

Arts IDEA Grant Program



IDEA GRANT PROGRAM

FY2025 IDEA GRANT GUIDELINES

GUIDE TO FUNDING

INTRODUCTION

As part of Arts Huntsville's FY25 funding appropriation, the Huntsville City Council renewed \$25,000 in funding to support grants to help grow and support community-driven, neighborhood-based, culturally diverse, inclusive, and accessible arts programming. This funding initiative is the Arts IDEA (Inclusion, Diversity, Equity and Access) Grant Program. Arts Huntsville partners with the City of Huntsville's DEI and Music Offices to award Arts IDEA grants. IDEA grant applications of \$1,000 to \$4,000 open on October 15, 2024. Applications will be reviewed in mid-October, February, May, and August annually until all funds are expended for the year.

GRANT PROGRAM GOALS

Arts Huntsville's goals in awarding IDEA Grants include the following:

- Increase arts funding for ALAANA (African, Latinx, Asian, Arab, and Native American) artists, LGBTQIA+, arts organizations, children, and adults.
- Increase the availability of high-quality arts and cultural programming.
- Increase accessibility to the arts for all Huntsvillians.
- Cultivate diverse arts and cultural programming representative of Huntsville's multicultural community.
- Showcase arts and culture as an economic driver in the city of Huntsville.

ELIGIBILITY REQUIREMENTS

Organizations must meet the following requirements to be eligible for project support:

Organizational Requirements

- Organizational business operations or primary programming located within the City of Huntsville or the downtown core (defined for grant purposes as the area bordered by California Street, Bob Wallace Ave., Triana Blvd. and I-565/Pratt Avenue).
- Goals and programs centered on arts, culture, and/or heritage.
- A commitment to and action toward being an I.D.E.A. organization through an intersectional lens.
- Ability to provide a 1:1 match either in cash or in-kind for project grant funding.
- A commitment to nondiscrimination practices as defined by Federal and Alabama State constitutional and statutory law.
- Eligible applicants include, but are not limited to, community nonprofit organizations, neighborhood associations, cultural organizations, etc., offering free or low-cost (e.g., <\$25/person) public programming.

Governance Requirements

- Active and financially supportive Board of Directors or Project Manager/Management responsible for:

- **Leadership**- Leading the organization/project to create a positive community impact through effective fulfillment of the stated goals.
- **Fiduciary** – Acquiring sufficient resources for the project and accounting to the public for its expenditure of funds
- **Legal** – Keeping the organization in compliance with all laws that relate to its activities.
- **Operational** – Ensuring the organization’s work is completed in all program/operational areas and that all work is completed ethically, legally, and effectively.

The following entities will not be eligible for grant support:

- Organizations receiving support from the City of Huntsville through a direct operational appropriation.
- Organizations receiving a Huntsville Arts & Cultural Grant or other City of Huntsville sponsorship support in the same fiscal year.
- Institutions of higher education or individual departments of colleges and universities.
- Public broadcasting media, radio, and television stations.
- Religious-based programs
- Governmental institutions, i.e., public libraries, parks and facilities, schools, etc.

USE OF FUNDS

The IDEA Grant Program funds **Project Grants** and does not provide general operating support for organizations. Examples of **grant projects** include (but are not limited to):

- community-driven or neighborhood-based, culturally diverse, inclusive, and accessible arts programming
- Festivals
- Concerts
- Symposiums

Examples of **eligible arts and culture grant fund expenditures** include (but are not limited to):

- Artist fees and/or stipends related to the funded project.
- Production/event management expenses
- Outside fees and services related to the funded project.
- Space rental for project activities.
- Project marketing.
- Project royalties.
- Project supplies and equipment (e.g., fabric, paint, music, gallery supplies, etc.).
- Ticketing/box office expenses related to the funded project.

IDEA grant funds may not be used for:

- Projects already completed, exhibited, or performed.
- Activities not open to the general public.
- Activities intended to serve only an organization’s membership.
- Programming offered outside the City of Huntsville or the downtown core.
- Fundraising activities/events.
- Food and/or refreshments.

