

University of Colorado, University Memorial Center Room 247

9:00 AM—4:00 PM

- 9:00 AM Coffee and Reintroductions
- 9:30 AM Call to Order
Consent Agenda
Approval of Minutes
- 9:35 AM Public Comment
Commissioner Response to Public Comment
- 10:00 AM Spark Grants
- 10:15 AM Grant Reports
Boulder County Arts Alliance, FY14 Open Grant, Boulder Arts Week
Boulder Ensemble Theater Company, FY14 Major Grant, This by Melissa James Gibson
Elisabeth Bowman, FY13 R3 Theater Rental, One Act
Casey Middle School, FY14 R1 Arts in Education, Stories of Our Town: Live From Boulder
The Catamounts, FY14 R1 Arts in Education, Songs of Social Studies
The Catamounts, FY12 Arts & Business Collaborative Grant, FEED
Jack Collom, FY13 R3 Arts in Education, Writing Alive
Colorado MahlerFest, FY14 Major Grant, MahlerFest XXVII Symphony #6 and Ruckert Songs
Youth Services Initiative (Boulder Parks & Recreation), FY14 R2 Spark Grant, YSI Art Show
- 10:20 AM Civic Area Team Commission Representation
- 10:30 AM City Supported Organizations
Chautauqua, BMoCA, The Dairy, The MOB
- 11:30 AM Break
Lunch
Tour of the CU Art Museum
- 1:00 PM 2015 Cultural Grants
Norming on the Charter
Mission and Functions
Structure
Schedule
Budget and Allocations
Roles and Approvals
Civic Area Opportunities
- 2:30 PM Community Cultural Plan
Review of Process for Community Engagement
Benchmarking Exercise
- 4:00 PM Meeting Closed

**CITY OF BOULDER
BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING MINUTES**

Name of Board/ Commission Boulder Arts Commission
Date of Meeting Wednesday, June 18, 2014 at the Main Library
Contact Information Preparing Summary Greg Ravenwood, 303-441-4397
Commission Members Present Anna Salim, Linda Haertling, Ann Moss, Felicia Furman, Richard Turbiak Commission Members Absent None
Library Staff Present David Farnan, Library & Arts Director Matt Chasansky, Office of Arts and Culture Manager Greg Ravenwood, BAC Cultural Grants Coordinator City Staff Present None
Public Present Annette Coleman, Randee Toler
Type of Meeting Regular
Call to Order The meeting was called to order at 6:00 p.m.
Public Participation Annette Coleman noted the limitations of current gallery space options for local artists and shared that a local developer has offered free gallery space located on Broadway between Violet and Yarmouth to the members of the NoBo Arts District organization. Coleman noted that the interior of offered space was about 800 square feet, but unfinished, and inquired about assistance in completing the interior with electrical, restrooms, etc. She added that the space was unheated, and so, if made operational, might only be open during the warmer months. Chasansky agreed to follow up with more inquiries into what was needed and what could be offered.
Review of Minutes Turbiak motioned to approve the May 21, 2014, meeting minutes; Haertling seconded and the minutes were approved unanimously.
Matters from the Commission <u>Open Grants</u> Chasansky noted the procedural process that if a letter of intent were to be championed by a commissioner and accepted by the Arts Commission, the BAC would then set up criteria for making a decision on that project proposal. Salim pointed out that the timeframe for approving a grant award through this project would likely take at least four months. The commissioners agreed that to proceed to consideration, a project would need to impact large numbers in the community and should likely involve multiple organizations. The topic of Open Grants was to be added to the August 2 retreat agenda to clarify the grant category's intent, criteria, language, form, and other elements.
Matters from Staff <u>Manager's Update</u> Chasansky provided a status report on the public art inventory, noting that the City owned more art than was originally anticipated. The project scope had been expanded and would continue to move forward with the Silo Workshop consultants. With regard to the metal sculpture at the Boulder airport, it had been determined that the land would be developed in August and an action item on the de-accessioning of the piece would be brought forward to the Arts Commission by summer's end. Chasansky noted that there were a few possibilities for disposition of the sculpture offering the artist's estate first right of refusal, then moving on to any other interested parties, and finally recycling or other disposal of the materials. He agreed to bring information to the commissioners from the sculptor's widow and also from a third party expert on the sculpture and its materials. Chasansky noted that other agencies within and outside of the City government continued to work on implementing public artworks, and voiced his interest to foster other agencies' efforts in this area. All expressed concern that the new projects should be brought before the Arts Commission in a manner that encouraged further pursuit and implementation of public art throughout the community. <u>June 10 City Council Study Session</u> The Commissioners noted that the presentation on the cultural plan update was well-received by Council. Salim voiced her concern regarding the definition of "culture" through the plan update. Farnan noted that City Council expressed an interest in adding the concepts of history and cultural heritage to the scope of the project, but that otherwise the scope remained the arts and creative industries within

the arts. Moss voiced her desire that there should be a clear definition on this topic and a concise list within the cultural plan as completed.

