ART AND CULTURE GRANT CATEGORIES I, II and III
2013/2014 APPLICATION INDEX AND COVER SHEET

Participation in the California Cultural Data Project (CCDP) is required for all 2013/2014 City of Pasadena Art and Culture I, Art and Culture II, Art and Culture III, Art Education Partnership, Festival and Parade categories. As part of the application process, it is due to the City of Pasadena by **5:00 pm, May 15, 2013.**
NO EXCEPTIONS WILL BE MADE TO THIS DEADLINE.

Application and California Cultural Data Project (CCDP) Funder Report:

- Submit one (1) original application and CCDP Funder Report and other required documents (refer to Checklist) **[Three-hole punched, clipped - not stapled].**
- In addition, submit ten (10) copies of the application **[Three-hole punched, clipped - not stapled]**.
- Collate all materials in the order shown on the Checklist
- Do not submit materials in binders or folders.

APPLICATION CHECKLIST – Complete and include with application original

- ❑ Retain a copy of the grant application and supplemental materials for the applicant's records.

APPLICATION COVER SHEET

- ❑ **Organization Name:** Provide the name of the organization, fictitious business name, assumed name, or DBA (doing business as) name used by the applicant.
- ❑ **DUNS#:** As of FY '09-'10 DUNS numbers are required for all applicants except Individual artists and Individual Artists Educator AEP applicants. If you need to get a D-U-N-S number: you can do it by calling 888-814-1435 or online by logging on to https://eupdate.dnb.com/requestoptions.asp.
- ❑ **Mailing Address:** Physical address of facility or where the applicant will receive notification regarding this application.
- ❑ **Contact Person (name and title):** Provide the name for the primary person who should be contacted in regard to this grant application. Requests for additional materials may include explanations of submitted materials and award and decline letters. Applicants are required to keep the Cultural Affairs informed of current contact information.
- ❑ **Phone/Fax:** Provide phone contact for primary person who should be contacted with regard to this grant application. Requests for additional materials may include explanations of submitted materials and award and decline letters. Applicants are required to keep Cultural Affairs informed of current contact information.
- ❑ **Email:** Provide email contact for primary person who should be contacted in regard to this grant application. Requests for additional materials may include, explanations of submitted materials and award and decline letters. Applicants are required to keep Cultural Affairs informed of current contact information.
- ❑ **Website:** Provide the URL for the Web site of the applicant. Please make sure that the site listed is correct.
- ❑ **Project Summary:** Short summary of proposed project. This should be a brief overview of the project described in Section I, Part II (it is recommended that the applicant complete Section I, Part II prior to entering the Project Summary).
- ❑ **Project Start Date/ Project End Date:** List start and end date of proposed project. Project must take place during granting period. (After 7/1/2013 and prior to 7/1/2014)
- ❑ **Grant request:** Enter amount requested from Pasadena Grant Program.
- ❑ **Pasadena City Council District served:** Enter District number.
- ❑ **Final Project Budgets (past years):** If project is ongoing or expanding past budget totals are required.
- ❑ **Projected Project Budget (proposed):** If this project is a new project proposal only information for the projected year is required.
- ❑ **Anticipated Expenses Budget (for proposed year):** Please estimate the Organizational Expense Budget for proposed year which includes granting period.
- ❑ **Cultural Affairs Funding History:** If applicable, please list the sum total of any grants received each year from Pasadena Cultural Affairs for the project, if previously funded, and total funding amounts received by the organization from Pasadena Cultural Affairs for years indicated.
- ❑ **Certification:** By signing the application, the applicant assures and certifies that he/she/they has read and understands the program guidelines and public funding and information disclaimer, and that, to the best of the signatories' knowledge and belief, the applicant meets the applicable requirements and that the information contained in the application, including all attachments and supporting materials, is true and correct.
- ❑ **Name and Title:** Print or type the name and title of the person certifying the application.
- ❑ **Authorized Signature:** No active member of the Pasadena Cultural Affairs staff or member of the Arts & Culture Commission shall sign a grant application.

ART AND CULTURE GRANT CATEGORIES I, II, and III
2013/2014
APPLICATION INSTRUCTIONS

☼ (1) NARRATIVE INFORMATION

A partnership of the Pasadena Cultural Affairs Division, Arts Council for Long Beach, City of Los Angeles Department of Cultural Affairs, City of West Hollywood, Culver City Cultural Affairs Division, Los Angeles County Arts Commission, and Santa Monica Cultural Affairs Division has developed common questions intended to help nonprofit organizations in Los Angeles County save time in the grant application process. **Common questions are indicated with the ☼ symbol.**

☼ Part I: Organizational Background

- Please address Question 1, Part I with no more than 3 single-sided 8" x 11" pages with 1" margins.
- Number each page and indicate the Applicant's name in the upper right of each page.
- Answers must be typewritten, single-spaced in a font 11 point or larger.

Use the following headings and letters to organize your response:

☼ A. **Mission/Purpose of Applicant Organization:** Provide the full mission statement of the applicant organization. If applicable, summarize any additional characteristics, bylaws, governing statements or guiding principles that define the organization.

☼ B. **History/Programming:** Concisely timeline the history of the organization and outline all of its ongoing core programs and services. In total or per program, list significant administrative, board governance or artistic changes, accomplishments or initiatives that have taken place during the past two years.

☼ C. **Planning & Leadership:** Describe the organization's administrative, artistic and financial vision and list short-term goals for the next two years. Describe how the board and staff shape overall planning. As examples, list any specific steps already taken to reach current short-term goals.

☼ D. **Community/Core Audience:** Profile the applicant's community/core audience in terms of geography, age, cultural and economic characteristics, as applicable. Describe how the applicant identifies community/ core audience needs (including any advisory councils) and how the applicant develops programs to meet these needs.

☼E. **Artistic Policy:** Briefly describe the process for making artistic decisions. Delineate the applicant's practice of payment to artists.