- Capital expenses.
- Furniture, fixtures or equipment exceeding \$500
- Payment of accumulated deficits or debts.
- Contributions to cash reserve or endowments.
- Contingency funds - funds for an event that may occur but that is not likely or intended.
- Costs for selling and/or marketing any products or services of the organization unrelated to the funded project.
- Donations and contributions to individuals or other organizations, including re-granting.
- Entertainment costs (costs of amusement, diversion, social activities, ceremonials, and costs relating thereto, such as meals, lodging, rentals, transportation and gratuities) or costs for food or beverages for parties/receptions.
- Goods or services for personal use of the organization's employees or Board.
- Expenditures for any for-profit activity or entity.

MATCHING FUNDS

- **All grant awards require the applicant's one-to-one cash or in-kind match.** This means the applicant must cover at least half the cost of a project or program with its own income or donated goods or services.
- **Matching funds may include:**
 - Earned income: admissions, concessions, contracted services, etc.
 - Individual and business donations.
 - Income from Fundraisers.
 - Grants.
 - Organization cash on hand.
 - Unearned income: money from interest, endowments, rents etc. Donated goods or services (in-kind income).
- **Matching funds may not include:**
 - Money from the City of Huntsville.

ADDITIONAL REQUIREMENTS AND INFORMATION

- Only one grant request up to \$4,000 per org/project will be considered per deadline.
- Only one grant per organization/event will be awarded per fiscal year.
- All applicants will be required to submit a Final Report within 30 days of project completion which includes an evaluation documenting the Accessibility and Community Involvement, Merit and Impact of Programs/s in Relation to a Stated Artistic/Cultural Mission, Inclusive, Diverse, Equitable, and Accessible values and action, and Organizational Resilience and Evolvement
- FY24 is defined as the period beginning October 1, 2024 and ending September 30, 2025.
- Awarded funds must be expended, and funded projects must take place by December 31,2025.
- Prior funding does not guarantee funding at any time.
- Submission of grant application does not ensure funding. Each application will be evaluated on its merits by the grant panel.
- Any proposed IDEA Grant may be adjusted as necessary prior to actual payment of the grant, if funds availability changes.
- The complete grant process is reviewed and evaluated annually Staff and program partners

- Availability of grants are subject to Arts Huntsville's direct appropriation from the City of Huntsville for pass-through grant awards, which is determined as part of the City's annual budget process.

APPLICATION PROCEDURE

- Grant Application is an online form to be submitted electronically.
- A link to the Grant Application will be available on October 1, annually.
- Grant applications must be completed in full.

Applications are a matter of public record.

Please note: Familiarity with these guidelines and application instructions is the applicant's responsibility.

Supplying accurate information as well as completeness and clarity of the application package (including all narratives, budgets, and support materials) is the sole responsibility of the applicant.

APPLICATION DEADLINE

FY25 grant applications will be reviewed in mid-October, February, May, and August until all funds are expended. Grant applications must be received electronically by the end of the month prior to each scheduled review to be eligible. (For example: Applications must be received by January 30 to make the February review. Applications received after January 30 will be eligible for the April review.)

GRANT REVIEW CRITERIA

All grants will be reviewed using the four criteria areas listed below. Under each criterion are bullet points that a grant reviewer may use to judge the level at which organizations or programs demonstrate the criteria. The bullet points are not listed in priority order, and applicants are not required to address each one. Applicants may describe any other ways they achieve the criteria. The total maximum score per application is one hundred points (100).

Merit and Impact of Program in Relation to a Stated Artistic/Cultural Goals (30 Points)

- Clarity of the organization's goals
- Alignment of program/s with the organization's mission
- Demonstrated skills and credibility of artistic/program leadership in relation to the stated mission.
- Creates meaningful arts and cultural experiences that make a difference.
- Offers unique opportunities.
- Diversifies the arts and cultural activities available within Huntsville.
- Meaningful contribution and impact to arts discipline and/or cultural/heritage community

Inclusive, Diverse, Equitable, and Accessible values and action (30 Points)

- Values that are inclusive and welcoming of all people, including those who have been most marginalized by our societal inequitable systems and structures.
- Demonstrates evolvment and progress towards an I.D.E.A. work/artistic practice.
- Staff, board, artists, and key collaborators include those who have been most marginalized by our society's inequitable societal systems and structures.

