW

Phone or video conference meetings can be arranged with Laurette Garner, Arts Specialist. To make an appointment, please contact at (714) 754-5322 or email: laurette.garner@costamesaca.gov

PANEL REVIEW AND SCORING OF APPLICATIONS

Submitted applications are reviewed and scored by a peer panel consisting of local and regional artists and arts professionals. The panel will create a funding plan to be reviewed and approved by the Costa Mesa Arts Commission.

REVIEW AND SCORING INFORMATION

- Parks & Community Services staff will begin reviewing applications once the deadline has passed and the application is closed.
- All eligible applications will be forwarded to an external panel of community arts professionals for evaluation and scoring.
- Incomplete applications or applications falsifying information will be deemed ineligible.

SCORING RUBRIC

Applications are evaluated on the basis of the project's relationship to the Arts Grant Mission, as stated above. Awarded projects make efforts to address and emphasize the following: audience accessibility, arts education in schools, lifelong arts learning, support capacity building for local and regional arts organizations and will encourage innovation in how programs are implemented and created.

See example of Scoring Rubric in the Appendix

FUNDING DECISIONS

Final funding decisions are made by the Arts Commission. Award amounts vary and can be up to \$2,000 per applicant. The number of awards are determined each year by available funding and recommendations for award amounts are determined by each applicant's score based on the rubric below. Please review the scoring rubric while completing your application.

GRANTEE REQUIREMENTS

AGREEMENT

All approved applications will need to enter into an agreement with the City of Costa Mesa. All agreements must be signed by the agent listed on the organization's (fiscal agents included) [Statement of Information](#) filed with the California Secretary of State. This is the person who is authorized to enter into legally binding agreements on behalf of your organization (i.e. CEO, CFO). Further documentation of signature authorization will be requested if the most recent State of Information has not been filed.

FINANCIAL MANAGEMENT

Grant recipients are required to maintain financial accounts, records and evidence pertaining to costs incurred and revenues acquired under the respective grant program. Grantees should be able to provide upon request:

- Accurate and complete disclosure of revenue and expenses for the project
- Records that adequately identify the sources and application of funds for grant sponsored activities
- Accounting records supported by source documentation- invoices, receipts, bank statements etc.

All grantees must provide documents within 30 days after the project, program or event has ended. This includes a final report and budget accounting of how the funds were utilized. See final report on page 12.

PUBLIC ACKNOWLEDGEMENT

- Grantees must credit the City of Costa Mesa Parks & Community Services department for its support of the project in printed, electronic and broadcast promotions.
- The following acknowledgement along with a City of Costa Mesa logo (provided in the Appendix with guidelines) must appear on all printed and electronic materials: "This project is funded in part by the City of Costa Mesa's Arts Grant program."
- Grantees who fail to provide public acknowledgement may be denied future project funding.

PROMOTION BY CITY

- Grantees are required to give accurate dates and times for their grant funded project, to the Parks & Community Services Department so that city staff can relay this information to the Arts Commission at least two weeks in advance of the scheduled program.
- If a grantee would like to participate in promotion through approved city channels, they may opt-in as part of their agreement. All participation and promotion through city's social media channels and other outlets, is subject to review, edits and approval by program staff prior to promotion. All grantees are encouraged to extensively promote funded projects.

HOW TO APPLY

APPLICATION

All applications must be submitted online. The application is available at:
<https://www.costamesaca.gov/artsculture>

Please see application questions in the Appendix to prepare for the online submission process.

ADDITIONAL INFORMATION

Arts Commission meetings take place on the first Thursday of the month at 6:00 p.m. The agenda is made public one week before. Grantees are encouraged to attend meetings that are relevant to the Arts Grant approval process.

QUESTIONS?

If you need assistance with the application process, please contact Laurette Garner, Arts Specialist at:
laurette.garner@costamesaca.gov or call (714) 754-5322.