Part II: Project/Program Proposal – Art and Culture I, II and III

- Please address the following questions in no more than three 8" x 11" pages with 1" margins.
- Number each page and indicate the Applicant's name in the upper right of each page.
- Applications must be typewritten, single-spaced in font 11 point or larger.

Use the following headings and letters to organize your response:

A. Project/Program Description: Describe concisely the proposed project for which funds are being requested. List location, timetable and fee, if any.

B. Project/Program Impact: Why does it make sense for the applicant to produce or present this project or program at this time? If this is a new project, what will be the impact on the organization as well as the Pasadena community? What new opportunities or resources exist to make it possible to present this new project or program? If this is an ongoing program, how has this project or program affected the Pasadena community? If available, refer to specific evidence or data of the project's impact.

C. Use of Funds: Describe specific use of requested Pasadena funds and how they will be applied to the project, including who will administer?

D. **Target Audience:** Who is the audience for this project? What is geographic community served? What percentage of audience are Pasadena residents? How is the project promoted/marketed? Does your organization conduct community outreach to broaden audiences? How will the proposed project engage the community? *Please note: This feature of the application is not intended to focus your project on data collection but is an opportunity for you to show the IMPACT of the funded program or project on the target market and/or community. Please include both statistical and anecdotal information. Please read the Project Evaluation and Outreach and Diversity sections in Guidelines.*

E. **Equity and Access:** Briefly describe your facility or project site(s). Indicate whether the site is reserved or anticipated. Organizations are expected to comply with all applicable City ordinances (noise, fire regulations, municipal codes, etc). How does your organization and/or project address physical and financial accessibility by the general public? In what ways is the project ADA accessible*? Note: ADA assessment is available from ELA Foundation at (626) 398-8840. Cultural Access Policy and Equity Standards are available by contacting Cultural Affairs (626)744-7062.*

F. **Goals, Objectives and Evaluation:** Please indicate your goals and measurable objectives for organizational growth and development for the proposed project in the following areas as applicable: artistic quality, project innovation, audience size and diversity, project marketing, outreach to new audiences, or other goals. Explain how you will determine whether you reach those goals, what information you will use to account for your success (i.e. through evaluations, surveys etc.) *Please note: This feature of the application is not intended to focus your project on data collection but is an opportunity for you to show the IMPACT of the funded program or project on the target market and/or community. Please include both statistical and anecdotal information. Please read the Project Evaluation and Outreach and Diversity sections in Guidelines.*

G. **Additional Funding Sources:** Since it is unlikely that full project/program funding will come from Cultural Affairs please describe what other funding sources are being sought, including amounts requested and status of requests to equal the cost the project.

(2) STAFF & ARTISTS

Provide short biographies of key staff and/or artists for the applicant.

- Begin with the applicant's leaders (e.g. Artistic Director, Executive Director, Managing Director).
- For key project staff and/or artists, emphasize their experience in areas of direct relevance to the proposal.
- All volunteer organizations should provide the biographies of volunteers who are accomplishing the day-to-day work of the organization and/or proposed project.
- If necessary, attach additional sheets of the original form to accommodate more staff/artists.

(3) BOARD OF DIRECTORS LIST

Complete the fields, beginning with the President, Vice-President, Secretary, Treasurer.

- Include first and last names of applicant's board members, professional affiliations/job titles, city/community in which they reside, and their total years of service on the board.
- If necessary, attach additional sheets of the original form to accommodate more board members.

(4) PROPOSAL EXPENSES

List expected expenses for the proposed project.

- If this is a new project proposal, information for the proposed year only is required.
- If the proposed project is ongoing or expanding please complete the appropriate columns for previous years.
- Use Budget Detail sheet to note variances.

Please note that these line items correspond to the line items in the California Cultural Data Project.

1-5 ***Salaries:***

- List the total expense for salaried and hourly employees by category.
- Please note that if a position includes tasks in more than one of the areas listed in the column headings, the salary for that position should be allocated over the applicable columns based percentages of time spent on each area. In general, this allocation should be the same or similar from year-to-year as long as the position description remains constant.

Subtotal: Add together all expenses listed in Proposal Expenses, Section A.

6 *Advertising and Marketing:*
How much will the applicant spend on advertising and marketing, including ad placement fees, professional consulting services, printing, etc.?

7 *Artist Commission Fees:*
How much will the applicant spend on hiring individual artists to create original works of art, musical pieces, theatrical pieces, or other works for use or exhibition by applicant?

8 *Artists & Performers – Non-Salaried:*
How much will the applicant spend on consultants, such as: artists, performers, designers, directors, etc.? These are people specifically hired to work on a temporary basis to participate in an exhibition or presentation of the applicant.

9 *Catering & Hospitality:*
How much will the applicant spend on providing hospitality to visitors or guests, including meals, food for meetings, gifts, etc.?

10 *Conferences & Meetings:*
How much will the applicant spend on entrance fees to conferences and/or meetings attended by applicant's personnel? Include expenses which will be incurred for meetings and/or conferences which will be held or sponsored by the applicant.

11 *Cost of Sales:*
How much will the applicant spend on inventory or merchandise intended for resale in a gift shop? If the applicant has its own food or catering services, include the cost of food and other related expenses in this line item.

12 *Equipment Rental:*
How much will the applicant spend on the rental of office or other equipment such as computer hardware, copiers, etc.?

13 *Facilities – Other:*
This item should include projected expenses associated with the applicant's physical plant, whether rented or owned, and not listed in the Building and Grounds Maintenance, Rent, or Utilities lines.

14 *Fundraising Expenses – Other:*
How much will the applicant spend on fundraising activities such as special events, telethons, etc.?

15 *Fundraising Professionals:*
How much will the applicant spend to hire consultants to design and perform fundraising activities?

16 *Honoraria:*
During the fiscal year, how much will the applicant pay to guest speakers or lecturers?