Community Cultural Plan Update Chasansky provided an update on planning effort with Cultural Planning Group (CPG). Martin Cohen will be main point of contact from CPG, supported by Jerry Allen, handling content, and Linda Flynn, handling data collection. Chasansky noted that a steering committee was to be assembled by end of July, and that many volunteers would be needed throughout the work on the plan update, asking for recommendations from the Commissioners for both. Community conversations will be scheduled between August and October. Farnan and Chasansky discussed CPG's recommendations on the steering committee: about 20 or less people; ambassadors with noteworthy connections in key segments of the community; advocates for the plan; bringing assets to implementation of the plan. Moss voiced her concern that the updated plan incorporate equitable comparisons of Boulder's arts efforts and funding, and Chasansky acknowledged that this was a priority that had been made clear to CPG.

Update on August 2 BAC Retreat Chasansky reviewed items on the draft agenda noting that public art opportunities would be added as part of the afternoon's discussion. The commissioners agreed that the 2015 Grant cycles were a high priority for the retreat meeting, and that other topics, such as the letters of intent for Open Grants might need to be deferred to a later meeting. Moss voiced her concern that support from the City to local arts/cultural organizations be discussed and explored (i.e. which organizations are supported, and how, and what others should be considered for support, if any). Chasansky broached the idea of a future mixer event involving the Commissioners and local arts leaders.

Civic Area Activation Projects Farnan discussed the plan to use the funds left over from the proposed public art sculpture "Yes," which were now being considered for multiple temporary public art options. He presented a slide show of public art and interactive artworks. Farnan noted the project goals: cross disciplines, diversity of media and approach, interactive nature, varied backgrounds, and the need to contribute to city priorities and projects. Furman agreed to participate on the selection panel. Turbiak moved and Haertling seconded to approve forward motion on this project and the motion passed unanimously. Moss moved to add that the project should include both local and national artists; Haertling seconded and this also passed unanimously.

Grant Program Action Items

Grant Q&A Session

There were no questions asked at this time.

Grant Budget Reports

Final reports by Boulder Chorale, FY14 R2 Spark Grant (Annelies Concert, Education & Outreach); Joanna Rotkin, FY13 R1 Arts in Education Grant (Flying and Falling); Boulder Museum of contemporary Art, FY13 Major Grant (Your Brain on Art); and Consuelo Hernandez, FY14 R1 Arts in Education Grant (Mexican Folkloric Dance at Columbine Elementary) were reviewed.

Furman voiced concerns with the report submitted by Hernandez, and asked for clarifications on some questions. Staff agreed to contact Hernandez to ask for further details and clarifications; approval of this report was deferred until Hernandez would be able to respond. Haertling moved to approve the remaining three grant budget reports; Furman seconded and the motion passed unanimously.

Adjournment

The meeting was adjourned at 7:38 p.m.

Date, Time, and Location of Next Meeting: The next Boulder Arts Commission meeting will be held from 9 a.m. – 4 p.m. on Saturday, August 2, 2014, in Room 247 of the University Memorial Center at CU-Boulder.

APPROVED BY:

ATTESTED:

Board Chair

Staff Secretary

Date

Date

TO: Members of the Boulder Arts Commission
FROM: Matt Chasansky, City of Boulder Office of Arts & Cultural Services
DATE: July 25, 2014
SUBJECT: Boulder Arts Commission Manager's Update

1. Notes on the Agenda:

- a. On our agenda are short presentations from Chautauqua, BMoCA, The Dairy, and the MOB, followed by Q&A. The goal is to give the commissioners an opportunity to begin to contemplate and discuss the relationship that the City has built with these anchor non-profits. I suggest that you put some thought into the key questions you wish to ask. Also important will be our discussion of how the Community Cultural Plan might evaluate, and ultimately recommend strategy, with regards to the City's connection to these and other non-profits.
- b. Attached are items that will be important to our discussion of the 2015 cultural grants.
 - BAC Charter (City of Boulder Rev. Municipal Code Chapter 14-1: Arts Grant Program)
 - Mission and Functions
 - 2014 Grant Guidelines
 - 2014 Grant Budget
 - Draft 2015 Roles and Responsibilities Chart
 - Suggested Grant Process Refinements from the May 2014 Manager's Memo.

CITY OF BOULDER REVISED MUNICIPAL CODE
Chapter 14-1: Arts Grant Program¹

14-1-1 Legislative Intent.

An arts grant program is hereby created, whose purpose is to stimulate and promote the visual, literary, and performing arts in the city for the benefit of the people of the city by providing encouragement and finance support for local arts programs and artists.

14-1-2 Eligible Programs and Projects.

(a) Artists and arts organizations are eligible to apply for grants from the city for programs and projects that stimulate or promote the availability of visual, literary, or performing arts for the people of the city. Such programs and projects may include, without limitation:

- (1) Musical productions and performances;
- (2) Lectures and classes;
- (3) Theater productions and performances;
- (4) Poetry readings;
- (5) Radio and television programs;
- (6) Dance productions and performances;
- (7) Visual art, craft, and photographic festivals and exhibitions;
- (8) Visual artwork for public buildings, facilities and spaces; and
- (9) Film productions and performances.

