



CONTRACTS FOR CULTURAL SERVICES
COMPLETING YOUR ONLINE APPLICATION
A STEP-BY-STEP GUIDE: FY15

The following section outlines the application process to be used by ALL applicants for the FY2015 Contracts for Cultural Services Program. All applications are due **NO LATER THAN 4:45 P.M. on Wed., July 30, 2014.** Hard copy, faxed or emailed applications are **NOT** acceptable. Applications must be completed online at www.roswellcfc.com.

Completing the Application Online:

- When completing the application, please use the space provided.
- For the budget sections, please use the format provided in the application (you do not need to change your fiscal year to match the city's fiscal year)



INSTRUCTIONS FOR COMPLETING CONTRACTS FOR CULTURAL SERVICES APPLICATION ONLINE

This section provides definitions and specific details of what information should be included in the application..

SECTION I. – APPLICANT DESCRIPTION

- **APPLICANT:** Enter the organization's name, website, mailing address, physical address (if different from mailing address), phone number, fax number, and executive director's name and email address.
- **CONTACT PERSON:** This is the person to contact for more information about the application. He/She should be familiar with the application and be reachable during daytime hours. Enter the person's name, title and contact information.
- **ORGANIZATIONAL INFORMATION:** Enter the following:
 - Federal ID No. (EIN) : Indicate the Federal Identification Number (EIN) along with the organization's date of incorporation and fiscal year (ex. July 1 -June 30; January 1 – December 31; etc.).
 - Indicate if you are using a fiscal agent.
- **CATEGORY (if applicable):** Check the category in which you are applying: Arts/Cultural Services, Project Support, Arts Education, and Innovation and Collaboration.
- **ARTISTIC DISCIPLINE:** Check the primary artistic discipline of the programs and services proposed in the application.
- **PROJECTED AUDIENCE:** Please estimate the number of people that will be served by the proposed program(s). Include a breakdown of audience members and participants.
- **AMOUNT REQUESTED:** The amount of your request to the Roswell Arts Commission/City of Roswell.
- **TOTAL CASH MATCH:** Applicants are required to match Roswell Arts Commission/City of Roswell awards on a minimum one-to-one basis. Refer to Guidelines for details.
- **TOTAL ORGANIZATION CASH BUDGET:** This figure must correspond to the number provided in the Budget section.
- **PROJECT SUMMARY:** A brief description of the proposed services detailed in the application. The description should include an explanation of the benefit to the community which will result from the receipt of funds for any category of service. **MUST FIT ON FRONT PAGE.**

SECTION II. – APPLICATION NARRATIVE

Be sure to provide **all** of the information requested and divide the narrative into sections using the titles/sections provided.

SECTION III. – BUDGET SECTION:

Use your own fiscal year to determine these numbers; you do not need to recalculate to fit the Contract for Cultural Services cycle. Please provide figures for: last year (2013 actual figures), current year (approved budget figures for 2014), and next year (projected budget figures for 2015).

Part A. Three-Year Budget Overview

Operating Budget: Please provide a three-year overview of your organization's overall operating budget. Include only cash expenses/income.

Surplus or Deficit: Please provide rationale for existing or projected surplus/deficits. If there is an existing deficit, please provide details about the deficit reduction plan and attach the board-adopted plan. If a deficit is projected, please explain why the organization is operating with a deficit-spending policy.

Part B. Budget Details

Check type of support. Please provide a 2-year detailed budget summary, using the categories provided. Please see the following page for definitions of allowable expenses in each category.

Part C. Other Budget Information

1. Other City of Roswell funding: In an effort to avoid duplication of services, we must collect information relative to funding or in-kind support that the organization is receiving or plans to receive from other City of Roswell Departments. Please provide a detailed description of any and all support received for the past fiscal year, the current fiscal year and anticipated for the upcoming fiscal year. Do not include funding received from other governmental sources (such as state agencies, federal agencies, regional authorities, counties, etc.).

2. Breakdown of City of Roswell/RAC funds: Please outline how the organization plans to use the amount requested (artists' fees, supplies, etc.). Please list only eligible activities!