17 *In-Kind Contributions:*
What will be the monetary value of any contributions given to the applicant in the form of goods or services?

18 *Insurance:*
How much will the applicant spend on insurance premiums for insurance, including general liability, directors and officers insurance? Do not include health or worker's compensation included in Fringe Benefits Line 5.

19 *Internet & Website:*
How much will the applicant spend on website development, including design, maintenance, internet access, website hosting or email services?

20 *Lodging & Meals:*
How much will the applicant spend on hotel or other fees associated with overnight stays, including meals, while any personnel or on business travel?

21 *Office Expense – Other:*
Please list any other office expenses which will be incurred by the applicant and not covered in the Equipment Rental & Maintenance, Postage and Shipping, Supplies, or Telephone lines.

22 *Other:*
Please list any other expenses which will be incurred by the applicant and not specifically asked for in a line item on this form. If greater than 10% of total expenses, attach a separate schedule.

23 *Postage & Shipping:*
How much will the applicant spend on postage and shipping, including overnight, messenger services and bulk mail fees?

24 *Printing:*
How much will the applicant spend to print materials? Do not include printing for the express purpose of marketing included in Advertising and Marketing above, or printing costs included in *any* other line item in this section.

25 *Production & Exhibition Costs:*
How much will the applicant spend to create and produce any presentations or exhibitions, including supplies, materials and other related expenses? Do not include personnel costs.

26 *Programs – Other:*
How much will the applicant spend to create and produce any other programs not included in Line 25 above including supplies, materials and other related expenses? This might include education programs, etc. Do not include personnel costs or items included on other lines in this section.

27 *Professional Development:*
How much will the applicant spend on staff training, workshops, or any other professional development activities?

28 *Professional Fees:*
What other professional fees will be incurred by the applicant for services that are not included in Accounting, Advertising and Marketing, Artists and Performers - Non-Salaried, Audit, Fundraising Professionals, Internet and Website, or Legal Fees, or any other lines in this section?

29 *Public Relations:*
How much will the applicant spend on public relations, including professional consulting fees, public appearance fees, press placement fees, etc.?

30 *Rent:* How much will the applicant spend to lease an office, performance, exhibition, storage or any other space?

31 *Supplies:*
How much will the applicant spend on supplies including office supplies, computer supplies or duplication services? Do not include supply expenses included on other lines in this section.

32 *Telephone:*
How much will the applicant spend on telephone and/or data lines including mobile phone fees, 800 numbers, dedicated internet access phone lines, T-1 lines, or cable modem lines?

33 *Touring:*
How much will the applicant spend to bring touring programs to its location or to take an exhibition or production on tour? Do not include travel or lodging fees included in other expense line items.

34 *Travel:*
How much will the applicant spend on travel, including business travel, and transportation, such as airfare, parking, and commuting fees? Do not include expenses associated with tours included in Line 33, or any expense items included in Line 20 Lodging and Meals.

35 *Utilities:*
How much will the applicant spend for utilities, including gas, electric, heating, cooling, water, and sewer services?

Subtotal Operating:
Add together all expenses listed in Proposal Expenses, Section B.

Grant Total Expenses:
Add together the Proposal Expenses, Subtotal Salaries & Fringe, Section A to the Subtotal Expenses for Section B for the Grand Total Expenses (A+B).

(5) PROPOSAL SUPPORT

List expected support for the proposed project.

- If this is a new project proposal, information for the proposed year only is required.
- If the proposed project is ongoing or expanding please complete the appropriate columns for previous years.
- Please provide more detailed item descriptions in the column to the right, attach additional pages if necessary**.**
- Use Budget Detail sheet to note variances and explain confusing budget items.

Please note that these line items correspond to the line items in the California Cultural Data Project.

1 ***Admissions:***
How much revenue will the applicant earn as a result of visitation? This refers specifically to museums, galleries, historical societies or any organization charging an entrance fee. If the applicant charges an admission fee for visiting artists or show or competition entries, do not include that amount here, but on Line 18, Other Earned Revenue.

2 ***Ticket Sales:***
How much revenue will the applicant earn as a result of all ticket sales for performances, presentations, or special exhibitions, etc? Do not include workshops or lectures. Subscription revenue should not be entered here, but on Line 12 of this section.

3 ***Tuitions:***
How much revenue will the applicant earn from payments for multi-session classes or semester-long courses offered by the applicant? Do not include one-time workshops, lectures, or lecture series.

4 ***Workshop & Lecture Fees:***
How much revenue will the applicant earn as a result of one-time events such as workshops, lectures, a lecture series, etc?

5 ***Touring Fees:***
How much revenue will the applicant earn as a result of public or private performances, exhibitions or other presentations offered away from the home or the applicant's usual presentation venue?

6 ***Special Events – Other:***
How much revenue will the applicant earn from events held for any purpose other than fundraising?

7 ***Gift Shop/Merchandise Sales:***
How much will the applicant earn as a result of gift shop sales? This includes sales at any location. If the applicant runs its own food or catering services, include any revenue from these services in this line. If the applicant receives a commission on food-related sales operated at the applicant's venue by an outside vendor, record that revenue on Line 9.

8 ***Gallery Sales:***
How much revenue will the applicant earn from the sale of items in the applicant's gallery?

9 ***Food Sales/Concession Revenue:***
How much will the applicant earn in concession commission fees as a result of restaurant and/or catering or food sales?

10 ***Parking Concessions:***
How much will the applicant earn from parking fees generated by a lot or garage owned or leased by the applicant?

11 ***Membership Dues/Fees:***
How much revenue will the applicant earn from the collection of membership dues or fees? Include donations which will be made in return for benefits such as free admission, discounts and invitations to special events.
12 ***Subscriptions:*** How much revenue will the applicant earn from sales of tickets purchased via a subscription offering to a series of events during a performance season?

