

CITY OF OXNARD
CULTURAL ARTS COMMISSION

REQUEST FOR PROPOSAL
(RFP)

2016/2017 CULTURAL ARTS GRANT PROGRAM

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CULTURAL ARTS COMMISSION RFP

A. INTENT OF THE PROGRAM

The intent of the Cultural Arts Grant Program is to provide funds to supplement or augment other funds from each organization or individual recipient. Each recipient must identify other sources of funding which will be contributed to the operating program or art project.

Matching funds are not required as a condition of this grant cycle. Future requests for proposals may require matching funds or additional funding contributions as a prerequisite for seeking Cultural Arts Fund Grants.

The Cultural Arts Commission of the City of Oxnard invites proposals from qualified artists and arts-based organizations for grants as specified in this Request for Proposal (RFP). The grants are awarded and administered under the direction of the Cultural Arts Commission of City of Oxnard. The Mission, Vision, and Expectations of the Commission are :

A.1 Mission

The Oxnard Cultural Arts Commission creates a supportive environment that interweaves the arts into the fabric of the everyday life of Oxnard residents.

A.2 Vision

Art is an integral part of Oxnard life.

A.3 Expectations

1. The artwork is consistent with the mission and vision of the city of Oxnard Cultural Arts Commission.
2. The artwork will impact the Oxnard community and connect to the broader Oxnard Art community.
3. Applicants are able to show professional competence in an artistic discipline. Previous artistic achievement in the form of exhibitions, performances, publications, or other notable activities is expected. All artists and organizations must meet this qualification.
4. There will be an accounting of how the funds are spent midway (by time for operating fund projects or by expenditure for project grants) and at the completion of the project.
5. All efforts by individual artists and organizations which included funding from this grant program shall be acknowledged in any public presentation or communication concerning the artistic activity or project. This may include programs, press releases, artwork identification, and the like. Verbal presentations shall also include such an acknowledgement of the support by the Cultural Arts Grant Program.

B. GRANTS AVAILABLE

Grants are available in the following categories:

1. Project Grants: For the creation, by an individual artist or group of individual artists, of a specific art project.
2. Operating Funds Grants: To sustain the work an emerging or legacy organization without being tied to a “specific project” but to the artistic work in general.

B.1 Project Grant (Individual Artist/Artist Group)

This category includes those who produce artistic work and those who teach and/or lead participants by imparting his/her artistic knowledge and expertise, thus creating an artistic product.

1. Emerging Artists. An emerging artist is someone who is in the early stage of his/her career and who has created an independent body of work within the preceding three years..
2. Mid-Career Artists. A mid-career artist has worked professionally for more than seven years. An artist who has created an independent body of work and has received regional or national recognition through publication or public presentation. For example: a mid-career visual artist (2-d or 3-d art) who has had exhibitions at galleries and museums; a mid-career performing artist (theater, music, dance, media) who has had performances in local or regional venues; and similar expectations for other art forms, such as literary, musical, dance, etc. are required.
3. Collaborative Artist Group. Two or more artists producing artistic work together or teaching/leading participants by imparting artistic knowledge and expertise, thus creating an artistic product. The artists may be in the same or different disciplines, share the project, worksite, and fees. A collaboration requires cooperation, mutual assistance, and regular interaction of the artists. Collaborations shall emphasize the special qualities of the artists and their disciplines. Each collaborator must meet the eligibility requirements. If the artists have worked together before work samples shall reflect their collaborative work. Otherwise, individual work samples will be accepted.

B.2 Operating Funds Grant (Organizations)

An organization is established when one or more persons create a group that works to produce or present art. An “Arts organization” has the following characteristics:

- Oxnard-based (a physical address and presence in the city of Oxnard)
- Demonstrate that the arts and/or cultural programs are the primary focus of its mission, via a mission statement that indicates that one or more of the arts is its primary focus.
- Must be in compliance with all City codes, laws and ordinances at the time of award.
- Must have satisfied the requirements of any previously awarded grants from the City of Oxnard, including completion of a final report.
- Proof validating the date of its creation (e.g. media coverage, minutes of the first meeting, etc.)