(b) Any performance, production, lecture, class, reading, exhibition, festival, film, or other program funded in whole or in part by a grant under this chapter shall be held or shown within the Boulder Valley as defined by the then current version of the Boulder Valley Comprehensive Plan; but any such program funded jointly by the city hereunder and by another political subdivision of the State of Colorado may be held or shown in such other political subdivision, as long as at least one performance of any such program is held within the Boulder Valley.

(c) All visual artwork, crafts, and photographs funded in whole or in part by grants under this chapter shall become the property of the city or shall be made available to the city for public display for a period of time and at a cost to be determined by the City of Boulder Arts Commission² and the grantee at the time the grant is awarded.

(Ordinance No. 4954 (1985))

14-1-3 Application for Arts Grants.

(a) An applicant for grants under this chapter shall file an application with the commission upon forms prescribed by the commission for that purpose, including information that the commission deems necessary in order to perform its functions set forth in [section 14-1-4](#), "Review by Boulder Arts Commission," B.R.C. 1981.

(b) An applicant shall verify its application as to the truth and correctness of all facts and information presented.

14-1-4 Review by Boulder Arts Commission.

(a) The commission shall review and evaluate all applications for arts grants and, except as otherwise provided in [section 14-1-6](#), "Certain Grants Not Requiring Express Approval," B.R.C. 1981, shall refer to the city council a listing of and report concerning applications it recommends for approval.

(b) In determining whether to recommend approval of an application for a grant for any particular project, the commission shall consider the following:

(1) Whether the application conforms to the requirements set forth in [sections 14-1-2](#), "Eligible Programs and Projects," and [14-1-3](#), "Application for Arts Grants," B.R.C. 1981;

(2) Whether the proposed project is likely to result in enjoyment of the arts by a substantial number of or diverse groups of people of the city;

(3) Whether the project is of overall artistic and aesthetic merit and quality;

(4) With respect to visual art, whether the project is appropriate as art in a public place and is compatible in scale, material, form, and content with its proposed surroundings;

(5) Whether there are adequate funds available to pay the cost of the proposed project in light of other proposals and the limited funds available to the arts grant program;

(6) Whether the project would promote diversity and innovation in the overall arts grant program in view of other projects that have received or requested grant funding;

(7) With respect to visual art, whether the proposed disposition of the project when completed would result in a long term benefit to the people of the city; and

(8) With respect to the performing arts, whether the production is appropriate for and is available for audio or visual recording to be retained by the city.

(c) The commission shall consult with advisors in reviewing and evaluating grant applications. Advisors shall be visual, performing, or literary artists or any other persons deemed by the commission to have special knowledge or expertise in the arts or humanities.

14-1-5 Referral to the City Council for Approval.

(a) Upon receipt of recommendations from the commission, the city council shall hold a hearing, which shall be quasi-legislative in nature, on the proposed grant awards.

(b) At such hearing, the city council shall by motion either approve or disapprove the grants recommended by the commission.

14-1-6 Certain Grants Not Requiring Express Approval.

(a) For purposes of this section, the following terms have the following meanings:

"Mini-grant" means an arts grant that does not exceed a specific dollar amount designated in the annual budget documents adopted by the city council.

"Rental assistance grant" means an arts grant that has as its purpose the provision of rental space for class rooms, exhibitions, or performance.

(b) Anything in this chapter to the contrary notwithstanding, if the city council, in adopting the annual arts budget, designates in the budget documents a specific maximum dollar amount for individual mini-grants and a maximum cumulative total for all such mini-grants for such year, the commission may award mini-grants within such dollar limitations during such year without receiving further council approval. Such maximum cumulative total may be set forth in the budget documents either separately from or in combination with any maximum cumulative amount set forth for rental assistance grants under subsection (c) of this section.

(c) Anything in this chapter to the contrary notwithstanding, if the city council, in adopting the annual arts budget, designates in the budget documents, a maximum cumulative total for rental assistance grants for the year, the commission may award rental assistance grants within such dollar limitation during such year without receiving further council approval. Such dollar limitation may be set forth in the budget documents either separately from or in combination with any maximum cumulative amount set forth for mini-grants under subsection (b) of this section.

(d) Except as provided in this section, the application procedure and criteria for award of mini-grants and rental assistance grants are the same as those applicable to other grants under this chapter.

BAC CULTURAL GRANTS
CITY OF BOULDER OFFICE OF ART + CULTURE
PROPOSED 2015 BUDGET

Below is the current posted information regarding the “functions” of the BAC.

The Boulder Arts Commission was established in 1979 to increase awareness and support for the arts. It consists of five members appointed by City Council for five-year terms.