13 ***Contracted Services/Performance Fees:***
How much revenue will the applicant earn from any services it performs under contract to another? Do not include fees earned from touring exhibits, performances or presentations reported above in Line 5.

14 ***Rental Income – Program Use:***
How much revenue will the applicant receive for renting out space for on-site events for arts and culture activity? Do not include rental expenses such as interest and depreciation.

15 ***Rental Income – Non-Program Use:***
How much revenue will the applicant receive for renting out space for on-site events for use other than arts and culture activity? Do not include any rental expenses such as interest and depreciation.

16 ***Advertising Revenue:***
How much revenue will the applicant earn from the sale of advertising space in publications or other advertising opportunities offered by the applicant?

17 ***Sponsorship Revenue:***
How much revenue will the applicant receive from a corporation or other organization to be used in exchange for use of the corporation's name or logo on printed materials or other agreed upon exchanges or promotions? Do not include any amounts entered on Line 21, Corporate Contributions.

18 ***Other Earned Revenue:***
Will the applicant receive any additional earned revenue?
Subtotal Earned Revenue: Add together all expenses listed in Proposal Support, Section A.

19 ***Trustee/Board Contributions:***
How much will the applicant receive in donations from board members, trustees, or advisors? Include all board contributions whether required by the applicant's by-laws or not.

20 ***Individual Contributions:***
How much will the applicant receive in donations from individuals who are not board members, trustees, or advisors. Do not include any membership revenue reported in Line 11.

21 ***Corporate Contributions**:***
How much will the applicant receive in donations from corporations, including grants and funds received from a friends group associated with the applicant or any matching gifts? Do not include any sponsorship revenue entered on Line 17 above.

22 ***Foundation Contributions**:***
How much will the applicant receive in donations, whether temporarily restricted or unrestricted, from a charitable foundation? Include contributions from foundations associated with corporations in this line if they are accounted for this way in the applicant's audit or internal financial reports.

23 ***Government – City**:***
If the applicant receives multiple sources of support, please provide a detailed list.

24 ***Government – County**:***
If the applicant receives multiple sources of support, please provide a detailed list.

25 ***Government – State**:***
If the applicant receives multiple sources of support, please provide a detailed list.

26 ***Government – Federal**:***
If the applicant receives multiple sources of support, please provide a detailed list.

27 ***Special Events – Fundraising:***
How much revenue will the applicant receive from events held specifically for fundraising purposes?

28 ***Other Public Support:***
What is the total amount in donations that will be received by the applicant but do not fall into the categories listed above?

29 *Parent Support:*
If the applicant, department, or ongoing program is a part of, or subsidiary of a larger organization such as a university, enter any monetary support the applicant will receive from that parent on this line. This support may be in the form of a cash transfer or a budget line item.

30 *In-kind Contributions:*
What is the monetary value of contributions given to the applicant in the form of goods, services, land, buildings or use of space. Examples of In-Kind revenue would be the value of a donated computer, the value of free brochure printing services, or the value of the rent on a donated space used by the applicant. To determine whether an item should be counted as in-kind revenue, consult with a financial person or the applicant's auditor.

Subtotal Support:
Add together all expenses listed in Proposal Expense, Section A

Grand Total Expenses:
Add together the Proposal Support, Subtotal Earned Revenue Section A, to the Subtotal Support Section B to arrive at the Grand total Expenses (A+B.)

****For Corporate, Foundation and Government, if there are multiple sources of support in each category provide a detailed list of the sources of the support. Name sources of support along with the dollar amount of each contribution.** Attach additional sheet if necessary.

PROPOSAL BUDGET DETAIL - EXPENSES /SUPPORT

Budget Explanations required by funder.

- Provide notes to explain any significant project budget variances if project is ongoing or expanding.
- Applicants are required to explain variances, of 10% or more, in income and expense line items from year to year. Applicants are strongly encouraged to explain other significant budget variances, to explain a deficit or surplus, and/or to describe plans to retire a deficit or use a surplus.
- Unexplained budget variances may result in poor reviews or scores. *Attach additional pages if necessary.*

(6) ARTISTIC DOCUMENTATION INDEX AND MATERIALS

Artistic documentation is crucial for evaluating the artistic quality of the applicant and/or project.

- Samples should be recent, of high quality, and as relevant to the application and/or project as possible.
- Label each sample clearly with the name of the applicant and the corresponding work sample letter (A or B) from the Artistic Documentation Index.

Do not submit marketing/promotional materials as artistic documentation. Please see funder's check list for instructions on how to include marketing/promotional materials such as season brochures, flyers, postcards, newsletters, reviews and letters of support.

Preview the artistic documentation before submitting to ensure that there are no technical problems that might interfere with the panel's review of the work. Panelists generally spend no more than three to five minutes on the work sample(s) for each application. Please be aware that the entire sample (not just the selected segment) is considered a part of the application package and may be reviewed.

Specific Instructions for Artistic Documentation:

- Make sure that the letter on the Artistic Documentation Index corresponds to the letter on the sample work itself.
- Each different DVD, CD, publication or CD-ROM should be considered one artistic work sample.
- Applicants may submit up to two artistic documentation samples.

The following are accepted formats for submission:
DVD (**Strongly Encouraged for Dance, Multi-Disciplinary, Media, Theatre and Traditional and Folk Art)**

- Up to 5 minutes.
- In general for the performing arts, panelists prefer to review substantive artistic excerpts rather than short edited clips with heavy narration.
- List each different DVD as one work sample on the Artistic Documentation Index.
- Include track/chapter information in the Artistic Documentation Index.
- Place selection(s) in priority order.

Audio CD: (**Strongly Encouraged for Music)**

- Up to 5 minutes.
  List each different CD as one work sample on your Artistic Documentation Index.
- Include track information in your Artistic Documentation Index.
- Place your selection(s) in priority order.

Published Material (Strongly Encouraged for Literary & Visual Arts)

- This format is best used for literary publications and museum and gallery catalogues.