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- Organizations must provide one of the following: 1) proof that the organization maintains an ongoing liability insurance policy with a minimum of \$2 million aggregate, \$1 million per occurrence general liability coverage or 2) a letter of intent to obtain liability insurance policy with a minimum of \$2 million aggregate, \$1 million per occurrence general liability coverage (proof of insurance must be provided prior to award disbursement).
- A mission statement reflecting a philosophy, vision, purpose or theme and guided by specific goals and objectives, with a focus on art
- A Board of Directors ensuring that the work of the organization is consistent with the mission and has fiduciary responsibility for the work.
- Has obtained or can show proof (e.g., Board minutes showing intent to apply) that it is in the process of obtaining a non-profit status (IRS 501c3).

There are two types of organizations:

1. Legacy Arts Organization: Oxnard-based nonprofit (501c3) arts organizations that have been in existence for at least 10 years and completed work in the arts that demonstrates sustaining itself as an arts organization.
2. Emerging Arts Organizations: Newly established Oxnard-based arts organizations. These organizations must have been in existence for at least three years and completed work in the arts that demonstrates capability of sustaining itself as an arts organization. Evidence of the organization’s previous activities is required.

B.3 Potential Award Amounts

Category	Category Amount	Maximum Award per Application
Project Grants		
Emerging Artists	\$ 10,000.00	TBD*
Mid-Career Artists	\$ 20,000.00	TBD*
Collaborative Group	\$ 25,000.00	TBD*
Operating Funds Grants		
Emerging Organization	\$ 50,000.00	TBD*
Legacy Organization	\$ 70,000.00	TBD*
Total Grant	\$ 175,000.00	

**Maximum award in each category will be based on number of grants awarded in the respective category*

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C. RESTRICTIONS

All applicants must be Oxnard-based (applicants for project grants must be Oxnard residents; applicants for operating funds grants must be based in Oxnard with a physical address). Moreover, at least 51% of the exhibition, performance, presentation, readings, etc. must be in Oxnard.

Governmental organizations and organizations that receive line item budgetary support from the City of Oxnard independent of the Cultural Arts Commission Grants Program are not eligible to apply.

If a non-profit arts group is receiving, during the grant period, financial or in-kind support from the City of Oxnard, this information must be disclosed in the proposal (to include the value of such City support). Depending on the funds available, this may have an impact on the amount funding granted to that group.

Fiscal sponsors, who are simultaneously applying for an Arts grant, may only provide this service to two grant applicant organizations. A contract between the group and the fiscal sponsor shall be provided with the application.

No grant funds may be used for the payment of debt, debt interest or deficit reduction; commercial enterprises; any fines or penalties; building or remodeling of facilities, furniture or fixtures; lobbying any public agency or office; out-of-state travel; hospitality or food costs; place of grant funds into trust, endowment or contingency funds; expenses for projects that have already been completed.

Applicants will be funded for a maximum of 5 years of one year grants, at which point they will take one year off. They may apply again after the year off.

D. RFP PROCEDURES

D.1 Orientation Workshops

All applicants must attend at least one of the orientation workshop related to this RFP scheduled as follows:

- **Monday, November 14, 12pm-1:30pm**, City of Oxnard Human Resources Activity Room, 300 West Third Street, Oxnard (use the B Street entrance)
- **Thursday, November 17, 11:30am-1pm**, City of Oxnard Human Resources Activity Room, 300 West Third Street, Oxnard (use the B Street entrance)
- **Saturday, November 19, 1:30pm-3pm**, City of Oxnard Human Resources Activity Room, 300 West Third Street, Oxnard (use the B Street entrance)

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D.2 Technical Support

Support focused on meeting the grant criteria will be available to applicants. To receive this technical support an applicant shall request a meeting (in-person or by phone) with the City's Cultural Arts Assistant, Michele Kantor at 805-385-3938 or michele.kantor@oxnard.org. The applicant must have a "work in progress" draft for this meeting. A question and answer period is part of the process. This technical support is intended to assist applicants to meet all the requirements of the RFP.

D.3 Grant Application Details

Project Grant applications are included in Attachment 1 to this RFP. Operating Funds Grants applications are included in Attachment 2. All appropriate portions of the application form must be filled out and the required materials submitted with the application. Incomplete applications shall be deemed non-responsive and not considered for award.