3. New programming: Is there any programming included in the scope of services that is being undertaken over and above your normal operations? (b) What would you do if you receive less than 50% of your requested amount?

GLOSSARY OF TERMS

CULTURAL: For the sake of this program, cultural shall be defined as "organizations or programs which involve the fine arts, crafts, performing arts, photography, humanities, and broad aspects of science".

EXPENSES

Personnel – Administrative: Payments for administrative employees' salaries, wages, and benefits. Examples include managerial staff (e.g., executive directors, program directors, business managers, managing directors, development/fundraising staff) and clerical staff (e.g., receptionists, bookkeepers, etc.)

Contract Services: Payments for artists, consultants, technical or production staff not on the organizational payroll. Examples include artists, musicians, conductors, curators, dancers, actors, technical directors, stage managers, exhibit installers, etc.

Advertising: All costs for marketing, publicity and promotion. **Do NOT include payments to individuals or firms which belong under *Contracts Services*.** Examples of costs include newspaper/radio/television advertisement.

Printing: All costs for printing materials associated with the CFCS project/program/service. Examples of costs include printing of informational flyers, brochures, calendars, etc.

Supplies: All costs for materials purchased in association with the CFCS project/program/service. Examples include paper, canvases, sheet music, paint, etc.

Postage: All costs for mailing materials associated with the CFCS project/rprogram/service. Examples include mailing promotional brochures, invitations, etc.

Travel: Includes all costs of travel (e.g., air fare, lodging, tax, rental car expense, per diem, etc.)

Other Operating Expenses: Include expenses related to the general operations of your organization or other related project costs. Examples include but are not limited to:

- Space rental – includes but not limited to rental of office, rehearsal space, theatre, hall, etc.)
- Equipment – includes costs of rental and purchased equipment (e.g., computers, copiers, lighting equipment, etc.) Specify if equipment is rental, lease, or purchase. Do NOT include capital expenditures for immobile equipment such as grid systems or HVAC.
- Utilities – includes but not limited to electricity, gas, telephone, etc.
- Miscellaneous – all remaining operating expenses. Please be sure to detail.

INCOME

Earned Income: Includes but may not be limited to income derived from admission or ticket sales; memberships or subscriptions; fees for classes or workshops; gift shop or concession sales; etc.

Corporate Support: Support derived from contributions for all activities of the organization by businesses, corporations, and corporate foundations. Please list only cash support.

Foundation Support: Support derived from contributions for all activities of the organization by private and community foundations (with the exception of corporate foundations.) Please list only cash support.

Other Private Support: Support derived from donations by individuals or private sources other than corporate or foundation sources. Please list only cash support.

Government Support: Support derived from grants or appropriations by agencies of the Federal, State, or Local (county) governments or regional governmental authorities such as multi-state consortium of state agencies. **Do NOT include amount requested from Roswell Cultural Arts Board.**

County Government Support: Support derived from Fulton County.

Applicant Cash: Funds from the organization's present or anticipated resources to be used for operating/project expenses, such as income from endowments, interest income, or cash reserves.

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Operating Deficit: When the cash expenditures exceed the cash income. A deficit reduction plan must be attached. If the organization is operating under a policy of deficit spending, the applicant must provide an explanation in *Section III – Budget Information*. Generally, deficit spending is cause for concern among reviewers.

Operating Surplus: When the cash expenditures exceed the cash income. Please provide an explanation in *Section III – Budget Information*.

SECTION IV. – OTHER INFORMATION

1. Bonus Points: Please indicate confirmed programs which meet the stated bonus point criteria. If no programs are confirmed, bonus points will not be granted during the application review.
2. Other information: Please use this space to clarify any issues that you think may cause concern as the panel reviews your application.