Images on CD ROM (Strongly Encouraged for Visual Arts)

- Up to 10 images. Digital files of completed artwork.
- All images must be numbered (1 through 10).
- Digital files must be in JPG format, 300 DPI, 5MB or smaller. This format is best used for exhibition materials.

Visual Support Required:
All applicants in ALL categories are required to submit visual documentation (CD images, DVD, CD-ROM, PowerPoint) regardless of discipline, in addition to any other support documentation (Audio CD, brochure, promotional material, etc). The visual documentation must reflect the type of programming or performance activity for which funding is requested. For example: an application for support of an in-school music program by a performing arts organization must be accompanied by a visual sample of an in-school program, not simply a general audience performance. In addition, audio documentation would be expected. All additional documentation should be of the highest quality and represent the application as favorably as possible.

New Programs: If the proposed project is a pilot program of a new organization, or a new project of an established organization, or by an individual artist educator new to the field, visual documentation is **REQUIRED**. Visual material of related programming may be submitted. Applicants are strongly encouraged to submit exemplary samples of work that most closely resemble the new project. Keep in mind that work samples for new projects or new organizations could be artistic samples of the proposed artists or similar projects conducted by the individuals involved. If any additional visual material **is** submitted the applicant must explain the relationship of the support material to the application, and how it reflects the applicant's **capacity** to produce the proposed project. For example: a teaching organization may submit documentation of a previous school program when requesting support for a pilot in-school program. Further information about video/DVD resources may be available on the City of Pasadena website or by calling (626) 744-7062.

(7) PRINT MATERIALS INDEX

Please provide information on any printed materials accompanying your application up to ten (10) items.

- Examples may include additional photographs, brochures, catalogues, etc.
- All materials must be clearly identified.
- Label all materials with applicant's name.

One (1) copy of each item should be submitted with the original application and ten (10) additional sets must be provided for panelists. ***(One of a kind catalogues exempted.)*** *Label the sample print material with the corresponding index number and the applicant's name in the right corner of each sample.*

(8) PRESS MATERIAL INDEX *(AND/OR LETTERS OF SUPPORT)*

Please provide information on any printed material accompanying your application such as reviews, newspaper, magazine articles and/or letters of support, etc. up to ten (10) items.

- All materials must be clearly identified. Label all materials with applicant's name.
- Provide the following information for each clipping.

One (1) copy of each item should be submitted with the original application and ten (10) additional sets must be provided for panelists. Label the sample press materials with the corresponding number the applicant's name in the right corner of each sample.

VENDOR LIST QUESTIONNAIRE

All grant recipients are considered vendors providing a specific service for the City of Pasadena. A Vendor List Questionnaire (Form AA-1) must be submitted to the Department of Finance prior to the start of any services provided.

ARTS AND CULTURE GRANT CATEGORIES I, II AND III
2013/2014 APPLICATION CHECKLIST

Please fill out this page and attach to the FRONT of the Original application package.

Organization Name: _____ **Contact Name:** _____

Phone: _____ **Fax:** _____ **Email:** _____

		Application and Copies are 3-hole punched, clipped, not stapled	**Include with Original**	**Include with 10 copies**
☐	**1.**	**Application Checklist -This page-**	☑	
☐	**2.**	**2013/2014 Application [which includes]:** • Cover Page • Project Summary • Section 1, ☼ Part I (3 pages maximum) and Part II (3 Pages maximum), and • Sections 2 through 5.	☑	☑
☐	**3.**	**The CCDP 2013/2014 City of Pasadena Funder Report**	☑	☑
☐	**4.**	**Financial Statements, One (1) single-sided copy of the organization's most recently completed financial review required-** *- For AC-I and AC-II applicants, an audited statement or the most recent financial report prepared by the organizational accountant and signed by the board president with Federal 990, no more than two years old required.* *- For AC-III applicants five years or older, independent financial audit, review or compilation no more than two years old required.*	☑	☑
☐	**5.**	**Artistic Documentation Index and VISUAL materials - Section 6** **ARTISTIC DOCUMENTATION AND ARTISTIC SAMPLES are REQUIRED for ALL applicants -- See GUIDELINES**		
	☐	**Sample a. CD/ DVD / CD-ROM/ POWER POINT Index and Visual Disc –** One (1) copy of Index and disc required with original application [maximum of five (5) minutes artistic excerpts or maximum of ten (10) images. Items must be labeled with indication on what is to be reviewed. Additional copies not required.	☑	optional
		AND/OR	☑	optional
	☐	**Sample b. Additional CD/ DVD / CD-ROM/ POWER POINT Index and Audio -or- Visual Disc –** One (1) copy of Index and disc with original application [maximum of five (5) minutes artistic excerpts or audio samples or maximum of ten (10) images]. Items must be labeled with indication on what is to be reviewed. Additional copies not required.		
☐	**6.**	**Additional Supplemental Material**		
	☐	**Printed Materials INDEX with Printed materials - Section 7** [Clear sleeves recommended] - One (1) copy of each item, maximum ten (10) Brochures, performance programs, catalogues, etc. (one-of-a-kind catalogues exempted from 10 additional copies)	☑	☑
	☐	**Press Material INDEX with Press clippings - Section 8** [Clear sleeves recommended] – One (1) copy of each item, maximum ten (10) Reviews, newspaper articles, etc.	☑	☑
☐	**7.**	**Vendor List Questionnaire**	☑	
☐	**8.**	**Proof of non-profit status, if applicable**	☑	
☐	**9.**	**Single-sided copy of Proof of Fiscal Receivership, if applicable**	☑	
☐	**10.**	**Self addressed, stamped envelope for return \visual and supplemental materials**	☑	
☐	**11.**	**ONE (1) ORIGINAL that includes #1.thru 10. above** [Three-hole punched, clipped, not stapled]		
☐	**12.**	**TEN (10) ADDITIONAL COPIES that include # 2. 3. 4. 6. above (10 additional copies of #5 optional)** [Three-hole punched, clipped, not stapled, in sets]		

ART AND CULTURE GRANT CATEGORIES I, II AND III
2013/2014 APPLICATION COVER PAGE

Please thoroughly complete this form. You may use a typewriter or a word processor.