The Commission’s functions are:

1. To promote and encourage the development and public awareness of and interest in the fine and performing arts in the city;
2. To advise the city council in connection with all matters relating to the artistic and cultural development of the city;
3. To perform such other functions associated with the arts as the council may from time to time direct;
4. To make recommendations to the council with respect to annual budget appropriations for the arts;
5. To assist in the preparation of applications for grants or other sources of funding for arts programs for the city;
6. To administer the city arts grant program and other city arts programs pursuant to any authority provided therefore by ordinance of the council; and
7. To advise and consult with local arts groups as requested by such groups or by the council.

BAC CULTURAL GRANTS
CITY OF BOULDER OFFICE OF ART + CULTURE
GRANT GUIDELINES AND REQUIREMENTS LANGUAGE, 2014

Major Grant Guidelines

Purpose Provides funding for organizations for high quality, large scale projects that benefit the community.

Eligibility Only non-profit organizations with 501(c)3 status, or organizations partnered with a 501(c)3 fiscal sponsor are eligible. Award of an Arts in Education Grant or Spark Grant will make the recipient ineligible for a Major Grant during the same calendar year.

Maximum Award \$10,000

Deadline to submit application 5 p.m., Wednesday, February 5, 2014

GENERAL APPLICATION REQUIREMENTS

Residency Applicants must be either individuals residing in, or organizations/businesses headquartered in, Boulder. Note: Addresses with a postal zip code beginning with 803 will be considered as residing in Boulder. Post office boxes are not accepted.

Non Profit Verification When required as part of grant eligibility, applicants must provide formal IRS documentation of their 501(c)3 status or formal IRS documentation indicating a pending application.

Contractual Age All applicants must be of legal contractual age as defined by the state of Colorado (18).

City of Boulder Conflict of Interest City employees are not eligible to receive grant funding for personal proposals. Funding for City of Boulder programs, and/or collaborations may be considered.

Good Standing Applicants must be in good standing with the Boulder Arts Commission having met agreed-upon deadlines for any previous BAC-sponsored project, and/or made good faith efforts to comply with BAC requests regarding previous projects.

Civil Rights Act Compliance All applicants must comply with Title VII of the U.S. Civil Rights Act of 1964 and Section 504 of the Federal Rehabilitation Act of 1973 to the end that no person in the United States shall, on the grounds of race, color, national origin, physical or mental handicap, sex or religion, be excluded.

Location The product (performance, piece of art, etc.) funded in whole or in part by the BAC must be provided to the Boulder community. Any product that receives other funding may be held in another municipality or area, provided that at least one performance is provided within Boulder Valley as defined in the Boulder Valley Comprehensive Plan, and is for the direct benefit of the Boulder community.

Time Frame Major and Spark Grant projects must be completed by December 31 of the year of award. Arts in Education Grant projects are allowed to carry over to the subsequent year.

Venue Confirmation Unless the applicant owns/operates the venue in question, all applications must include a letter of commitment from the venue(s) involved indicating project dates and rental fees. Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted. A contract with the venue including the project dates and rental fees is an acceptable alternative.

Partner/Collaborator Commitment If other individuals or organizations/businesses are partnering with the applicant to make the project possible, a letter of commitment from each collaborator must be submitted as an attachment. Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Exclusions Funds will not be provided for: Projects that have occurred before the grant deadline, capital projects, fundraising events, the purchase of alcohol, receptions, equipment purchases, general operating budgets and/or salaries for employees, performance seasons, debt reduction, travel, art therapy, undergraduate or student projects or production of promotional materials such as a compact disc, videotape, brochure, etc.

Application Method Applications will only be processed through the Arts Grant Program website: www.boulderarts.org. With the exception of the Open Grants, applications received in any other way will not be considered.

REVIEW PROCESS

Deliberation Grant proposals are reviewed at the Boulder Arts Commission (BAC) meeting the month of the application deadline and funding decisions are announced at the meeting. For the Major Grant category only, City Council in turn makes the final determination on which proposals will be funded and to what extent. The City Council approval process can take up to 4 weeks beyond the BAC's recommendations.

Evaluation of Applications Funding in previous years does not imply continued support. Each application is reviewed anew in the context of current policies and applications. Applicants that have received repeated funding should be aware that the BAC looks for indication of growth and a fresh approach to their work.

Evaluation Criteria and Scoring Schema Weights Major Grant proposals will be evaluated in light of these general criteria:

1. **Project Narrative**
 - **Is of a High Overall Artistic Quality** The project narrative indicates the ability to achieve high overall artistic quality. (weighted at 15% of score)
 - **Promotes Artistic Diversity and Innovation** The project creates art that is unique, innovative and promotes artistic diversity. (weighted at 10% of score)
 - **Plans for Documentation of the Project** Plans for documentation appear complete and appropriate for the project. (weighted at 5% of score)
2. **Community Impact**
 - **Attracts a Substantial and Diverse Audience** Marketing plans for the project are well defined, with a clear target audience and methods for reaching them. (weighted at 15% of score)
 - **Is of Benefit to the Residents of Boulder** The project has clear realizable plans to engage the community, sparking interaction and conversation about art. (weighted at 15% of score)
3. **Demonstrates a Reasonable Budget and Narrative Explanation** (weighted at 5% of score)
4. **Additional Major Grant Rating Criteria**
 - **Is Substantially Impactful to the Community** The project has the clear capacity to engage a large, diverse section of the community, make significant, long-lasting, positive impact and increase awareness of and participation in the arts in the community. (weighted at 25% of score)
 - **Demonstrates Other Pending or Secured Funding Sources** The project budget shows funding sources other than the applicant and the Boulder Arts Commission that are either secured or actively being sought. (weighted at 10% of score)
 -

GRANT AWARDS

Notifications and Dispersal of Funds Staff notifies all applicants of recommendations and declined proposals, and begins the process of having checks cut and collecting any necessary supporting documents and information. Recipients are notified when checks are ready to be picked up and must make an appointment to sign contracts and pick up grant checks.

