

CULTURAL ARTS ALLIANCE OF CARTERSVILLE/BARTOW COUNTY, INC. ANNUAL OPERATING GRANT & PROJECT GRANT APPLICATION

- **Annual Operating Grant Application Deadline: July 31**
- **Submission Details:** Please submit your completed application and budget sheet on our website here: <https://www.bartowcartersvillecaa.com/projects>

About the Grants

Grant contracts are open to any 501(c)3 cultural arts organization in Bartow County who meets the requirements set forth in this application and supports the encouragement, promotion, improvement, and application of the cultural arts for the enjoyment of the community.

“Cultural Arts” is as set down in the Mission Statement of the Cultural Arts Alliance of Cartersville/Bartow County, Inc. (hereinafter the CAA): *To serve as an advocate for education and promotion of the arts and cultural heritage of the community through nonprofit performing, visual, creative, and historic service organizations.*

The CAA will accept grant requests once a year for operating grants, and will also consider project grant requests throughout the year. The period of support will run from July 1 of one year to June 30 of the following year and is determined to be a fiscal year.

Grant Eligibility Information

To be eligible to apply for a grant through the CAA:

- Organizations must have received 501(c)3 status and have maintained its IRS designation for at least one year prior to requesting grant funds.
- Organizations must be incorporated with the Georgia Secretary of State office with status current and in good standing.
- Organizations must have been a paid member of the CAA for one year.
- Organizations must use the funding for the promotion of cultural arts in Bartow County and provide a platform for an impact in tourism and revenue in Cartersville and Bartow County.
- Organizations must promote the CAA and the Cartersville/Bartow County Convention and Visitor’s Bureau (hereinafter the CVB) as primary sponsors of the year’s events when funding is received. Logos will be provided and must be included in materials. Organizations must be able to show an effort to endorse the CVB in paper and online communications to help drive traffic to our area and its website. Please see more information about the CVB portion of our grant within the application.
- Organizations must be able to match the funding one-to-one, or dollar-to-dollar. The CAA does not allow organizations to apply for an operating grant that equals more than 50% of the actual cash revenue for the most recently completed fiscal year or for more than 50% of the total of a project grant. Projected budget numbers for future years shall not be used to determine actual cash revenue or maximum grant request amount.
- Annual Operating Grant requests must be received by the CAA by July 31 prior to the requested funding year. No requests will be considered if received later than July 31. No exceptions.

Application and Distribution Process

Applications received by the CAA will undergo a review process that includes Board Review. The recommendations are forwarded to the CAA Board for final consideration and approval. Recipients will be notified of grant approval and checks will be issued. Checks are typically issued in two installments throughout the year, but schedules and funding availability may vary year-to-year.

Once funding has been determined, the grant application submitted by the recipient organization will be considered a signed contract with the CAA and the recipient organization will be issued the funds with the condition that a final report will be returned at the designated time set forth in the application.

Failure to comply could jeopardize chances of future funding. Final reports are required at the end of the fiscal year. Final report financial information is on the same spreadsheet as next year's grant request for your convenience.

CVB Additional Requirements

In order to receive funding from Bartow County by way of the CVB, the CAA is required to submit a separate application at the end of the calendar year. In order for your organization to receive all approved funding, you must submit the following items with your application if you received a CAA grant in the previous year:

- Examples of your marketing that include references to the CVB and/or "Visit Cartersville." These may include social media posts, programs, or any other printed materials. Screenshots and links are sufficient.
- An itemized expense report from the year showing how previous funding from the CVB has been used for marketing and promotion of your organization. Please note that this may be different from your application materials, as the CAA and CVB require different categorization. Please contact the CAA Board if you need clarification or an example.

If you are applying for a CAA grant for the first time this year and are awarded, you may receive a separate request for these materials later in the year.

Please note that failure to submit these items may jeopardize your opportunity to receive CVB funding.

Checklist for Application Completion

- Click **File > Make a Copy** to create an editable version of this application in your Google Drive, or download to make edits. Do not edit this original document.
- Complete the Organizational Data Sheet
- Complete Application Certification (2 signatures required)
- Complete the Final Narrative Report for Previous Year (if awarded CAA grant for that year)
- Complete the Logic Model, Outcomes, and Measurements for Application Year
- Complete Application Budget and Final Report (separate document)
- Ensure all required attachments reference in the application are included: tax-exempt letter, finance documents, support information, logic model, and application/final budget report spreadsheet
- Review Scoring Rubric

ORGANIZATIONAL DATA SHEET

FISCAL YEAR OF GRANT REQUEST

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GENERAL ORGANIZATION INFORMATION

Name of Organization (as listed on tax forms or as DBA with the Secretary of State's Corporations Division)	
Address including City, State, and ZIP	
Phone Number	
Email Address	
501(c)3 EIN	
Date of Last Secretary of State Renewal	
Total of Bank Balance(s) as of June 30	

BRIEF HISTORY OF YOUR ORGANIZATION (100-150 words)

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BOARD OF DIRECTORS (Please list all directors by first and last name.)