PLEASE INDICATE IF THIS IS A:

❑ NEW PROJECT/PROGRAM --- OR ---❑ RECURRING PROJECT/ ONGOING PROGRAM

Organization Name:		**DUNS #:**
Mailing Address:		
City:	**State:**	**Zip Code:**
Contact Person (name and title):		
Phone:	**Fax:**	
Email:	**Website:**	

Project/Program Summary: Title and brief synopsis of project for which support is requested.

Project/Program Start Date:		**Project/Program End Date:**	
2013/2014 GRANT REQUEST: $		**Pasadena City Council District(s) served by project**	
		Projected Project/Program Budget FY 2013/2014: (including this request) $	**Anticipated Expense Budget of Organization FY 2013/14 (including this request)** $

CULTURAL AFFAIRS FUNDING HISTORY:	**2009/10**	**2010/11**	**2011/12**	**2012/13**
For this project:	$	$	$	$
For applying organization:	$	$	$	$

Name and Title of Official Signing for Applicant Organization (must be authorized by the Board of Directors or Governing Body):

Name: **Title**

I certify that the information presented in this application is true and complete to the best of my knowledge. I further certify that the organization complies with all minimum eligibility requirements.

Signature: **Date:**

ART AND CULTURE GRANT CATEGORIES I, II and III
ORGANIZATIONAL BACKGROUND AND PROJECT/PROGRAM PROPOSAL

(1) NARRATIVE INFORMATION

Part I: Organizational Background

- Please address the following questions in no more than three (3) single-sided 8½ x 11" pages with 1" margins.
- Number each page and indicate the Applicant's name in the upper right of each page.
- Applications must be typewritten, single-spaced in font 11 point or larger.
- The ☼ symbol denotes LA County Arts Funders Common Questions.
- Please see instructions for more details and a list of participating funders.

Use the following headings and letters to organize your response:

A. ☼ Mission/Purpose of Applicant:
Provide the applicant's mission statement.

B. ☼ History/Programming:
Briefly describe the history of the applicant and current core programs and services. Note any significant administrative or artistic changes and/or major accomplishments and initiatives that have taken place over the past two years.

C. ☼ Planning & Leadership:
Where does the applicant want to be, artistically, administratively and financially, within the next two years? What short-term goals have been established to work toward this desired state? What specific steps have been taken recently? How have board and staff members contributed to the applicant's overall planning?

D. ☼ Community/Core Audience:
Describe the applicant's community/core audience in terms of geography, age, cultural and economic characteristics, as applicable. Describe how the applicant identifies community/ core audience needs (including any advisory councils) and how the applicant develops programs to meet these needs.

E. ☼ Artistic Policy:
Briefly describe the process for making artistic decisions. Describe the applicant's practice for payment of artists.

Part II: Project/Program Proposal

- Please address the following questions in no more than three (3) single-sided 8" x 11" pages with 1" margins.
- Number each page and indicate the Applicant's name in the upper right of each page.
- Applications must be typewritten, single-spaced in font 11 point or larger.

Use the following headings and letters to organize your response:

A. **Project/Program Description:** Describe concisely the proposed project for which funds are being requested. List location, timetable and fee, if any. If partnering with another arts organization, give a brief description of the organization who they are and what they do and what their contributions and responsibilities would be to the event.

B. **Project/Program Impact:** Why does it make sense for the applicant to produce or present this project or program at this time? If this is a new project, what will be the impact on the organization as well as the Pasadena community? What new opportunities or resources exist to make it possible to present this new project or program? If this is an ongoing program, how has this project or program affected the Pasadena community? If available, refer to specific evidence or data of the project's impact.

C. **Use of Funds:** Describe specific use of requested Pasadena funds and how they will be applied to the project, including who will administer?

D. **Target Audience:** Who is the audience for this project? What is geographic community served? What percentage of audience are Pasadena residents? How is the project promoted/marketed? Does your organization conduct community outreach to broaden audiences? How will the proposed project engage the community? *Please note: This feature of the application is not intended to focus your project on data collection but is an opportunity for you to show the IMPACT of the funded program or project on the target market and/or community. Please include both statistical and anecdotal information. Please read the Project Evaluation and Outreach and Diversity Guidelines attachment.*

E. **Equity and Access:** Briefly describe your facility or project site(s). Indicate whether the site is reserved or anticipated. Organizations are expected to comply with all applicable City ordinances (noise, fire regulations, municipal codes, etc). How does your organization and/or project address physical and financial accessibility by the general public? In what ways is the project ADA accessible? Note: ADA assessment is available from ELA Foundation at (626) 398-8840. Cultural Access Policy and Equity Standards are available online at http://www.cityofpasadena.net/arts/AccessPolicy.asp or by contacting Cultural Affairs (626) 744-7062.

F. **Goals, Objectives and Evaluation:** Please indicate your goals and measurable objectives for organizational growth and development for the proposed project in the following areas as applicable: artistic quality, project innovation, audience size and diversity, project marketing, outreach to new audiences, or other goals. Explain how you will determine whether you reach those goals, what information you will use to account for your success (i.e. through evaluations, surveys etc.) *Please note: This feature of the application is not intended to focus your project on data collection but is an opportunity for you to show the IMPACT of the funded program or project on the target market and/or community. Please include both statistical and anecdotal information. Please read the Project Evaluation and Outreach and Diversity Guidelines attachment.* Cultural Access Policy and Equity Standards are available online at http://www.cityofpasadena.net/arts/AccessPolicy.asp or by contacting Cultural Affairs (626) 744-7062.

