

# 2011-2012 COMMUNITY EVENTS & FESTIVALS GRANT PROGRAM



New Noise Festival

Photo: Jeff Theimer



Santa Barbara Revels

Photo: D. Bazemore



Cinco de Mayo Festival



A Program of the City of Santa Barbara  
in partnership with the  
Santa Barbara County Arts Commission



SANTA BARBARA COUNTY  
Arts Commission

**Deadline: Friday, June 10, 2011**

# 2011-12 COMMUNITY EVENTS & FESTIVALS GRANT PROGRAM

## GUIDELINES

The City of Santa Barbara has allocated funds to support quality community events and festivals that:

1. *Enhance the cultural life of Santa Barbara so that one of its attractions to residents and visitors will be the quality of its cultural events and institutions;*
2. *Attract visitors to the City which benefit the tourist industry and sectors of the economy that are affected by it;*
3. *Bring revenue to the City through sales and hotel occupancy (bed) taxes.*

The City of Santa Barbara invites Santa Barbara based cultural organizations to submit applications for Community Events & Festivals funding, utilizing the attached application.

**Attendance at a technical assistance workshop is mandatory for first-time applicants.**

Applications will be used to evaluate funding requests for the next funding cycle. Funding priorities include strategic value of the event. Funding is available for events occurring between September 7, 2011 and May 15, 2012.

### 1. Application Requirements:

To be eligible for Community Events & Festivals funding, the applicant must:

- A. **Submit nine** (9) copies of application (1 original and 8 copies) assembled in individual letter-size manila file folders. Organization name must be clearly printed on each tab of the file folder.
- B. Type application in legible 10 or 12-point type.
- C. First-time applicants must provide proof of non-profit tax-exempt status **[501(c) 3]** by submitting copies of State and Federal determination letters.
- D. Provide evidence of approval by its Board of Directors.
- E. Funds requested must support events or festivals within the City of Santa Barbara.
- F. Operate without unlawful discrimination as to age, cultural background, religion, sex, or national origin in the provision of services.
- G. **Organizations currently receiving funds through a line item in the City Budget may only apply for projects unrelated to programs, events, or projects funded by said line item.**

### 2. Application Review Criteria:

- A. Event or festival attracts a significant amount of **out-of-town visitors** and **demonstrates maximum return on City's investment**.
- B. Occurs off-season (*Sept. 7, 2011 - May 15, 2012*) and excludes National holidays. At least 50% of year-round scheduling must fall in the **off-season** for ongoing events or seasons.
- C. Preference will be given to events that are or can become annual events.
- D. Applications should include a well-developed, strategic marketing plan. Grant funds **should not exceed 50% of the total promotional budget**. (Maximum request amount - \$40,000).
- E. Must demonstrate a stable management structure and full fiscal accountability.

### 3. Restrictions:

- A. An organization may submit a grant application from **only one** of the following City grant categories:  
**Community Events & Festivals**  
**Community Arts**  
**Organizational Development**
- B. Funding cannot be used for capital purchases or improvements.
- C. Funding cannot be used towards trust or endowment campaigns.
- D. Only expenses incurred from the start date to the end date of the grants cycle are allowable.
- E. Event cannot be a fundraising event.

## 2011-12 COMMUNITY EVENTS & FESTIVALS GRANT

### 4. Application Deadline:

Application must be received by **Friday, June 10, 2011 by 5:00 PM.** Postmarks are NOT acceptable. **The Events & Festivals Review Committee WILL NOT consider incomplete or late applications.**

### 5. Mailing Address:

*S.B. County Arts Commission  
P.O. Box 2369  
Santa Barbara, CA 93120*

### Delivery Address:

*S.B. County Arts Commission  
County Courthouse, 1100 Anacapa Street  
3<sup>rd</sup> Floor Rotunda Tower  
Santa Barbara*

### 6. Grant Reports:

For purposes of evaluation, a self-evaluation report will be required. **Forms will be presented to each agency that receives funding under this grant program.** Specific details and instructions will be listed on the report forms.

### 8. Interviews:

The Events & Festivals Committee will conduct interviews with all applicants as part of the review process. Applicants will be notified of their specific interview date and time.

### 9. APPLICATION CHECKLIST:

- \_\_\_\_\_ Completed Application.
- \_\_\_\_\_ Assemble application (**One original with 8 copies and attachments**) assembled in individual letter-size file folder, each tab marked with organization name).
- \_\_\_\_\_ Cover Letter from organization sponsoring grant application (*if other than applicant organization*).
- \_\_\_\_\_ Signature of President of the Board of Directors (or authorized signature).
- \_\_\_\_\_ Board information (attach list of board members, occupation and appropriate affiliations)
- \_\_\_\_\_ Completed Budget for proposed project (*see page 7*)
- \_\_\_\_\_ If first-time applicant and a non-profit organization, proof of **501(c) 3** status (*One copy of State and Federal tax ID forms attached to original application*).
- \_\_\_\_\_ For repeat applicants, completed Marketing Review from year previous.
- \_\_\_\_\_ Copy of Financial Statement for **last completed** fiscal year.
- \_\_\_\_\_ Samples of advertising/promotional copy, or other support materials with evidence of credit line recognizing City Events & Festivals Grant Funding.
- \_\_\_\_\_ Articles, reviews, letters of support, DVDs or other support materials (*limit of 5*) outlined in *grants contract*.
- \_\_\_\_\_ Resume(s) of event staff and job descriptions.