D.4 Artistic Samples

1. **Literary samples:** Limit to 15 pages typewritten, 11 point font or larger. Clearly number and label each item with title of work, date completed, publication date, if applicable, name of publication or publisher, if applicable.
2. **Audio-visual samples:** Only one copy is required. Please label each item with Organization's name and item number (corresponding to the Artistic Sample Description sheet). Audio and visual samples contained on DVDs and CDs should be edited to include only the work you wish to be evaluated by the panel. Still images should be submitted on a PC-compatible CD-ROM or flash drive in .jpg file format. Each disc/flash drive should be labeled with organization name and image number to correspond with an annotated image list. Minimum file resolutions 300 dpi at 5"x7" format. 35mm slides are not accepted.

Audio-visual samples must be submitted using the following programs and file types:

- Windows Photo Viewer - .jpg, .bmp, .jpeg, .png, .gif, .tiff, .tif
- Microsoft Office - .doc, .docx, .ppt, .pptx, .xls, .xlsx, .htm, .html
- Windows Media Player - .asf, .wma, .wmv, .wm, .mpg, .mpeg, .m1v, .mp2, .mp3, .mpa, .mpe, .m3u, .wav, .mov, .m4a, .mp4, .m4v, .mp4v, .3g2, .3gp2, .3gp, .3gpp, .av1

D.5 Application Submissions

Hardcopies of applications shall be delivered to:

City of Oxnard Cultural Arts Commission
Attn: Michele Kantor
City of Oxnard Development Services Department
214 South C Street
Oxnard, CA 93030

Applications must be received no later than: **Friday, December 9, 2016, 4:00pm.**

Applicants must submit three collated hardcopies of the application and literary samples (if applicable). No documentation, photographs, or literary samples will be printed by City staff. **Email submissions will not be accepted.**

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D.6 Return of Materials

Artistic samples will only be returned if a self-addressed envelope with correct postage is included with the application. Applicants may also call (805) 385-7868 to arrange for pickup after the panel review.

E. TIMELINE

The following is the proposed timeline (*dates are subject to change; applicants will be notified of changes based on Arts Commission and City Council availability*).

Issuance of RFP	Thursday, November 3, 2016
Orientation Workshops (see D.1)	Monday, November 14, 12pm-1:30pm Thursday, November 17, 11:30am-1pm Saturday, November 19, 1:30pm-3pm
Evaluator Training (section F)	Week of December 5, 2016
Technical Support (see D.2)	On-going
Applications due to City (see D.5)	Friday, December 9, 2016 by 4:00pm
Application Pre-Review by Staff	Week of December 12, 2016
Applications delivered to Review Panels	Monday, December 19, 2016
Evaluation Panel Committee(s) (see section F)	Week of January 9, 2017
Notification of Recommended Awards	January 16, 2017
Appeals Submitted (section G)	Tuesday, January 24, 2017 by 5:00pm
Appeals Reviewed	January 25 – January 31, 2017
Appeals Decision/Final Commission Vote for Awards (Commission Meeting)	Wednesday, February 8, 2017, 5:00pm
City Council Vote	(Tentative) Tuesday, February 14, 2017
Award letters with 50% of grant award	2 weeks after City Council approval
Interim report for Operating Funds Grants due/reviewed	6 months after award
Disbursement of second half of grant	3 weeks after successful review of interim report (section H)
Completed project or final report due	1 year from award date

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F. EVALUATION PROCESS

F.1 Pre-Evaluation

Upon receipt, each application will be pre-screened by staff and an ad hoc subcommittee of the Cultural Arts Commission (CAC) who do not have a conflict of interest. A CAC Commissioner with a relationship to any applicant in a category (e.g., family member, working relationship, board member, fiscal sponsor, etc.) may not be a member of the ad hoc subcommittee reviewing applications for that specific category. Applications that do not meet the requirements of the RFP will be rejected. The applicant will be notified of the rejection. There will be no appeal. Applications that pass the pre-evaluation will be sent to the evaluation committees.