G. **Additional Funding Sources:** Since it is unlikely that full project/program funding will come from Cultural Affairs please describe what other funding sources are being sought, including amounts requested and status of requests to equal the cost the project.

☼ (2) STAFF and ARTISTS

Provide short biographies of key staff and/or artists for the applicant. Begin with the applicant's leaders (e.g. Artistic Director, Executive Director, Managing Director). If necessary, attach additional sheets of the original form to accommodate more staff/artists.

Name:	**Title:**

Name:	**Title:**

Name:	**Title:**

Name:	**Title:**

Name:	**Title:**

(3) BOARD OF DIRECTORS

Provide a list of the applicant's board of directors. If necessary, attach additional sheets of the original form to accommodate more board members.

Name and Title	Professional Affiliation/Title	City/Community/ State	Years Served
, President			
, Vice-President			
, Secretary			
, Treasurer			

FY 2013/14 Applicant Name: _____

(4) PROPOSAL EXPENSES

Proposal Expenses from _____ to _____.

If this is a new project proposal, information for the proposed year only is required. If the proposed project is ongoing or expanding please complete the appropriate columns for previous years.

Fiscal Year Begins_____.

EXPENSES	**Total** (completed for last year)	**Total** (completed for this year)	**Proposed GRANT REQUEST** (For year applying)	**Proposed OTHER SOURCES** (For year applying)	Proposed Other Source CONFIRMED or AWAITING RESPONSE FROM FUNDER?	**Proposed TOTAL** (For year applying)
I. EXPENSES						
A. Salaries & Fringe					**C** or **A**	
1. Artists & Performers – Salaries						
2. Program – All Other - Salaries						
3. Fundraising - Salaries						
4. General & Administrative - Salaries						
5. Fringe Benefits						
Subtotal Salaries & Fringe						
B. Operating Expenses					**C** or **A**	
6. Advertising and Marketing						
7. Artist Commission Fees						
8. Artists & Performers - Non-Salaried						
9. Catering & Hospitality						
10. Conferences & Meetings						
11. Cost of Sales						
12. Equipment Rental						
13. Facilities - Other						
14. Fundraising Expenses - Other						
15. Fundraising Professionals						
16. Honoraria						
17. In-Kind Contributions						
18. Insurance						
19. Internet & Website						
20. Lodging & Meals						
21. Office Expense - Other						
22. Other						
23. Postage & Shipping						
24. Printing						
25. Production & Exhibition Costs						
26. Programs - Other						
27. Professional Development						
28. Professional Fees						
29. Public Relations						
30. Rent						
31. Supplies						
32. Telephone						
33. Touring						
34. Travel						
35. Utilities						
Subtotal Operating						
GRAND TOTAL EXPENSES (A +B)						

FY 2013/14 Applicant Name: _____

(5) PROPOSAL SUPPORT

Proposal support from _____ to _____.

If this is a new project proposal, information for the proposed year only is required.
**If the proposed project is ongoing or expanding please complete the appropriate columns for previous years.

Fiscal Year begins _____.

SUPPORT	** Total completed for last year	** Total completed for this year	Total For year applying	Detailed item descriptions here: please indicate and explain in DETAIL SECTION when SUPPORT is AWAITING RESPONSE FROM FUNDER (see previous page)
A. Earned Revenue				
1. Admissions				
2. Ticket Sales				
3. Tuitions				
4. Workshop & Lecture Fees				
5. Touring Fees				
6. Special Events - Other				
7. Gift Shop/Merchandise Sales				
8. Gallery Sales				
9. Food Sales/Concession Revenue				
10. Parking Concessions				
11. Membership Dues/Fees				
12. Subscriptions				
13. Contracted Services/Performance				
14. Rental Income – Program Use				
15. Rental Income – Non-Program Use				
16. Advertising Revenue				
17. Sponsorship Revenue				
18. Other				
Subtotal Earned Revenue				
B. Support				
19. Trustee/Board Contributions				
20. Individual Contributions				
21. Corporate Contributions**				
22. Foundation Contributions**				
23. Government – City**				
24. Government – County**				
25. Government – State**				
26. Government – Federal**				
27. Special Events – Fundraising				
28. Other Public Support				
29. Parent Organization Support				
30. In-kind Contributions				
Subtotal Support				
GRAND TOTAL REVENUE (A + B)				

**For Corporate, Foundation and Government, if there are multiple sources of support in each category, please provide a detailed list in the box below. Attach additional sheet if necessary.

PROPOSAL BUDGET DETAIL - EXPENSES /SUPPORT

Budget Explanations required by funder. Provide notes to explain any significant project budget variances if project is ongoing or expanding. Applicants are required to explain variances, of 10% or more, in income and expense line items from year to year. Applicants are strongly encouraged to explain other significant budget variances, to explain a deficit or surplus, and/or to describe plans to retire a deficit or use a surplus, or to provide more information if line items seem confusing. Unexplained budget variances or confusing budgets may result in poor reviews or scores. *Attach additional pages if necessary.*

☐ Applicant has no budget variances to explain - OR -

☐ See budget explanations below

FY 2013/14 Applicant Name: _____

ARTISTIC DOCUMENTATION – VISUAL/MEDIA CD/DVD/CD-ROM/POWERPOINT INDEX

- **(6) ARTISTIC DOCUMENTATION INDEX – VISUAL**
  (Required of ALL applicants regardless of discipline.)

Please provide the following information on any CD/DVD/CD-ROM or PowerPoint images accompanying your application. Total viewing time cannot exceed five (5) minutes. All images must be clearly identified. Label disc and case with artist's name.

REQUIRED: SAMPLE A ☐ DVD ☐ CD ☐ CD-ROM

Title	Artist(s)	Date work completed	Track(s) or Chapter(s)	Sample Running Time

In the space below, briefly describe the artistic sample and explain the relationship of the artistic sample to the application.