Award Amount The BAC reserves the right to adjust the amount of a grant award offered to an applicant. There are no restrictions as to the minimum amount that may be requested in a grant category.

Award Limitations An individual or organization/business may only be awarded one grant per year. An individual may not be awarded a grant on behalf of an organization/business if that entity has already been awarded a grant. Additionally, award of a Major Grant in a given year will make the recipient ineligible for Major Grant competition in the subsequent year (NOTE: This rule does not apply in the case of fiscal sponsors who are applying on behalf of associated organizations/businesses they represent.).

Immigration Affidavit for Individuals The State of Colorado law requires proof of legal residency at the time of grant check pick-up.

IRS Taxation Grant awards are non-transferable. Grant awards are taxable and are reported to the federal government. Upon award, a current IRS form W-9 must be submitted for the City of Boulder Finance Department records for each grant recipient, whether the recipient is an individual or an organization/business. The W-9 must be in the same name as the grant recipient named on the grant application. Failure to supply the corresponding W-9 number will invalidate the grant award.

Issuance of Funding Checks Except for the Spark Grant, which is funded at 100 percent at the outset, all project grant categories are initially funded at 80 percent of the grant amount awarded. The remaining 20 percent of the grant awarded is paid out upon receipt and BAC approval of the Grant Budget Report which is required one month after the project is completed. Failure to submit a final Grant Budget Report will result in permanent loss of the final 20 percent funds and also in ineligibility to apply for future grants.

Contract When the check is ready for pick-up, the recipient will be contacted by staff to make an appointment to sign a grant project contract with the City of Boulder. In the contract, the recipient will indicate the completion date of the project and the date a grant budget report will be submitted to the BAC through the on line system (required one month after the project is completed).

Acknowledgment of BAC Funding All publicity for BAC-funded projects must include the following credit line: This project is funded (or funded in part) by a grant from the Boulder Arts Commission, an agency of the Boulder City Council. In lieu of the credit line, the [BAC Logo](#) may be used.

REQUIRED REPORTING ON FUNDING PROJECTS

Time Frame for Reporting The grant budget report is due one month after the project is completed.

Method Reporting is done through the on line system that the BAC uses at bac.culturegrants.org. Log in with the same user name and password utilized to submit the application for funds. The reporting form is found under Applications: My Applications/Reports. Click on the first small blue icon out to the right of the appropriate report document which will indicate "link to formset" as the computer mouse nears it.

Change in Project Completion Date If circumstances change in any way that will delay the recipient's ability to complete the project and the report promised in the contract, it is the recipient's responsibility to notify the Commission in advance of the original report deadline. Submit a letter addressed to the Arts Commission with an update on the project status and a request to change the project completion date and report due date (*specific dates are required in the letter*). Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Responsibility **The grant budget report due date is the recipient's responsibility to remember.** The BAC recommends that the recipient use whatever means will be successful to provide an alert that the report is due shortly. It is also recommended that the reporting document be explored in advance to become familiar with the information that will be required. **There is no grace period for the report; the BAC does not issue reminders.**

Consequence of Delinquent Report **Unless an extension request is filed with the BAC and approved in advance of the due date, a late report will result in loss of any remaining BAC funds attached to the grant project. Additionally, until the report is turned in and approved, the grant recipient and any individuals or organizations/businesses attached as collaborators on the project will no longer be eligible to apply for BAC grant funds.**

I certify that I have read the above information and that this project meets the BAC's eligibility requirements and, if a funding award is made, will continue to comply with the BAC's requirements and meet with guidelines for high artistic quality, community impact, inclusiveness, funding acknowledgment and reporting.

Arts in Education Guidelines

The Arts in Education Grant provides funding for two types of arts education: the cultural field trip grant and the educational program grant.

Purpose Cultural Field Trip: Provides opportunities for children in the City of Boulder to visit art exhibitions, performances, museums and to be engaged in cultural experiences. Program Grant: Provides funding for programs in which individuals can participate in and learn about art.

Eligibility Award of a Spark Grant or Major Grant will make the recipient ineligible for an Arts in Education Grant during the same calendar year. Cultural Field Trip: Public or private school principals, administrators, or educators with the approval of their school administrators, are eligible. Home school associations are eligible contingent upon demonstrating that a significant number of students will be committed to the activity. Program Grant: Individuals and 501(c)3 non-profit organizations are eligible. If working with schools, applicant must provide a letter from the school administrator confirming ability for students to participate in the program.

