



City of DeSoto Cultural Arts Grants Program Guidelines

The City of DeSoto is inviting arts organizations and individuals to make application for a Cultural Arts Grant which will fund arts programming in our city during the calendar year 2019 (January 1, 2019 through December 31, 2019). These grant funds are derived from the Municipal Hotel Occupancy Tax and state law mandates that a portion of these funds may be awarded as Cultural Arts Grants. This assistance is intended to enhance tourism opportunities for DeSoto hotels. The purpose of the Cultural Arts Grant program is to enhance the quality of life and promote a healthy economic climate in DeSoto by serving as a vehicle for leveraging public and private funds and for developing markets for artists and arts organizations. It is also intended to stimulate arts education in DeSoto and to foster cooperation among arts and cultural organizations and serve as a financial catalyst to assist local organizations in developing opportunities for participation in the arts.

The Cultural Arts Grant Program's role is the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms as well as historical projects in accordance with Municipal Hotel Occupancy Tax legislation. The Program operates primarily on a partnership principal that depends on both the Program and the applicant fulfilling responsibilities and commitments.

The Cultural Arts Grant Program is coordinated by the DeSoto Arts Commission and each summer, they put out the call for projects seeking funding. To be eligible, you must be an active nonprofit arts organization or individual working under the umbrella of a nonprofit organization who can demonstrate sound artistic direction and financial management. Community involvement is also strongly considered. Funded activities must take place within the city limits of DeSoto. Examples of previously funded projects include professional or community theater, visual art shows, dance performances, and jazz concerts. Please see Appendix A - Call for Submissions for more information on the specific types of programs that are desired. Applications are accepted from

August 1st through September 30th.

DeSoto Arts Commission - Mission Statement:

The DeSoto Arts Commission provides the citizens of DeSoto with opportunities for cultural enrichment through the arts. The vision of the Arts Commission is for DeSoto to become the arts and cultural entertainment Mecca of the Best Southwest Region.

ELIGIBILITY CRITERIA FOR APPLICATION:

To be eligible to receive a grant an organization or individual must:

1. Have registered non-profit status as follows:
 - a. Be an active nonprofit corporation or unincorporated association recognized by the Internal Revenue Service as tax exempt under section 501 (c) (3) of the Internal Revenue Code or must have filed for non-profit status within six months of the grant application deadline, for which approval is pending.
 - b. Or register as a non-profit organization with the State of Texas. §76.001(3) of the Texas Civil Practice and Remedies Code defines “Nonprofit Organization” as an incorporated or unincorporated organization that has been established and is operating for religious, charitable, or educational purposes and that does not distribute any of its income to its members, directors, or officers.”
 - c. Start-up organizations who do not currently have 501(c)(3) status must register for non-profit status with the State of Texas for their first application for grant funding. However, in order to be eligible to apply in subsequent years, the organization must provide supporting documentation that they have applied for 501(c)(3) status and approval has been received or is pending as mentioned above.
2. Be an individual professional artist applying under the umbrella of a 501(c)(3) organization who demonstrates a history of ongoing artistic/cultural programs for a minimum of two years. A copy of the memorandum of understanding between your organization and the umbrella organization must be included with your grant application.
3. The project, season or activity for which you are seeking funding must take place in DeSoto and be for the benefit of DeSoto audiences.

4. A history of having the ability to demonstrate enhanced tourism** for DeSoto resulting from the funded project will result in a higher overall score. Please provide evidence that past projects have attracted an audience outside of DeSoto. Please be prepared to provide information to the Arts Commission on how you will track audience information that indicates enhanced tourism resulting from your project. Example: Grant recipient will track and report, audience zip codes for each funded performance on project evaluation document.

** A project that demonstrates “enhanced tourism” is one that attracts an audience from outside DeSoto. Since our funding comes from hotel tax, any project that brings in audience for overnight stays in DeSoto hotels is given a higher rating in the scoring rubric. However, audience from other than 75115 zip codes is also considered to enhance tourism because it brings in people from surrounding cities who may not be aware of all that DeSoto has to offer.

5. Comply with appropriate local, state, and federal laws that prohibit discrimination because of race, color, national origin, sex, age, or handicap.

6. Provide a proposed budget for the project.

7. Provide evidence of \$1,000,000 in general liability insurance coverage naming the City of DeSoto as an additional insured using the Corner Theatre or any City of DeSoto facility for your project. (this requirement is currently under review and may be withdrawn.)