Please provide the following information on any Audio Sample or CD/DVD/CD-ROM or PowerPoint images accompanying your application. Total viewing/listening time cannot exceed five (5) minutes. All images must be clearly identified. Label disc and case with artist's name.

OPTIONAL: SAMPLE B ☐ DVD ☐ CD ☐ CD-ROM

Title	Artist(s)	Date work completed	Track(s) or Chapter(s)	Sample Running Time

In the space below, briefly describe the artistic sample and explain the relationship of the artistic sample to the application.

SUPPLEMENTAL MATERIALS
PRINTED MATERIALS

(7) PRINTED MATERIALS INDEX

Please provide information on any printed materials accompanying your application (up to ten [10] items). Examples may include additional photographs, brochures, catalogues, etc. All materials must be clearly identified. Label all materials with applicant's name.

One (1) copy of each item should be submitted with the original application and ten (10) additional sets must be provided for panelists ***(one-of-a-kind catalogues exempted).*** *Label the sample print materials with the corresponding index number and the applicant's name in the right corner of each sample.*

	Date(s)	Name/Description
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

SUPPLEMENTAL MATERIAL
PRESS CLIPPINGS

(8) PRESS MATERIALS INDEX *(and/or Letters of Support)*

Please provide information on any printed materials accompanying your application such as reviews, newspaper, magazine articles and/or letters of support, etc., up to ten (10) items. All materials must be clearly identified. Label all materials with applicant's name.

One (1) copy of each item should be submitted with the original application and ten (10) additional sets must be provided for panelists. Label the sample press materials with the corresponding number and the applicant's name in the right corner of each sample.

	Name of Publication	Date Published
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

CALIFORNIA CULTURAL DATA PROJECT REPORT

CALIFORNIA CULTURAL DATA PROJECT
The City of Pasadena has partnered with the California Cultural Data Project (CCDP). The CCDP is a state-wide, collaborative effort of public and private funders throughout California and consists of an online system for collecting and standardizing historical financial and organizational data. The City of Pasadena, along with other funders in California, now requires applicants to complete a Cultural Data Profile through the CCDP website (http://www.caculturaldata.org).

Participation in the California Cultural Data Project (CCDP) is REQUIRED for all 2013/2014 City of Pasadena Art and Culture I, Art and Culture II, Art and Culture III, Art Education Partnership, Festival and Parade categories. (A CCDP profile ***IS NOT*** required for the Individual Artist category or Individual Art Educators applying to the Art Education Partnership category). FREE MONTHLY WEBINARS for new users: register at: http://www.culturaldata.org/webinars/

The CCDP provides the cultural community with consistent, reliable, comprehensive data on arts and culture in California, enabling organizations to view trends in their data, benchmark themselves against peer organizations, and enhance their organizational capacity and reduce time spent applying for funding. Applicants applying to more than one of the participating funders only need to update their information once each year.

- In order to complete the Cultural Data Profile, organizations must first register at the CCDP website by creating an organizational login ID and password. **Information for the Cultural Data Profile is organized by fiscal year-end and data is only entered for completed fiscal years for which an approved financial audit or review exists.** Organizations that are not audited or reviewed will enter data based on approved year-end financial statements.
- Applicants are asked to provide two years of financial and organizational data the **first time** they complete the Cultural Data Profile. (Going forward, groups will only need to provide one year of data.) You will have access to online training and can get support from the Help Desk during regular business hours.
- **The Cultural Data Profile will collect the financial and programmatic information for your organization or arts program; project budgets and narratives will NOT be captured by the CCDP.**
- Upon completion of the Cultural Data Profile, applicants should go to the "Funder Reports" section of the CCDP website and print the pre-defined report for the 2013/2014 City of Pasadena grant program to which you are applying. Relevant information from the applicant's Cultural Data Profile will automatically be imported into the 2013/14 City of Pasadena funder report. Please print and review the funder report and include it in your application.
- The completion of the Cultural Data Profile will require an investment of time. A number of resources will be available to help applicants, including a Help Desk and online training.

Applicants should direct questions concerning the Cultural Data Profile to:

California CDP Help Desk: Toll Free: *866-92-CACDP or 866-922-2237*
The California CDP Help Desk is available Monday – Friday from 9:00am – 5:00pm, PST.
Email: help@caculturaldata.org California CDP website: http://www.caculturaldata.org

Purchasing & Payables Division

100 N. Garfield Ave., Room 328
Pasadena, CA 91101
(626) 744-6755
(626) 744-6757 Fax
Internet: www.ci.pasadena.ca.us/purchasing

Vendor List Questionnaire (Form AA-1)

Affidavit of Equal Opportunity Employment & Non-segregation

In order to be placed to the City's vendor list and be eligible to receive City business, you must provide the following information except where indicated as "optional". By submitting this form you are declaring under penalty of perjury under the laws of the State of California and the laws of the United States that the information is true and correct. Furthermore, you are certifying that your firm will adhere to equal opportunity employment practices to assure that applicants and employees are not discriminated against because of their race, religion, color, national origin, ancestry, disability, sex or age. And, your firm does not and will not maintain or provide for its employees any segregated facilities at any of its establishments, and that it does not and will not permit its employees to perform their services at any location, under its control, where segregated facilities are maintained.

Name of Company:		**Business Telephone:**
Address:		**Fax Number:** (optional)
City:	**State:**	**Zip:**
Contact Person:	**Email Address:**	
Tax ID Number (or Social Security Number):		
Remit Address (if different):		
Please state clearly and concisely the type(s) of goods and services your company provides:		
Small and Micro Business Preference Program: If certified by California Department of General Services as a small or micro business, please provide DGS Reference Number ____. Visit the Purchasing Division website for additional information.		
The following section is **OPTIONAL** and is for statistical reporting purposes only. Ownership (please check all that apply):		
African – American ☐ **Asian** ☐ **Armenian** ☐ **Hispanic** ☐ **Native American** ☐		
Disabled ☐ **Female** ☐		