APPENDIX

ELIGIBLE AND INELIGIBLE COSTS

The City of Costa Mesa will NOT award arts grants to:

- Government agencies or public authorities
- Applicants that have a “delinquent” status with the Arts Grant funding program
- Retroactive funding for completed activities
- Projects for the sole promotion of, or consumption by, a specific religion or religious sect
- Cash reserves or endowments of any kind. Awards are to be expended within the funding period for each fiscal year
- Capital expenditures, including construction, renovation or purchase of real property
 - Purchases or repairs for arts-specific equipment with the capability of extended use over several years is permitted
- Projects that are not related to non-profit arts projects or activities
- A for-profit business or activity
- Projects through a fiscal sponsor that benefit the sponsoring organization or are an extension of the sponsoring organization’s program and services
- Support groups and or non-profit organizations supporting city departments or facilities
- Projects with the sole purpose of reducing existing deficits in an organization

Funding may NOT be used for:

- Fundraising expenses
- Consultants who are members of an applicant’s staff or board
- Scholarships, fellowships or tuition assistance
- Any and all in-person activities outside the Costa Mesa city limits
- Entry fees for competitions or sponsorship fees
- Pageants, fundraising events or hospitality costs
- Publication or manuscripts or compositions not created as part of an arts grant supported project
- Purchase of monetary awards, cash prizes, contributions or donations
- Scholarly or academic research, tuition and activities which generate academic credit or formal study towards an academic or professional degree

APPLICATION INFORMATION & QUESTIONS

[Please fill out the application online.](#)

1. Contact Information
2. Website
3. Facebook
4. Instagram
5. Project Title
6. Description of the project (time, date, location, number of participants, event summary)
7. Please upload additional documentation if needed
8. Describe how your project connects to and addresses portions of the Arts Grant Mission Statement
9. Please write out your project schedule below (duration and time of completion):
10. Amount of funds requested
11. How will the funds be utilized (be specific and give examples)
12. Upload budget document
13. If funds are awarded, a report summary of the project is required to be submitted within 30 days of the project completion to the Arts Specialist. Can you commit to this requirement?
14. If funds are awarded, we ask that you provide content for Social Media promotion as needed. Can you commit to this requirement?
15. A City of Costa Mesa staffer may attend events and do site visits as needed. Do you consent to this and can you accommodate this request?

PARTNERSHIP AGREEMENT

THIS PARTNERSHIP AGREEMENT is entered into on _____ (month) and _____ (day), 2023 between the following persons:

Name: _____ ("Party 1")

Address: _____

Email: _____

AND

Name: _____ ("Party 2")

Address: _____

Email: _____

The above-named persons agree that upon the commencement date of this partnership, they shall be deemed to have become partners in an Arts Grant project and utilize funds from the City of Costa Mesa. The purposes, terms and conditions of this partnership are as follows:

1. Business/Project Name: _____
2. Address/Site of Project: _____
3. Purpose of the project: _____

4. Term- The partnership shall commence on the date mentioned above and continue until dissolved by mutual agreement of the partner, or as the terms below:
5. Contributions of each partner:

Party 1 shall be responsible for

AND

Party 2 shall be responsible for

Date: _____

Party 1 Signature: _____

Party 2 Signature: _____

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SCORING RUBRIC

TOPICS TO CONSIDER (20 points each)	EMERGING GRANT WRITER (0-6 points)	ESTABLISHED GRANT WRITER (7-13 points)	EXCEPTIONAL GRANT WRITER (14-20 points)	SCORE
Artistic & Cultural Merit -The project is well thought out, innovative and will bring a fresh perspective to audiences in Costa Mesa.				
Arts Grant Mission -The project adheres to a portion of the mission statement.				
Project Clarity -The application is well written, the schedule is planned out and the budget needs are clear.				
Financial Need & Impact -The applicant clearly explains the financial need and how the grant funds will be used.				
Community Engagement & Public Value -The project clearly engages the community of Costa Mesa and serves a significant audience with accessibility, equity, diversity and inclusion in mind. The application lays this out clearly and succinctly.				

TOTAL SCORE: _____

FINAL REPORT

[Please fill out this report online](#)

Pursuant to terms detailed in the City of Costa Mesa Arts Grant Agreement, the Grantee shall submit a Final Arts Grant Report electronically within 30 days of completion of the project. This information will be used, in part, to develop quantitative and qualitative outcomes for the City of Costa Mesa's Arts & Culture division programs.

Arts or Arts Organization Information

1. Prepared by (Name and Title)
2. Arts Organization/ Artist Name
3. Email

Project Information

4. What kind of project was it?
5. Project Title
6. Briefly describe the successes of your project. What worked well? How do you know? (How did you evaluate your success?)
7. Did you receive any testimonials (written or verbal quotes) from audience members or participating artists that you would like to share? Please include a first name of the person and their relationship to the project
8. Number of paid artist(s)/performer(s)
9. Number of volunteer/unpaid artist(s)/performer(s)
10. Total attendance

Project Budget

11. Amount of Arts Grant Award
12. Please Upload Completed Budget Template
13. Please explain or provide any additional details

Marketing and Community Outreach

14. Did the organization acknowledge the City pursuant to the terms and conditions detailed in the Arts Grant Agreement?
15. Please use the area below to acknowledge any press articles written (website links) about your grant-funded program (if applicable).
16. Please upload any photos you would like to share. By uploading pictures you are authorizing the City of Costa Mesa full rights to us this for social media and/or marketing related to Arts & Culture programs.