### Arts Commission Staff:

If you have any questions or concerns, please call or send an e-mail to:

**Ginny Brush**, Executive Director  
**Linda Gardy**, Financial Analyst

**568-3992**  
**568-3990**

[gbrush@co.santa-barbara.ca.us](mailto:gbrush@co.santa-barbara.ca.us)  
[gardy@co.santa-barbara.ca.us](mailto:gardy@co.santa-barbara.ca.us)

**APPLICATION**

Please limit the narrative to the space provided. Use 10 or 12-point type size. Letters of support, reviews, and other supporting materials may be attached.

**I. REQUEST**

**A. Amount of Total Event Budget: \$ \_\_\_\_\_**

**B. Amount of Marketing/Promotional Budget: \$ \_\_\_\_\_**

**C. Amount Requested from Community Events & Festivals Grants Program\*: \$ \_\_\_\_\_**

*\*Grant funds should not exceed 50% of the total promotional budget. (Maximum request amount \$40K).*

**II. ORGANIZATION INFORMATION**

**1. Organization Name:**

Mailing Address:

Phone:

Fax:

E-mail Address:

Website:

**Sponsoring/Umbrella Organization (if different than above):**

Mailing Address:

Phone:

Fax:

E-mail Address:

**2. Date Organization Established:** Organization has been in existence since \_\_\_\_\_ (yr.)

**3. Mission Statement:**

**4. Board Information:** Size of Board of Directors: \_\_\_\_\_

*(Please attach list of Board members, occupation and appropriate affiliations.)*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

**4. Fiscal Information:**

Organizational Budget for last completed year is 20\_\_\_\_\_.

Describe your organization's current fiscal condition. Attach a copy of your most recent financial statement from your last completed financial year.

A. Total **assets** for the last fiscal year \$ \_\_\_\_\_

Total **liabilities** \$ \_\_\_\_\_

B. Total income for the last fiscal year \$ \_\_\_\_\_

C. Total expenses for the last fiscal year \$ \_\_\_\_\_

D. Has your organization had an operating deficit in the last 5 years? YES \_\_\_\_\_ NO \_\_\_\_\_

*(If your organization is currently in debt, explain your plan for debt reduction/ management on pg 8.)*

**III. EVENT INFORMATION**

**1. Event Description:**

**A. Name of Event:**

**B. Date(s) of Event:**

**C. Location(s):**

**D. History:** How many years has your organization been presenting this event? \_\_\_\_\_

**E. Description:** Describe the proposed event(s) for which funds are being requested:

**F. Services:** List any City services/facilities required for your event:

**2. Project Coordinator/Contact Person Name:**

Title:

Phone:

Fax:

E-mail Address:

**3. Events & Festivals Funding History:**

	<b>FY 2008-09</b>	<b>FY 2009-10</b>	<b>FY 2010-11</b>
<b>Requested</b>	_____	_____	_____
<b>Granted</b>	_____	_____	_____

**IV. AUDIENCE**

**1. Statistics:**

**(First-time applicants, use projected figures for A, B, and C following.)**

**A.** Who is the primary audience for the event? Who is the target audience? Define target demographic groups.

**B.** Total number of local participants: \_\_\_\_\_  
*(Participants are artists, performers, those engaged in planning & programming.)*  
 Total number of out-of-town participants: \_\_\_\_\_

**C.** Total number of spectators attending events/activities: \_\_\_\_\_  
 Total number of out-of-town spectators (only): \_\_\_\_\_

**D. Geographic Information for those attending and participating:**

Santa Barbara South County _____	L.A./Orange County _____
Santa Barbara North County _____	Other California _____
Ventura County _____	Out-Of-State _____
San Luis Obispo County _____	International _____

**E. Visitor Industry Information:**

Total number of out-of-town day visitors: \_\_\_\_\_  
 Total number of out-of-town overnight guests: \_\_\_\_\_  
 Average number of nights stayed in hotel/motel rooms per visitor: \_\_\_\_\_

**F. Ethnicity:**

African-American _____ %	Latino/Hispanic _____ %
Native-American _____ %	Asian _____ %
Anglo-American _____ %	Other _____ %

**G. Sources:**

What methods did you use to obtain your statistics? If first time application, how will you track your audience data?