ATTACHMENTS

- Current bios of key administrative and artistic personnel (NO RESUMES)
- List of board of directors, including physical and email addresses, telephone numbers, and business/community affiliation
- One page description of all Artistic Support materials submitted either as attachments online or delivered to the Historic & Cultural Affairs Manager
- Deficit Reduction Plan (if applicable)
- Strategic Plan (if applicable)
- Copy of the most recent Financial Statement or Audit
- Form 990 or 990-EZ, most recent copy submitted to the IRS
- Current State of Georgia Certificate of Incorporation / Annual Registration
- IRS 501(c)(3) letter (determination of tax-exempt status) OR Fiscal Agent Form
- Artistic Support Materials
- Affidavit For City of Roswell Public Benefit Application
- W9
- Fiscal Agent
- Certification

Applicants must submit two (2) copies of any hard copy Artistic Support materials to be shared with panelists during the panel meeting. We recommend all support material be in relation to programming for the CFCS year. Please be advised that support material is judged on quality of programming represented AND the quality of the material itself. We suggest you limit the amount of support material to the best representation of your programming.

INSTRUCTIONS FOR HARD COPY SUPPORT MATERIALS:

Label all materials with the organization's name. When selecting the support material representative of your organization, please consider the following:

- The materials must be recent (within the past three years).
- Copies of support material should be divided into two separate sets. One set will be sent to the panel first reader and one set will remain on file with the Historic and Cultural Affairs Division.
- Artistic examples should be representative of the work of the artists involved in the project.

- Presenting organizations are encouraged to send artistic materials representative of the artists that will be presented during the application contract period and a sample of work presented in the past two seasons.
- Artistic examples should be reflective of the specific program(s) for which the application is submitted.

Description of Support Material

You must include a one-page description of all hard copy artistic support material submitted. The description should include the organization’s name as well as the following:

- Title of the piece and a brief synopsis of the work
- Performers (e.g., musicians, choreographer, artists, authors, etc.)
- ***Date and location of the piece***
- Any other relevant information that could assist the panel in reviewing the work

Acceptable support material

Be sure to clearly label each sample with the applicant’s name. Make sure digital support material is compatible with a variety of systems.

DVD	At least 5 minutes in length; indicate the section that you want the panel to view. <i>Tip: We encourage you to include both a highlight of the piece (2-3 minutes) for viewing during the panel meeting and the full piece for viewing by the First Reader prior to the panel meeting.</i>
Compact Disc (CD)	Indicate in the Description of Artistic Support Material which track(s) you want the panel to listen
JPEG Images in Power Point or a photo CD [CD is preferred]	Maximum of 10 images; suggested that you include 1-2 images. Should be no more than 3 years old.
Writing samples	Writing samples by writers involved in the project (journals, magazines, books, etc.).
Promotional material	Brochures, flyers, programs, announcements, etc.
Press reviews or published writings about the organization	Newspaper clippings, etc. Must be photocopied or laid out to fit 8-1/2 x 11 inch sheet.



Tips for applicants submitting JPEG Images, DVDs, or CDs:

Panelists generally spend no more than two to three minutes on the artistic materials submitted for each application during the panel meeting. To make the best impression:

- Be selective: only submit work that best represents your organization or project. Consider the quality of the recording/video/DVD itself as well as the artistic content. A poor-quality sample can distract panelists from the quality of the content.
- Theatre and dance organizations are strongly encouraged to submit video/DVD footage. Still images alone may negatively affect your organization’s review.
- Compatibility: Make sure digital support material is compatible with a variety of systems.
- Don’t forget your cue: Cue submissions to the start of the samples to be reviewed.
- Remember quality over quantity! DVD’s/videos with one(1) three- to five-minute segment from a single production are more effective in conveying the depth and quality of an applicant’s work than promotional pieces, such as a montage of several performances which often provides less information about artistic quality.

IMPORTANT NOTICE:

Support materials will not generally be returned.

Support materials will be only returned to applicants who enclose a self-addressed stamped envelope (SASE) with sufficient postage and protective packaging if necessary. Materials will be returned approximately eight weeks after the panel review meeting. If no SASE is enclosed, the materials become the property of the Historic and Cultural Affairs Division and will be discarded. The Historic and Cultural Affairs Division cannot assume liability for loss or damage to any materials submitted. Please do not submit original or one-of-a-kind works.