8. Have the authority to enter into a contract with the City of DeSoto.

9. Agree to save and hold the City of DeSoto, DeSoto Arts Commission members, all officers, employees, etc. harmless from any/all damages and claims that might arise under the contract.

10. Effective May 1, 2017, organizations who have received arts grants from the City of DeSoto in the last 12 months are eligible to receive funding for up to three consecutive years. After which time, previous grant recipients must wait 12 months before submitting a new application for funding. Example: Texas Winds Musical Outreach, 4Seasons Classical Music Series, NIA Kids Center for the Performing Arts, and Dallas Area Writers Group who received funding in FY2018 will be required to sit out one 12 month funding cycle and will be eligible to apply again in the FY2020 grant cycle.

INELIGIBILITY

The City of DeSoto will not provide grant funds for the following:

1. Social functions, parties, fashion shows, pageants, or receptions.

2. Rehearsal space for a project that is staged or presented elsewhere.
3. Projects at public or private schools, colleges and universities that primarily relate to curriculum and have minimal or no community involvement.
4. Capital improvements, bricks and mortar, and permanent equipment.
5. Retroactive funding.
6. Salaries, travel, lodging and expense accounts of the applicant organization's officers.

USE OF THE CORNER THEATRE

1. Any grant recipient using the Corner Theatre or any City of DeSoto facility for a funded project will be required to provide evidence of \$1,000,000 in general liability insurance coverage naming the City of DeSoto as an additional insured (this requirement is currently under review and may be withdrawn).
2. Effective May 1, 2017, approved arts grant recipients who wish to use the Corner Theatre for their performance(s) will be required to enter into a rental agreement with the Parks & Recreation Department for use of the theater. They will be offered a 50% discount on the regular rental fee (see rental fees outlined in Appendix C) and be limited to eight (8) consecutive days of use per performance. Example, load-in on Sunday, occupy the theater on Monday, Tuesday and Wednesday for set building, blocking rehearsals and technical set-up/rehearsals, performances on Thursday and Friday evenings, Saturday matinee and evening and Sunday matinee, with load-out on Sunday by 8 pm.
3. Use of the Corner Theatre for multiple performances in one calendar year is allowed assuming your desired dates are available for rental through the Parks & Recreation Department. Grant applicants will be required to enter into a rental agreement with the Parks & Recreation Department for use of the Corner Theatre.

CRITERIA – The following is a set of guidelines for evaluation of all applications according to the grant scoring rubric in exhibit A. These criteria should be considered in planning your project/season.

Artistic Merit:

1. Will the proposed project/season foster interest in and/or appreciation of the arts within the City of DeSoto?

2. How will it enhance tourism** opportunities in DeSoto?

** A project that demonstrates “enhanced tourism” is one that attracts an audience from outside DeSoto. Since our funding comes from hotel tax, any project that brings in audience for overnight stays in DeSoto hotels is given a higher rating in the scoring rubric. However, attracting patrons from local cities outside the 75115 zip code, is also considered to enhance tourism because it brings in people from surrounding cities who may not be aware of all that DeSoto has to offer.

3. Applicant will be asked to provide a resume and/or history of the programs presented by their organization.

Service:

1. How does the project/season benefit the City of DeSoto by meeting a need not currently being met or by enhancing arts opportunities in the City of DeSoto?
2. How does the project/season offer employment opportunities and/or artistic development for local artists?

Involvement:

1. How does the proposed project/season or activity provide access to quality arts programs and participation regardless of race, income, age, sex, handicap, or social barriers?
2. How does the applicant include representation of the diverse cultural, ethnic, and artistic pluralities of the community in the planning, execution, and evaluation of its programs and services?

Capability:

1. Applicant is required to provide evidence of audience support for past programs (i.e. ticket sales, numbers of participants, contributions, and critical reviews).
2. A minimum of three letters of recommendation or professional or community support are required to be submitted with a completed grant application.
3. Does the applicant have sources of public or private funds other than its request to the DeSoto Arts Commission?

The DeSoto Arts Commission will:

1. Provide information to inquiring organizations
2. Review and score applications submitted by organizations
3. Recommend reviewed applications that meet criteria and submit these projects to DeSoto City Council for approval of funding
4. Monitor all projects receiving monetary grants
5. Offer opportunities for in-person meetings to allow grant recipient to provide project updates and evaluation information on completed projects
6. Assist with feedback to DeSoto City Council
7. Act as liaison between the grant recipient, the DeSoto City Council, and the City Staff
8. Support funded organization's marketing of performances or productions
9. Provide a copy of the scoring rubric that will be used to evaluate all grant applications (See Appendix D).