*A sample survey format is available online for grantees at [www.sbartscommission.org](http://www.sbartscommission.org).*

**V. MARKETING/PROMOTIONAL PLAN**

**\*For New Applicants** - In a clear, concise narrative describe promotion plan(s) for your event. *(i.e. what types of advertising and marketing strategies are you planning? Be as specific as possible including targeted media and demographics.)*

**\*For Repeat Applicants** - Describe your marketing plan for your event this year. Are you making any changes or improvements? Be specific and include any partnership or collaborative marketing related to your event.

**Repeat Applicants:** (page 5) Describe clearly and concisely your promotion efforts and activities for the last year as per the following instructions and examples for each column provided below. **You may create your own table/spreadsheet if it is easier for you on another software program.** Please include in your grant application three or more examples of advertising and promotional materials used for your event with evidence of credit line.

- Column A. Identify the month when the promotional activity took place. Please order chronologically ending with the event date.
- Column B. List promotional materials and describe. *(for example: two-color flyer, full-color poster, etc.)* For press releases and advertising in newspapers or periodicals, please state size of ad. *(for example: ¼ pg. ad or 4 x 6")* Include web and other electronic marketing.
- Column C. List the number produced for each of the promotional materials produced.
- Column D. List how or where the promotional materials were distributed and which newspapers, television, or radio or web sources were used. For direct mail efforts, list the source of your mailing list.
- Column E. List the total cost of each promotional item.
- Column F. List the source of funds or sponsorships for each promotional item.

**Example:**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
<b>Schedule by Month</b>	<b>Item Description</b>	<b>Number</b>	<b>Distribution</b>	<b>Cost</b>	<b>Source of Funds</b>
Jan. 2010	Full-color brochure*	10,000	Direct mail/SB Mag.	2,500	Events & Festivals
Jan-May	Two-color flyer	10,000	CVB	2,500	The Big Foundation
April	¼ pg. ad	4	L.A. Times	1,000	Events & Festivals
May	30 second spot/TV	20	KEYT	2,000	TV station match

\* = Sample attached to original application



**VI. STAFF**

**1. Number of Paid Staff:**

Full-time: \_\_\_\_\_

Part-time: \_\_\_\_\_

*(If part time staff, please indicate what percentage of time.)*

**2. Experience:**

Briefly describe your staff's promotional/event experience and how it applies to your event.

*(Attach resume(s) and job descriptions of key staff.)*

# 2011-12 COMMUNITY EVENTS & FESTIVALS GRANT

## IV. BUDGET

Fiscal Year: FROM: \_\_\_\_\_ TO: \_\_\_\_\_

### I. INCOME

	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>	
<b>A. Unearned</b>	ACTUAL	ACTUAL/EST.	PROPOSED	
1. Org. Dev. grant	_____	_____	_____	<b>Amount Requested for 11-12</b>
2. Other City grants	_____	_____	_____	
3. State/Federal grants	_____	_____	_____	
4. Individual contributions	_____	_____	_____	
5. Business contributions	_____	_____	_____	
6. Foundation grants	_____	_____	_____	
7. Endowment	_____	_____	_____	
8. Line item allocation in City Budget	_____	_____	_____	
Other: _____	_____	_____	_____	
SUBTOTAL	_____	_____	_____	
<b>B. Earned</b>				
9. Ticket sales	_____	_____	_____	
10. Org. membership	_____	_____	_____	
11. Interest	_____	_____	_____	
12. Fund raising events	_____	_____	_____	
13. Other	_____	_____	_____	
SUBTOTAL:	_____	_____	_____	
<b>C. In-kind Contributions</b>				
(Please list on page 8.)	_____	_____	_____	
SUBTOTAL	_____	_____	_____	
<b>TOTAL: (of IV. A, B&amp;C)</b>	_____	_____	_____	_____

	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>	
<b>II. EXPENSES</b>	ACTUAL	ACTUAL/EST.	PROPOSED	
1. Salaries & Wages				
<i>Administrative</i>	_____	_____	_____	
<i>Artistic*</i>	_____	_____	_____	
<i>Other</i>	_____	_____	_____	
2. Administration Overhead**	_____	_____	_____	
3. Marketing & Publicity	_____	_____	_____	
_____	_____	_____	_____	
_____	_____	_____	_____	
4. Production Costs	_____	_____	_____	
5. Program Costs	_____	_____	_____	
6. Equipment Purchase/rental	_____	_____	_____	
7. Fundraising Expenses	_____	_____	_____	
<b>TOTAL***</b>	_____	_____	_____	***

**Net Income (Deficit)\*\*\*\*** \_\_\_\_\_

\* If applicable, attach a separate sheet listing all artistic positions and pay scale.

\*\* Rent, utilities, phone, etc.

\*\*\* Should equal your proposed request

\*\*\*\* If there is a deficit in any given year, please use the attached "Notes to Budget Page" explaining how the debt was managed.

**NOTES TO BUDGET:**

Please use this page to explain **any discrepancies** that may appear in your budget. If you have a deficit in any one year, explain how your organization handled the deficit or is handling the deficit in the future.