Maximum Award \$3000

Deadline to submit applications

Round 1	5 p.m., Wednesday, March 5, 2014
Round 2	5 p.m., Wednesday, October 1, 2014

GENERAL APPLICATION REQUIREMENTS

Residency Applicants must be either individuals residing in, or organizations/businesses headquartered in, Boulder. Note: Addresses with a postal zip code beginning with 803 will be considered as residing in Boulder. Post office boxes are not accepted.

Non Profit Verification When required as part of grant eligibility, applicants must provide formal IRS documentation of their 501(c)3 status or formal IRS documentation indicating a pending application.

Contractual Age All applicants must be of legal contractual age as defined by the state of Colorado (18).

City of Boulder Conflict of Interest City employees are not eligible to receive grant funding for personal proposals. Funding for City of Boulder programs, and/or collaborations may be considered.

Good Standing Applicants must be in good standing with the Boulder Arts Commission having met agreed-upon deadlines for any previous BAC-sponsored project, and/or made good faith efforts to comply with BAC requests regarding previous projects.

Civil Rights Act Compliance All applicants must comply with Title VII of the U.S. Civil Rights Act of 1964 and Section 504 of the Federal Rehabilitation Act of 1973 to the end that no person in the United States shall, on the grounds of race, color, national origin, physical or mental handicap, sex or religion, be excluded.

Location The product (performance, piece of art, etc.) funded in whole or in part by the BAC must be provided to the Boulder community. Any product that receives other funding may be held in another municipality or area, provided that at least one performance is provided within Boulder Valley as defined in the Boulder Valley Comprehensive Plan, and is for the direct benefit of the Boulder community.

Time Frame Major and Spark Grant projects must be completed by December 31 of the year of award. Arts in Education Grant projects are allowed to carry over to the subsequent year.

Venue Confirmation Unless the applicant owns/operates the venue in question, all applications must include a letter of commitment from the venue(s) involved indicating project dates and rental fees. Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted. A contract with the venue including the project dates and rental fees is an acceptable alternative.

Partner/Collaborator Commitment If other individuals or organizations/businesses are partnering with the applicant to make the project possible, a letter of commitment from each collaborator must be

submitted as an attachment. Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Exclusions Funds will not be provided for: Projects that have occurred before the grant deadline, capital projects, fundraising events, the purchase of alcohol, receptions, equipment purchases, general operating budgets and/or salaries for employees, performance seasons, debt reduction, travel, art therapy, undergraduate or student projects or production of promotional materials such as a compact disc, videotape, brochure, etc.

Application Method Applications will only be processed through the Arts Grant Program website: www.boulderarts.org. With the exception of the Open Grants, applications received in any other way will not be considered.

REVIEW PROCESS

Deliberation Grant proposals are reviewed at the Boulder Arts Commission (BAC) meeting the month of the application deadline and funding decisions are announced at the meeting.

Evaluation of Applications Funding in previous years does not imply continued support. Each application is reviewed anew in the context of current policies and applications. Applicants that have received repeated funding should be aware that the BAC looks for indication of growth and a fresh approach to their work.

Evaluation Criteria and Scoring Schema Weights Arts in Education Grant proposals will be evaluated in light of these general criteria:

1. **Project Narrative**
 - **Is of a High Overall Artistic Quality** The project narrative indicates the ability to achieve high overall artistic quality. (weighted at 10% of score)
 - **Promotes Artistic Diversity and Innovation** The project creates art that is unique, innovative and promotes artistic diversity. (weighted at 10% of score)
 - **Plans for Documentation of the Project** Plans for documentation appear complete and appropriate for the project. (weighted at 10% of score)
2. **Community Impact**
 - **Attracts a Substantial and Diverse Audience** Marketing plans for the project are well defined, with a clear target audience and methods for reaching them. (weighted at 5% of score)
 - **Is of Benefit to the Residents of Boulder** The project has clear realizable plans to engage the community, sparking interaction and conversation about art. (weighted at 10% of score)
3. **Demonstrates a Reasonable Budget and Narrative Explanation** (weighted at 5% of score)
4. **Additional Arts in Education Grant Rating Criteria**
 - **Cultural Field Trip:**
 - The project impacts a high number of school children. (weighted at 20% of score)
 - The project has a strong lesson plan that takes advantage of the cultural destination or event. (weighted at 30% of score)
 - **Program Grant:**
 - The project contributes to greater program curricula. (weighted at 20% of score)
 - The project demonstrates sound classroom practices for the arts (when applicable). (weighted at 15% of score)
 - The project promotes a lifelong interest in culture. (weighted at 15% of score)

GRANT AWARDS

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Award Amount The BAC reserves the right to adjust the amount of a grant award offered to an applicant. There are no restrictions as to the minimum amount that may be requested in a grant category.