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REQUIRED ATTACHMENTS

- Copy of the organization's most recent IRS non-profit, tax-exempt letter
- Copy of either:
 - Most recently completed fiscal year budget showing statement of financial condition; **or**
 - Financial statement from a CPA **and** organization's IRS Form 990 for most recent calendar year

Note: Tax-exempt organizations with annual gross receipts of less than \$50,000 are not required to file the Form 990EZ or 990.

APPLICATION CERTIFICATION

We require two different original signatures, each affirming the following:

I certify that the information in this application is true and correct to the best of my knowledge. I understand that the application and all budget material breakdowns, salary lists, and other attachments are public record and open to public inspection.

AUTHORIZED OFFICIAL

May be paid personnel, fiscal officers, or other members who can legally obligate the organization

Signature	
Date	
Full Name (Print or Type)	
Title	
Phone Number	
Email	

BOARD PRESIDENT/CHAIR

Must be different from the Authorized Official

Signature	
Date	
Full Name (Print or Type)	
Title	
Phone Number	
Email	

FINAL NARRATIVE REPORT FOR PREVIOUS YEAR

Please complete this form if funding from the CAA was received in the previous fiscal year.

FISCAL YEAR OF REPORT	
ORGANIZATION NAME	
PROJECT DIRECTOR	
ACTUAL NUMBER OF ADULTS SERVED	
ACTUAL NUMBER OF CHILDREN SERVED	

HIGHLIGHTS

Please list your top 3 achievements for the fiscal year.

ATTACH SUPPORT DOCUMENTS FOR THE COMPLETE FISCAL YEAR

Please attach support information (news clippings, programs, posters, etc.), including any and all use of logos of CAA and CVB throughout the year. Digital files and links are preferred. *(Helpful Tip: Gather PDFs and images in a Google Drive folder and send along with your list of any additional links.)*

LOGIC MODEL FOR APPLICATION YEAR

In place of a “narrative,” a logic model will be applied for this year’s application to demonstrate plans for the application year that funding will be applied to. Please create and attach your logic model using the template linked below. Bulleted lists and concise information is strongly preferred.

[LOGIC MODEL TEMPLATE](#)

Helpful Resources:

- *Creating and using logic models for non-profits:* <https://www.keela.co/blog/nonprofit-resources/nonprofit-logic-model>
- *Logic Model Examples:* <https://www.earlychildhoodinitiativenwga.com/>

OUTCOMES AND MEASUREMENTS FOR APPLICATION YEAR

Please note: This is a requirement for CVB funding.

FISCAL YEAR OF GRANT REQUEST

Please list what your organization’s desired major outcomes for the fiscal year of the application. Please include how each outcome will be measured. A concise, bulleted list is sufficient.

Please describe how you will be able to create impressions and impact for revenue generation in the Cartersville and Bartow County area. A concise, bulleted list is sufficient.

FINAL DATA REPORT AND APPLICATION BUDGET INSTRUCTIONS

Please use the Excel/Google Sheets spreadsheet attached below for your final data report and application budget. Please do not alter the categories within this spreadsheet.

When budgeting, please note that your budgets should equal out to a net profit/loss of zero (0).

If you are applying for the CAA grant for the first time or were not awarded the CAA grant in the previous year, please disregard the Prior Application Budget column. Please complete the Actual Totals for Prior Fiscal Year to the best of your ability.

[FINAL DATA REPORT AND APPLICATION BUDGET](#)

DEFINITIONS:

- **REVENUE**
 - Admissions - Ticket sales/admittance fees, fees for use of materials, season subscriptions, etc.
 - Contracted Services - Income from classes, tuitions, performance fees, lectures, etc.
 - Misc. Revenue - Please include a list if this applies to your application.
 - Corporate Support - Donations or sponsorships from the business sector. Do not include in-kind donations.
 - Government Support - Include any funding received from federal, state/regional, or city/county source. Do not include CAA grant(s).
 - Foundational Support - List income from foundations or grants. Do not include CAA grant(s).
 - Other Private Support - Donations or sponsorships from private individuals, families, etc.
 - Memberships - Funds received as membership dues.
 - Grant Request - Total amount requested in this application from the CAA. Total amount of grant is not to exceed 50% of actual cash revenue from the previous year.