CITY OF COSTA MESA LOGO EXAMPLES



Costa Mesa
City of the Arts



Costa Mesa
City of the Arts

BUDGET TEMPLATE

Next 5 pages.....

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ARTS GRANT PROJECT BUDGET FOR FISCAL YEAR 2022-23

Applicant Name:				
	PROJECTED INCOME			ACTUALS FOR FINAL REPORT
PROJECT EARNED INCOME	\$	Notes	\$	Notes
Admissions				
Gifts/Merchandise/Concessions				
Advertising				
Other				
TOTAL INCOME			TOTAL INCOME	



ARTS GRANT PROJECT BUDGET FOR FISCAL YEAR 2022-23

Applicant Name:				
	PROJECT DONATED INCOME			ACTUALS FOR FINAL REPORT
PROJECT DONATED INCOME	\$	Notes	\$	Notes
Private				
Individual				
Public Support				
Arts Grant Request Amount				
Other				
TOTAL DONATED INCOME		TOTAL DONATED INCOME		



ARTS GRANT PROJECT BUDGET FOR FISCAL YEAR 2022-23

Applicant Name:				
	PROJECT EXPENSES		ACTUALS FOR FINAL REPORT	
PROJECT EXPENSES	\$	Notes	\$	Notes
Project Administrators (non-artist)				
Project Artist(s) or Art(s) Instructors				
Educational Materials/Printing				
Costumes/Props/Sets				
Supplies				
Transportation				



ARTS GRANT PROJECT BUDGET FOR FISCAL YEAR 2022-23

Applicant Name:				
	PROJECT EXPENSES		ACTUALS FOR FINAL REPORT	
PROJECT EXPENSES	\$	Notes	\$	Notes
Facility Rental				
Food & Beverage				
Marketing/Outreach				
Fiscal Agency Fee				
Other				
TOTAL EXPENSES			TOTAL EXPENSES	



ARTS GRANT PROJECT BUDGET FOR FISCAL YEAR 2022-23

Applicant Name:

	PROJECTED IN-KIND		ACTUALS FOR FINAL REPORT	
IN-KIND SUPPORT (Name)	\$	Notes	\$	Notes
IN-KIND TOTALS			IN-KIND TOTALS	

Budget Instructions:

For the application, fill out the yellow portion. For the final report, fill in the blue.

The application project budget must balance. Total income must equal the total expenses.

Round all budget numbers to the nearest whole dollar.

Enter a "0" or NA (not applicable) for any areas that don't have a dollar amount or value to add or don't apply to your project.

Please provide a detailed description for each line item in the notes column.

For In-Kind donations, write in the value of the donation- this can be an estimate.



CULTURAL ARTS COMMITTEE – ARTS GRANT APPLICATION

"To Support & Grow the Arts Community in Costa Mesa"

The objective of the Cultural Arts Committee's Grant Program is to support and grow the arts community in Costa Mesa. Funds will be granted to art projects that take place within Costa Mesa and align with the goals and objectives of the Committee. For the purpose of this application, a "project" may be an event, activity, or program.

CONTACT INFORMATION

Organization/Group:

Contact Name/Title:

Cell Phone: _____ **Alternate Phone:**

Email: _____ **Fed. Tax ID # (Optional):** _____

Address: _____

Web Address: _____

FB URL: _____

PROJECT

Title of project:

Project schedule (duration and time of completion):

Funds requested: \$1,000 How will the funds be utilized (be specific)?

If funds are awarded, a brief summary of the project will be required to be submitted, within 90 days of the project completion, to the Cultural Arts Committee (e.g. pictures, video, presentation, written summary). We also request that you provide content for our Social Media promotion. Can you commit to this requirement? Yes

May a Cultural Arts Committee member attend the project?

***Please explain:** _____



CULTURAL ARTS COMMITTEE

EVALUATION CRITERIA

ELIGIBILITY

- Project occurs within Costa Mesa
- Applicant is 18 years or older; grantee may be under 18 with applicant's minor consent
- Applicant may only apply if they have NOT been awarded grant funds within the past year

CRITERIA

Applications are evaluated on the basis of the relationship to the Committee's priority to provide support to and grow the arts in the City of Costa Mesa, the potential to expand aesthetic inquiry, and the quality/scope of the project and/or artist's work.