F.2 Evaluation

1. The evaluation committees will be grouped by type of grant to be reviewed.
2. Selection of the evaluators: A pool of potential arts evaluators will be recruited by City staff. Commissioners may recommend evaluators to City staff but will not be involved with the final selection of evaluators.
3. Evaluators will be experts eminent in their field in the arts, for example: arts educators active or retired from an arts institution; arts executive directors; performers, curators; playwrights, poets, authors, arts philanthropists; arts critics; etc. The list of evaluators (both at the pool and selected levels) will be confidential.
4. Chosen evaluators will undergo a thorough training by City staff that covers the intent of the RFP, which is reflective of the mission and vision of the CAC, and knowledge of the evaluation process, scoring and criteria tool. To this end, an evaluation training handbook will be developed by City staff with Commission consultation.
5. The number of evaluation committees will be determined by the number of applications. Each committee will consist of a minimum of three evaluators. The committee size will be determined by the number of applications assigned. Each committee will evaluate one of the five types of application.
6. Evaluators will be given copies of the applications assigned to their group at least two weeks in advance of the evaluation meeting. Each evaluator will be assigned specific applications to review thoroughly before the meeting. An evaluator is expected to read all applications received and be prepared to present and lead the discussion thereof.
7. Evaluators are expected to adhere to confidentiality as follows:
 - a. Before the evaluation meeting they may not show nor discuss the applications with anyone. This includes the applicant and the other members of the evaluation committee. If there are questions, those may be directed to staff.
 - b. All copies of the applications will be turned in to City staff at the end of the evaluation meeting.
 - c. After the evaluation sessions, the evaluators may not discuss nor disclose any of the proceedings and outcome.
 - d. The identity of the evaluators will remain confidential.

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8. Evaluators will use the assigned evaluation tool that is contained in each packet. The rationale for less than the full points must be documented.
9. Recommendations on the merits of the applications, which are based on the points of the evaluation tool, will provide the basis for recommending the amount to be funded.

G. APPEAL PROCESS

Appeals must be delivered to the City Development Department where the original application was delivered, within two weeks of the notification of recommended awards. If the appellant has a fiscal sponsor, that sponsor should be a co-signer of the appeal letter. The appeal should contain a detailed rationale that challenges the evaluation of the grant submitted.

The Commission will appoint an ad hoc subcommittee to review appeals. This ad hoc subcommittee will review the appeals for:

- Technical errors in the ranking process
- Lack of justification for the points assigned by the evaluators
- Other issues raised by the appellant.

H. INTERIM REPORT

Interim reports for Project grants will be due at the point at which 50% of the grant has been expended. Interim reports for Operating Funds grants progress are due at the midterm of the grant year (see section E, Timeline). An acceptable interim report allows the Commission to facilitate issuance of the second 50% of the grant.

An interim report must contain information on project activities and events and status of goals outlined in initial proposal submittal. This information will include, but not be limited to:

- Progress on project/goals to-date
- Planned performances/events/showings/exhibits, etc., with anticipated dates
- Budget expenditures to date; identified items paid for with grant funds
- Methods of community outreach and promotion

Accurate expense records must be kept and submitted with the interim report:

- Recording and documenting projects and programs in action via photos, videos, etc. This will serve as record of accomplishment and will be helpful for ongoing publicity and for seeking future funding sources.
- Conducting surveys of audience and participants to measure success and to find out what constituents consider most valuable.

I. FINAL REPORT

The final report shall update the mid-term information through the remaining portion of the Grant and shall include an evaluation of how successfully the project's goals and outcomes were achieved to include quantitative measurements of achievement.

J. DISCLAIMERS AND RESERVATIONS

Although it is the intent of the City of Oxnard Cultural Arts Commission to award the entire amount of funds appropriated for the 2016 Cultural Arts Fund Grant Program by the Oxnard City Council, the Commission reserves the right to:

1. Reject any or all applications deemed to be non-responsive.
2. Reallocate funds between the award categories based on circumstances such as quantity of applications and merit.
3. Not award the entire appropriated amount from the Cultural Arts Fund.
4. Suspend or cancel the grant program due to budget constraints.

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ATTACHMENT 1 – PROJECT GRANT APPLICATION

INSTRUCTIONS – All applications for project grants shall include the following:

1. Application Cover Sheet

2. Narrative (maximum 3000 words)

- **Artist Statement** – Describe your artistic goals and the nature of your work.
- **Resume** - Include a detailed résumé outlining your education, fellowships or awards received and art-related work history, to include education, art work, History/Training, and Fellowships/Awards.
- **Project Description & Evaluation** – Provide the title, description and explanation of the proposed project.

What do you propose to do? Include an evaluation component, that is, how and when might you know if you achieved your goals?