Award Limitations An individual or organization/business may only be awarded one grant per year. An individual may not be awarded a grant on behalf of an organization/business if that entity has already been awarded a grant. Additionally, award of a Major Grant in a given year will make the recipient ineligible for Major Grant competition in the subsequent year.

Immigration Affidavit for Individuals The State of Colorado law requires proof of legal residency at the time of grant check pick-up.

IRS Taxation Grant awards are non-transferable. Grant awards are taxable and are reported to the federal government. Upon award, a current IRS form W-9 must be submitted for the City of Boulder Finance Department records for each grant recipient, whether the recipient is an individual or an organization/business. The W-9 must be in the same name as the grant recipient named on the grant application. Failure to supply the corresponding W-9 number will invalidate the grant award.

Issuance of Funding Checks Except for the Spark Grant, which is funded at 100 percent at the outset, all project grant categories are initially funded at 80 percent of the grant amount awarded. The remaining 20 percent of the grant awarded is paid out upon receipt and BAC approval of the Grant Budget Report which is required one month after the project is completed. Failure to submit a final Grant Budget Report will result in permanent loss of the final 20 percent funds and also in ineligibility to apply for future grants.

Contract When the check is ready for pick-up, the recipient will be contacted by staff to make an appointment to sign a grant project contract with the City of Boulder. In the contract, the recipient will indicate the completion date of the project and the date a grant budget report will be submitted to the BAC through the on line system (required one month after the project is completed).

Acknowledgment of BAC Funding All publicity for BAC-funded projects must include the following credit line: This project is funded (or funded in part) by a grant from the Boulder Arts Commission, an agency of the Boulder City Council. In lieu of the credit line, the [BAC Logo](#) may be used.

REQUIRED REPORTING ON FUNDING PROJECTS

Time Frame for Reporting The grant budget report is due one month after the project is completed.

Method Reporting is done through the on line system that the BAC uses at bac.culturegrants.org. Log in with the same user name and password utilized to submit the application for funds. The reporting form is found under Applications: My Data. Click on the first small blue icon out to the right of the appropriate report document which will indicate "link to formset" as the computer mouse nears it.

Change in Project Completion Date If circumstances change in any way that will delay the recipient's ability to complete the project and the report promised in the contract, it is the recipient's responsibility to notify the Commission in advance of the original report deadline. Submit a letter addressed to the Arts Commission with an update on the project status and a request to change the project completion date and report due date (*specific dates are required in the letter*). Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Responsibility **The grant budget report due date is the recipient's responsibility to remember.** The BAC recommends that the recipient use whatever means will be successful to provide an alert that the report is due shortly. It is also recommended that the reporting document be explored in advance to become familiar with the information that will be required. **There is no grace period for the report; the BAC does not issue reminders.**

Consequence of Delinquent Report **Unless an extension request is filed with the BAC and approved in advance of the due date, a late report will result in loss of any remaining BAC funds attached to the grant project. Additionally, until the report is turned in and approved, the grant recipient and any individuals or organizations/businesses attached as collaborators on the project will no longer be eligible to apply for BAC grant funds.**

I certify that I have read the above information and that this project meets the BAC's eligibility requirements and, if a funding award is made, will continue to comply with the BAC's requirements and meet with guidelines for high artistic quality, community impact, inclusiveness, funding acknowledgment and reporting.

Spark Grant Guidelines

Purpose Provides funding for projects that spark community interaction with the arts, contribute to a lively culture, and add to the vitality and vibrancy of Boulder. Words that could be used to describe your project may include original, innovative, risk-taking, out-of-the-box and/or emerging.

Eligibility Individuals, artists and cultural organizations are eligible. Award of an Arts in Education Grant or Major Grant will make the recipient ineligible for a Spark Grant during the same calendar year.

Maximum Award \$1000

Deadline to submit applications

Round 1	5 p.m., Wednesday, January 8, 2014
Round 2	5 p.m., Wednesday, April 2, 2014
Round 3	5 p.m., Wednesday, July 2, 2014
Round 4	5 p.m., Wednesday, October 1, 2014

GENERAL APPLICATION REQUIREMENTS

Residency Applicants must be either individuals residing in, or organizations/businesses headquartered in, Boulder. Note: Addresses with a postal zip code beginning with 803 will be considered as residing in Boulder. Post office boxes are not accepted.

Non Profit Verification When required as part of grant eligibility, applicants must provide formal IRS documentation of their 501(c)3 status or formal IRS documentation indicating a pending application.

Contractual Age All applicants must be of legal contractual age as defined by the state of Colorado (18).

City of Boulder Conflict of Interest City employees are not eligible to receive grant funding for personal proposals. Funding for City of Boulder programs, and/or collaborations may be considered.

Good Standing Applicants must be in good standing with the Boulder Arts Commission having met agreed-upon deadlines for any previous BAC-sponsored project, and/or made good faith efforts to comply with BAC requests regarding previous projects.

Civil Rights Act Compliance All applicants must comply with Title VII of the U.S. Civil Rights Act of 1964 and Section 504 of the Federal Rehabilitation Act of 1973 to the end that no person in the United States shall, on the grounds of race, color, national origin, physical or mental handicap, sex or religion, be excluded.