- **OPERATING EXPENSES**
 - Sales and Marketing Expenses - Costs for marketing, publicity, promotion, printing, mailing, posters, banners, or other publicity materials.
 - Administrative Personnel (Employed) - Salaries, wages, and benefits paid to administrative employees (including positions such as executive and supervisory staff, business managers, clerical and accounting staff and supportive staff such as maintenance, security, ushers, and box office personnel). Include only those employees who are on your payroll and from whose checks you withhold income taxes.
 - Artistic Personnel (Employed) - Salaries, wages, and benefits paid to administrative employees (including positions such as artistic directors, directors, conductors, actors, dancers, musicians, authors, etc.). Include only those employees who are on your payroll and from whose checks you withhold income taxes.
 - Contractual Labor - Payments made to firms or persons who are contracted to provide a service (including dance troupes, puppeteers, music performers, drama groups, lecturers, etc.) who are not employees of the applicant organization and for whom the applicant does not make payroll deductions. List specifics on the breakdown sheet.
 - Technical Production Costs - Expenses incurred in the production of cultural arts services which might include pertinent equipment (such as video or audio equipment), visual art exhibition units, costumes, props, set or stage constructions, scripts, royalties, etc. List specifics on breakdown list.
 - Space Rental - Payments specifically identified with the project for rental of office, rehearsal, performance, exhibition, or other such spaces.
 - Travel - Costs for travel for employees and outside contractors whose travel expenses are paid by the applicant organization.
 - Utilities - Expenses related to utilities.
 - Supplies - Any supplies that do not qualify as production expenses.
 - Insurance - Expenses related to insurance.
 - Repairs and Maintenance - Any repairs or maintenance that do not qualify as production expenses.
 - Misc. Operating Expenses - Remaining expenses incurred during the year, to include accounting fees, postage, and others not listed. List specifics on the breakdown sheet.

GRANT REVIEW SCORING RUBRIC

This rubric will be used to evaluate your grant application by the CAA Board of Directors.

GOAL	WEIGHT	5: OUTSTANDING	4: EXCELLENT	3: FAIR	2: NEEDS WORK	1: MISSING OR LACKING RELEVANCE
Community Impact	x3	Organizational plan and goals will greatly surpass the needs and interests of all involved stakeholders. In doing so, the organization will have a significant impact on the arts. Estimates are made clear.	Organizational plan and goals will exceed the needs and interests of involved stakeholders. In doing so, the organization will have a significant impact on the arts. Estimates are made clear.	Organizational plan and goals will meet the needs and interests of all involved stakeholders. In doing so, the organization will have a significant impact on the arts. Estimates are made clear.	Organizational plan and goals will meet some of the needs and interests of involved stakeholders. In doing so, the organization may have a significant impact on the arts. Estimates are somewhat made clear.	Organizational plan and goals will not meet the needs and interests of all involved stakeholders. In doing so, the organization will not have a significant impact on the arts. Estimates are not made clear.
Alignment with Mission of CAA	x2	The project uses the funds and resources in novel and/or meaningful ways to enhance education and promotion of the arts and the cultural identity of our community.	The project uses the funds and resources in some substantial ways to enhance education and promotion of the arts and the cultural identity of our community.	The project uses the funds and resources in minor ways to enhance education and promotion of the arts and the cultural identity of our community.	Little consideration has been given to how the funds and resources could be used to enhance education and promotion of the arts and the cultural identity of our community.	Consideration has not been given to how the funds and resources could be used to enhance education and promotion of the arts and the cultural identity of our community.
Organization, Planning, and Feasibility	x3	Project plan shows an extremely high level of preparedness to fulfill the goals of the project with a detailed and realistic plan and clearly defined roles.	Project plan shows a high level of preparedness to fulfill the goals of the project with a mostly detailed and realistic plan and some defined roles.	Project plan shows an average level of preparedness to fulfill the goals of the project with a basic plan and basic assigned roles.	Project plan shows some preparedness to fulfill the goals of the project, but plan details are somewhat vague and leave the reviewer with questions.	Project plan is not set up to fulfill the goals of the project. Plan details are either scarce or disorganized.
Qualitative and Quantitative Measures	x2	Qualitative and quantitative measures are explained and planned in detail with methodologies and/or tools. Measures will gather extremely meaningful insights into the project.	Qualitative and quantitative measures are explained and planned broadly with methodologies and/or tools. Measures will gather some meaningful insights into the project.	Qualitative and quantitative measures are somewhat explained. Measures will gather average insights into the project.	There are not quite enough meaningful qualitative and quantitative measures in the proposal, and measures will need some work to gain average insights into the project.	Critical qualitative and quantitative measures are lacking or absent entirely in the proposal, and measures will not lead to any insights into the project.
Clarity and Alignment	x1	The proposal, budget, and timeline are aligned and clearly presented.	The proposal, budget, and timeline are clearly presented with a few issues.	The proposal, budget, and timeline are basic, but clear, with a few issues.	The proposal, budget, and timeline have some clarity issues that leave the reviewer with questions.	The proposal, budget, and timeline are unclear or lacking with substantial issues.