- **IMPACT STATEMENTS** – Please answer the following questions:
 1. What impact will this grant have on you at this particular point in your career?
 2. The Grant seeks to develop and encourage those whose works are influenced or are influencing what Art is in Oxnard. How do you see your art contributing to or helping to define Art in Oxnard and how are you connecting to the broader Oxnard Arts Community?
 3. What is the impact on the individuals (participants and audience), for example their aesthetic growth, elevated appreciation for the Arts, etc.

3. Work Samples – Include only work completed in the past three years as part of your work samples.

- For performing, music, dance or dramatic arts** – One clearly identified DVD demonstrating samples of your best work.
- For visual artists** – One clearly identified CD with ten (10) samples of your best work.
- For literary arts** –
 - Prose: Prepare one manuscript copy on 8½ x 11, single-sided, employing size 12 font. Copy should identify the author.
 - Poetry. One copy of ten (10) pages of your recent and best poetry with an accompanying work sample list.
 - Fiction, Creative Nonfiction, or Playwriting – One copy of no more than twenty (20) pages of a recent work that exemplifies your best work.
 - Small Press Publishing – One copy of no more than twenty (20) pages of a recent work that exemplifies your best.

**2016-17 City of Oxnard Cultural Arts Grants
Project Grant Evaluation Sheet
(Emerging Artist, Mid-Career Artist, Collaborative Group)**

Name of Artist(s) and/or Name of Project:

Criteria (see page 1-1, Attachment 1)

1. Artistic Excellence Merit

The artist(s) is a resident of Oxnard, is prepared and qualified to take on the project, and has a record of work. Does the artist(s) have a concept or a specific mission described? Is the project unique?

	Rating	Score (rating x 5)
Rating of 5 or 4: Strong ability to focus and demonstrate artistic style, completed other projects, described mission, concept and philosophy so that these descriptions of meeting the grant criteria permeate the project and clearly demonstrate a detailed, innovative and progressive project for the Oxnard community.		
Rating of 3 or 2: The artistic style and project are adequately described. Mission, concept and philosophy are not clearly presented.		
Rating of 1: Artist does not show a philosophy or specific mission. Presentation is not focused.		

2. Community Impact, including Cultural Diversity

Is the need for the project clearly described by the artist(s) as addressing a valuable need in the community that will have a meaningful impact, including serving diverse groups? Does the project address the goal of building the arts in Oxnard?

	Rating	Score (rating x 3)
Rating of 5 or 4: The proposed project clearly addresses a need which will meaningfully impact the Oxnard community. The project is clearly compatible with the Cultural Arts Mission of integrating arts into the fabric of the community. In addition, the project respects the community's diversity and will clearly build and sustain the arts among differing members of the community. The proposal demonstrates through written description and/or media that the project will have significant community impact.		
Rating of 3 or 2: The role of the project is adequately articulated. The community impact plan and/or history is not fully or clearly articulated. Ability to integrate the project into community life and to respect diversity in programming is not clear.		
Rating of 1: The role of the project is unclear, non-specific, non-focused.		

**2016-17 City of Oxnard Cultural Arts Grants
Project Grant Evaluation Sheet
(Emerging Artist, Mid-Career Artist, Collaborative Group)**

3. Evaluation

Does the proposed project have objectives that are timely and achievable, including an assessment component to measure the project's success? Is there an effort to include diverse populations in the production or presentation of the project? Are there tools for measuring impact of the project?

	Rating	Score (rating x 2)
Rating of 5 or 4: Proposed project time frame and accountability measures are clearly presented. Evidence of realistic operating plans for the project's success are presented, including self-defined measures of excellence and meeting/exceeding specific goals. (Examples: pre- and post- goals and achievements, attendance, audience outreach.) History of artists' previous work is clearly presented and understandable.		
Rating of 3 or 2: Evidence of tools for operating plans are presented. Timeframes, accountability and plans are minimal. Evaluation methods or measurements of effectiveness are not clearly detailed. History of previous work is minimal or not evident.		
Rating of 1: Objectives, assessment, and operational framework for the project are not realistic or evident.		

4. Fiscal Capacity

Is the funding request to complete the project thorough and well-considered? Are there any plans for fund-raising to seek other sources to help complete the project? Is the application completed according to the directions?