Accessibility and Community Involvement (30 Points)

- Provides accessible opportunities for diverse community participation: audience, artists, volunteers, donors, collaborators, and/or supporters.
- Offers cultural, geographic, economic, disability or physical access to Huntsville residents and visitors.
- Reflects and is relevant to Huntsville's diverse population.
- Involves, represents, and centers people and communities that have been most impacted by structural racism.

Organizational Resilience and Evolvment (10 Points)

- Resilience as an organization and/or event.
- Flexibility and adaptability of the organization to evolve in ways that keep them relevant.
- Ability to offer meaningful programming with whatever resources are available.
- Realistic budgets in relation to programming scope.
- Fiscal accountability.

APPLICATION REVIEW

- Panelists will review the applications as submitted and rate them according to the above criteria. Applicants should not assume that any panelist will have any foreknowledge of their organization or project and must state their case clearly and completely in the application.
- Numerical ratings will be averaged to derive a final numerical score for each application.
- Panelists' written comments will be made available to applicants after awards have been made.
- Funds will be allocated by the panelists based on available funds, requested grant amounts, and the panel's rating of the grant application.

CONFLICT OF INTEREST

Panelists participating in the agency's grant review process shall avoid any action that might result in or create the appearance of any conflict of interest. Participants must disclose at all relevant times all relationships, associations, or affiliations that might influence the evaluation or funding of any applicant. Further, all panelists have affirmative responsibilities to maintain the highest ethical standards in the conduct of government business and are advised of the standards established by the City of Huntsville.

ALLOCATIONS & GRANT MANAGEMENT

AWARD NOTIFICATION & CONTRACT DOCUMENTS

Arts Huntsville staff will send a packet including contracts and regulations that must be agreed to and signed by the grantees and returned to Arts Huntsville for signatures from the Executive Director before funds are released. The contract specifies the grant amount and the budget for the project, plus other stipulations and/or financial reporting requirements. Grantees who fail to submit program documents within the assigned time frame will void their eligibility for grant funds. Funds made available through non-compliance will be redistributed at the discretion of Arts Huntsville and its staff.

FUNDED ACTIVITIES AND FINANCIAL REPORTING

Grant funds will typically be paid two weeks prior to the funded event with evidence of community marketing. Projects where marketing support is funded by the grant will be paid in advance with submission of signed marketing agreement.

Grant recipients must keep clear, separate ledgers or accounts to record the use of all grant and matching funds. Funded organizations/projects must use an accounting system that is in accordance with generally accepted accounting standards and principles. Grantees will be informed of payment and closeout process during award notification.

Arts Huntsville requires an Arts IDEA Grant final financial report within two weeks of project completion. The report will include reports for income and expenses, evidence marketing and community engagement, and photos of the funded activity. If the final reports are not submitted by the date due, the grantee will be in violation of the contract and may become ineligible for future funding. Any unmatched and/or unspent funds at the time of the final reports must be returned to Arts Huntsville. Failure to do so will cause the grantee to become ineligible for future grants until unspent funds are reimbursed to Arts Huntsville.

Grantees must provide an explanation of any item in the IDEA Grant Final Financial Report form that varies twenty percent or more from the original expense item in the grant application or revised grant budget. At Arts Huntsville's request, each recipient shall provide documentation of expenditures, including, but not limited to, letters of agreement, contracts, purchase orders, invoices, canceled checks and bills. Such records shall be retained for a period of three years after submission of the Final Report. Inadequate record keeping can result in a loss of grant funds and eligibility to compete for future funding from Arts Huntsville.

Grant Recognition and Logo Usage

- Grant funding logo recognition must be included in all promotional materials, press releases, publicity, advertisements, and printed programs.
- If the grant program logo cannot be accommodated at the required size, the following statement must be included in 12 point Calibri (or equal size equivalent): Supported in part by the IDEA Grant Fund, a program of the City of Huntsville and Arts Huntsville
- Do not manipulate or change the logo colors, shape or wording. We understand that in some cases the logo may be printed in black and white; this is acceptable.

- Allow at least .25" around each side of the logo in print publications/advertising.
- When no printed materials are used, give verbal credit to the Huntsville Arts and Cultural Grant Program prior to each event.