FUNDING DECISIONS

Funding decisions are primarily made by the Cultural Arts Committee, following review of applications by the Arts Grant Program Working Group. Awards are made up to \$1,500. The number of awards are primarily determined each year by their annual sponsorships and budget. Funding recommendations are determined by each applicant's score based on the rubric; please review the scoring rubric here while completing your application.

APPLICATION PROCESS AND DEADLINE

Applicants must use the current Cultural Arts Committee's application.

The deadline to submit an online application for the current 2021 grant cycle is July 23, 2021. You may sign up at the bottom of the page to receive email notifications of upcoming deadlines.

RECOMMENDATIONS

Review the scoring rubric before submitting your application.

Attend the Cultural Arts Committee meetings, in particular those that address your application. Meetings take place on the second Thursday of the month at 3:30pm. The agenda is made public one week in advance and is viewable at

NOTIFICATION

Applications will be reviewed by the Cultural Arts Committee, and a determination will be made within 6-8 weeks of receipt. Applicants will be notified by City staff once a decision has been made.

Grants applications may be awarded up to four times per calendar year, considered at the Cultural Arts Committee's meetings on the second Thursday of February, May, August, and November.

QUESTIONS

Contact Ashley Thomas, Recreation Supervisor, at (714) 754-5052 or ashley.thomas@costamesaca.gov.



Costa Mesa Cultural Arts Committee – Arts Grant Program

Working Group Scoring Rubric

Reviewer Score: _____ **Points/ 20 Possible Points**

19-20 Points = 100% of Available Funds

17-18 Points = 95% of Available Funds

15-16 Points = 90% of Available Funds

13-14 Points = 85% of Available Funds

7-12 Points = 80% of Available Funds

0-6 Points = Application Denied

Reviewer Name: _____.

Recommended Funding: \$ ____.

Applicant Organization &/or Contact Name: _____.

Contact Information:

Has the applicant provided, at a minimum: a contact name, phone number, & email address? If not, stop here. Request City Liaison contact applicant, if possible, to complete the application accurately.

Project Title:

Does the applicant provide a title for the project for which they are requesting funding?

Yes = ☐ **No =** ☐

____Points/ 1 Possible Point

Project Description:

Score 1 point for each of the following that the applicant provides:

Time of Project: ____/1

Date of Project: ____/1

Location of Project: ____/1

Number of Projected Participants: ____/1

Score the project summary 0-5 points:

No further details provided than the above = 0 points

Minimal description, lots of clarification needed = 1 point

Some description, some clarification needed = 2 points

Description provided, minimal clarification needed= 3 points

Great description, project is ready = 4 points

Excellent description, project is fully formed & understood = 5 points

____Points/ 9 Possible Points



Costa Mesa Cultural Arts Committee – Arts Grant Program

Working Group Scoring Rubric

Costa Mesa Cultural Art Committee's goals & objectives:

Does the applicant describe how their project relates to at least one of our goals?

Yes = ☐ No = ☐

____Points/ 1 Possible Point

Project Schedule:

Does the applicant provide a clear description of the duration of the project?

Yes = ☐ No = ☐

____Points/ 1 Possible Point

Does the applicant provide a clear description of the projected completion of the project?

Yes = ☐ No = ☐

____ Points/ 1 Possible Point

Funds Requested:

Amount requested: \$ _____.

Score the description of fund utilization 0-5 points:

No description of how the funds will be utilized is provided = 0 points

Vague description of how the funds will be utilized, lots of clarification needed = 1 point

Some description of how the funds will be utilized, some clarification needed = 2 points

Decent description of how the funds will be utilized, minimal clarification needed = 3 points

It is clear how the funds will be utilized = 4 points

Full explanation of how the funds will be utilized, including overall project budget = 5 points

____Points/ 5 Possible Points

Is it clear that the project will unquestionably continue if funds are awarded?

Yes = ☐ No = ☐

____Points/ 1 Possible Point

Grant Report:

Is the applicant committing to providing a report to the Costa Mesa Cultural Arts Committee if funds are awarded? If not, stop here. Request City Liaison contact applicant to discuss the required grant report.

Attendance:

Has the applicant indicated that a Costa Mesa Cultural Arts Committee member may attend the project? If not, have they provided a reasonable explanation?

Yes = ☐ No = ☐

____Points/ 1 Possible Point