	Rating	Score (rating x 1)
Rating of 5 or 4: The funding request is thoroughly presented to complete the project, clearly outlines the manner and methods to utilize the funding. Plans for additional fiscal support for the project are provided. Stability for project completion is demonstrated. Focus and skills for effectively managing the project expenses are evident.		
Rating of 3 or 2: Budget is not clearly detailed or presented. Clarification of expenses and plan is incomplete. Planning is vague/unclear.		
Rating of 1: Evidence of fiscal management is missing.		
Total Score		

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ATTACHMENT 2 – ORGANIZATION GRANT APPLICATION

APPLICATION INSTRUCTIONS:

The operating funds application should consist of the following elements:

1. Application cover sheet
2. Narrative including the following six areas [Max: 1500 words]
 - Verification of status as an organization (see page one of this document)
 - Description of the organization's history and achievements including your organization's programs and activities, artistic goals and philosophy. What makes your programs unique from other similar organizations in the area? Describe ongoing arts education programs, if any;
 - Description and explanation of the proposed use of funds. Describe the objectives and intended measurable outcomes as well as how and when the outcomes will be measured
 - Organizational and fiscal capacity: Describe your administrative and governance structure (including numbers of staff and volunteers) and any changes in your operating budget. Describe your capacity building and strategic planning processes and activities and any long-range plans
 - Community Impact and Evaluation: Describe your marketing and audience development strategies, including community impact and attendance figures. How have your programs grown or changed over time? How do you evaluate your success?
 - Relation to Cultural Arts Commission's Mission and Vision
3. Fully completed application forms and all required supporting material identified herein. To include:
 - Organizational Financial Information Summary
 - Organizational Baseline Data Questionnaire
 - Signature page
4. Any supplemental materials the organization feels would provide additional information for consideration by the Grant Review Committee.

ORGANIZATIONAL FINANCIAL INFORMATION SUMMARY

Please provide the following financial information reported in the organization's most recent audited financial statement, 990 or signed financial statement submitted with this proposal.

Report for Fiscal Year Ending: _____

ORGANIZATIONAL INCOME

Program Income	Service Fees, Charges, Tuition	\$
Government Sources		
	Grants	\$
	Contracts/Fee for Service	\$
Contributions		
	Individuals	\$
	Corporate/Business	\$
	Foundations	\$
	Other	\$
TOTAL		\$

ORGANIZATIONAL EXPENSES

Program Services		\$
Fundraising & Financial Development Costs		\$
Administrative & General Costs		\$
TOTAL OPERATING		\$

If expenses exceeded income for the year, how has the deficit been financed?
(Attach page with explanation of deficit financing)

BASELINE DATA QUESTIONNAIRE

Please complete this questionnaire and submit it with your grant application. Please note that the information on this form will be treated confidentially and will only be used for evaluation of the funding outcomes. It will also be pooled, with anonymity preserved, with other data to give a picture of the arts organizations funded by the City.

Organization

Organization Name: _____

Date organization began operation? _____

Number of paid staff? Full-time _____ Part-time _____

Number of volunteers? _____ Total # of volunteer hours annually? _____

What is your organization's annual operating budget? _____

About how many public events (i.e., art showings, open houses, performances, etc.) do you offer _____ per _____ year?

About how many people do you reach/serve per year? _____

Board

Total number of board members? _____

Number of board members who contribute financially to your organization? _____

Total annual contribution from board members? _____

Are your board members active in fundraising? Yes No

Budget

What percentage of your annual expenses is spent on the following:

capacity building or strategic planning activities: _____

administration _____; fundraising _____; operations _____

SIGNATURE PAGE

By signing below, we attest that the information included in this application is accurate.

If awarded a grant, the organization's Board of Directors and management agree to the following:

1. Abide by the grant report requirements.
2. Provide required reports to the City of Oxnard Cultural Arts Commission.

Print Organization Name

Signature, Executive Committee Member, Board of Directors

Date

Print Name and Title

Signature, Executive Director

Date

Print Name and Title

**2016-17 City of Oxnard Cultural Arts Grants
 Organization Grant Evaluation Sheet
 (Legacy and Emerging Arts Organizations)**

Organization Name: _____

Criteria (see page 2-1, Attachment 2)

1. Artistic Excellence/Merit

Describe in detail the organization's programs and activities, including artistic goals, philosophy, mission. What distinguished this organization's programs? Does this organization offer consistent opportunities to expose the community to its artistic resources?