Organizations receiving grants funds will be expected to:

1. Accept the monetary grant deemed reasonable by the City of DeSoto and the DeSoto Arts Commission
2. Complete the monitoring and evaluation process as required
 - a. Grant recipient will provide auditable documents upon request
 - b. Provide a minimum of 60 days written notification for cancelation or material change of a scheduled production
 - c. Meet with Arts Commission twice during grant period to provide project status and updates and to provide evaluation information on completed projects.
3. Provide evidence of general liability insurance with a \$1,000,000 limit if the Corner Theatre is used for the funded activity (this requirement is under review)
4. Grant recipient will assume primary responsibility for the marketing of each funded performance
5. If any content of a performance warrants a disclaimer as to the intended audience, it must be disclosed during the application process and be part of the advertisement for the performance
6. Make available seven complimentary tickets for DeSoto Arts Commission Board members to attend one performance of each funded production. Board Members wearing their official City of DeSoto Arts Commission badge will be allowed free admission to one performance of each funded production

7. Grant recipient will complete four hours of volunteerism or provide a showcase performance for a selected DeSoto Arts Commission activity or event.
8. Grant recipient will provide three letters of recommendation or professional or community support.
9. If the applicant is operating under an umbrella organization, a copy of the applicant's memorandum of understanding with that umbrella organization must be submitted with grant application.

PROJECT CHANGES

At any time during the contract year, specific projects and activities may be considered for modifications. Either party may initiate discussion for suggested revisions. Project changes such as replacing a production that was approved with your grant application for another production must be approved by the DeSoto Arts Commission.

The DeSoto Arts Commission and the DeSoto City Council may reject any and all applications, select only portions thereof, or accept an entire project/season application and makes the final decisions on applications.

APPENDIX A
Call for Submissions
Applications Accepted August 1st through
September 30th for projects that occur during the
calendar year 2019

The DeSoto Arts Commission and City Council are looking for projects that further our mission of providing the citizens of DeSoto with opportunities for cultural enrichment through the arts. The vision of the Arts Commission is for DeSoto to become the arts and cultural entertainment Mecca of the Best Southwest Region.

The Commission is looking for projects in the following categories:

- Family Entertainment
- Family Friendly Comedy
- Theater
- Music
- Visual Arts
- Music
- Spoken Word

Special preference will be given to:

- Community Choirs or Bands (children or adults)
- Children's theater,
- Holiday entertainment (A Christmas production, a Memorial or Veterans Day program etc.)
- Culturally specific productions
- Musicals
- Traveling theater groups
- Magic shows
- Orchestra/Classical Music Performances
- International performances
- Christian/Gospel Performances with nationally recognized artists

APPENDIX B

APPLICATION PROCEDURES

Grant applications are considered on an annual basis. Application forms are available for download on the City of DeSoto website at www.desototexas.gov. Choose the pull down menu under “Community” marked “Arts In DeSoto. Applicants may call (972) 230-9648 with questions or email their questions to kathy.jones@desototexas.gov. The deadline for applying for a Cultural Arts Grant is September 30th at 5 p.m. If this deadline falls on a Saturday, Sunday or holiday, the applications will be due by 5:00 pm on the Friday before. Applications will not be accepted after this date. Applications will be accepted for projects that occur during the calendar year of 2019.

Once your application is complete and ready for submission, please scan all supporting documents and email them along with the completed application to kathy.jones@desototexas.gov prior to the deadline. Incomplete applications will not be considered for funding.

Appendix C Corner Theatre Rental Rates For Arts Grant Recipients

DeSoto's Corner Theatre is managed by the DeSoto Parks & Recreation Department. The DeSoto Arts Commission has negotiated a reduced rental rate for use of the Corner Theatre by Arts Grant Recipients. The regular rate for public rental will be \$100 per hour plus \$125 for lighting and sound technician(s) if necessary.

The DeSoto Arts Commission has negotiated a special rate for Arts Grant recipients who would like to use the Corner Theatre for their performance or production as follows:

\$300 for a Friday or Saturday rental with load-in at 8 am and clean-up and load-out by midnight (12:00 am). The Arts Commission will provide all technical support for sound and lights.

\$150 per day from 8 am to 10 pm for Monday through Thursday rentals.

The Parks & Recreation Department will waive the requirement to pay a damage deposit when evidence of liability insurance is provided.

Please include this cost in your grant application.

Please call Kathy Jones at 972-230-9648 for more information.