	Rating	Score (rating x 5)
Rating of 5 or 4: Clear details are shown of organization's activities and artistic goals. Proposal demonstrates strong ability to focus and present concept/ philosophy/ mission for programming; proposal includes visual attachments. History of completed programming describes mission/ concept/philosophy; these descriptions permeate proposal, and clearly describe innovative and progressive programming for the Oxnard community.	5	
Rating of 3 or 2: The organization's programming is adequately described. Mission, concept and philosophy are not clearly presented. Examples given of concept, either in writing or visually, show minimal plan for sharing with the community or integrating resources with the community.	3	
Rating of 1: Organization's programs and activities are not presented cohesively and lack links to community. Proposal does not outline a cohesive concept/ philosophy and/or specific mission, proposal is non- focused.	1	

2. Community Impact and Cultural Diversity

Are marketing and audience development strategies and efforts at audience outreach explained? Are numbers on attendance figures and community involvement and response of participants documented? How have programs grown or changed over time? What evaluation tools are used to measure success?

	Rating	Score (rating x 3)
Rating of 5 or 4: The organization clearly addresses a need which will meaningfully impact the Oxnard community; the organization's goals and mission are compatible with the Cultural Arts Mission of integrating arts into the fabric of the community. In addition, the organization introduces the community to artistic resources and respects the diversity of the community. Proposal shows that the organization will clearly build and sustain the arts among differing members of the community. The organization demonstrates in writing and/or visual media, consistent program delivery and effectiveness.	5	
Rating of 3 or 2: The organization's role in building community diversity is adequately understood. The organization's definition of diversity is appropriate and meets the requirement. The community impact plan and history is not fully or clearly articulated. Ability to coordinate community integration of the arts into the community life and to respect diversity in programming is not clear.	3	
Rating of 1: The organization's role in building and sustaining community impact is unclear, non- specific and non- focused.	1	

**2016-17 City of Oxnard Cultural Arts Grants
Organization Grant Evaluation Sheet
(Legacy and Emerging Arts Organizations)**

3. Evaluation

Is there demonstrated effort to build and sustain cultural diversity of audience, board and staff through outreach, including use of social media, print media, etc. using different languages and different cultural media outlets? How does the organization define diversity?

<p>Rating of 5 or 4: Proposed time frames and accountability measures are clearly presented. Evidence is shown of tools to assess continued successful operation, including self- defined measures of excellence and meeting or exceeding specific measurable goals. (Examples: pre- and post-goals and achievements, attendance, audience outreach, Facebook Likes etc.) History of organization's growth and successful programming is clearly presented and understandable.</p>	Rating	Score (rating x 2)
<p>Rating of 3 or 2: Evidence of tools for operating plans are presented. Time frames, accountability and other details are minimal. The tools for organizing and evaluation or measurement of effectiveness are not clearly detailed.</p>		
<p>Rating of 1: Objectives, assessment and operational framework are not realistic or detailed.</p>		

4. Organizational and Fiscal Capacity

Is administrative and governance structure (Board of Directors, staff, volunteers) explained? Is operating budget provided, including any changes? Are Board meetings/workshops/retreats held regularly? Is there a fund-raising strategy and indication that other grants have been sought, verified by historical documentation or Letters of Support? Is evidence presented in writing (via documents or charts) to verify stability and ability to complete proposed programming?

<p>Rating of 5 or 4: The funding request is thorough and appropriate to complete the identified mission; request clearly outlines the manner and methods to utilize the funds. Plans for additional fiscal support for operating are provided. Stability for continued operation is demonstrated. Focus and skill to insure fiscal supervision and effectively manage expenses is evident. Governance structure demonstrates strategic planning and clear responsibility for tracking and guaranteeing operation.</p>	Rating	Score (rating x 1)
<p>Rating of 3 or 2: Budget is not clearly detailed or clearly presented. Clarification of expenses and planning is incomplete. A governance structure is unclear; limited evidence of retreats, strategic planning, and fiscal oversight do not clearly demonstrate stability.</p>		
<p>Rating of 1: Evidence of fiscal management is missing and/or unclear.</p>		
Total Score		