Location The product (performance, piece of art, etc.) funded in whole or in part by the BAC must be provided to the Boulder community. Any product that receives other funding may be held in another municipality or area, provided that at least one performance is provided within Boulder Valley as defined in the Boulder Valley Comprehensive Plan, and is for the direct benefit of the Boulder community.

Time Frame Major and Spark Grant projects must be completed by December 31 of the year of award. Arts in Education Grant projects are allowed to carry over to the subsequent year.

Venue Confirmation Unless the applicant owns/operates the venue in question, all applications must include a letter of commitment from the venue(s) involved indicating project dates and rental fees. Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted. A contract with the venue including the project dates and rental fees is an acceptable alternative.

Partner/Collaborator Commitment If other individuals or organizations/businesses are partnering with the applicant to make the project possible, a letter of commitment from each collaborator must be submitted as an attachment. Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Exclusions Funds will not be provided for: Projects that have occurred before the grant deadline, capital projects, fundraising events, the purchase of alcohol, receptions, equipment purchases, general operating budgets and/or salaries for employees, performance seasons, debt reduction, travel, art therapy, undergraduate or student projects or production of promotional materials such as a compact disc, videotape, brochure, etc.

Application Method Applications will only be processed through the Arts Grant Program website: www.boulderarts.org. With the exception of the Open Grants, applications received in any other way will not be considered.

REVIEW PROCESS

Deliberation Grant proposals are reviewed at the Boulder Arts Commission (BAC) meeting the month of the application deadline and funding decisions are announced at the meeting.

Evaluation of Applications Funding in previous years does not imply continued support. Each application is reviewed anew in the context of current policies and applications. Applicants that have received repeated funding should be aware that the BAC looks for indication of growth and a fresh approach to their work.

Evaluation Criteria and Scoring Schema Weights Spark Grant proposals will be evaluated in light of these general criteria:

1. **Project Narrative**
 - **Is of a High Overall Artistic Quality** The project narrative indicates the ability to achieve high overall artistic quality. (weighted at 10% of score)
 - **Promotes Artistic Diversity and Innovation** The project creates art that is unique, innovative and promotes artistic diversity. (weighted at 15% of score)
 - **Plans for Documentation of the Project** Plans for documentation appear complete and appropriate for the project. (weighted at 5% of score)
2. **Community Impact**
 - **Attracts a Substantial and Diverse Audience** Marketing plans for the project are well defined, with a clear target audience and methods for reaching them. (weighted at 10% of score)
 - **Is of Benefit to the Residents of Boulder** The project has clear realizable plans to engage the community, sparking interaction and conversation about art. (weighted at 20% of score)
3. **Demonstrates a Reasonable Budget and Narrative Explanation** (weighted at 5% of score)
4. **Additional Spark Grant Rating Criteria** The proposed project is original, risk-taking, out-of-the-box and/or emerging. (weighted at 35% of score)

GRANT AWARDS

Notifications and Dispersal of Funds Staff notifies all applicants of recommendations and declined proposals, and begins the process of having checks cut and collecting any necessary supporting documents and information. Recipients are notified when checks are ready to be picked up and must make an appointment to sign contracts and pick up grant checks.

Award Amount The BAC reserves the right to adjust the amount of a grant award offered to an applicant. There are no restrictions as to the minimum amount that may be requested in a grant category.

Award Limitations An individual or organization/business may only be awarded one grant per year. An individual may not be awarded a grant on behalf of an organization/business if that entity has already been awarded a grant. Additionally, award of a Major Grant in a given year will make the recipient ineligible for Major Grant competition in the subsequent year.

Immigration Affidavit for Individuals The State of Colorado law requires proof of legal residency at the time of grant check pick-up.

IRS Taxation Grant awards are non-transferable. Grant awards are taxable and are reported to the federal government. Upon award, a current IRS form W-9 must be submitted for the City of Boulder Finance Department records for each grant recipient, whether the recipient is an individual or an organization/business. The W-9 must be in the same name as the grant recipient named on the grant application. Failure to supply the corresponding W-9 number will invalidate the grant award.

Issuance of Funding Checks Except for the Spark Grant, which is funded at 100 percent at the outset, all project grant categories are initially funded at 80 percent of the grant amount awarded. The remaining 20 percent of the grant awarded is paid out upon receipt and BAC approval of the Grant Budget Report which is required one month after the project is completed. Failure to submit a final Grant Budget Report will result in permanent loss of the final 20 percent funds and also in ineligibility to apply for future grants.

Contract When the check is ready for pick-up, the recipient will be contacted by staff to make an appointment to sign a grant project contract with the City of Boulder. In the contract, the recipient will indicate the completion date of the project and the date a grant budget report will be submitted to the BAC through the on line system (required one month after the project is completed).

Acknowledgment of BAC Funding All publicity for BAC-funded projects must include the following credit line: This project is funded (or funded in part) by a grant from the Boulder Arts Commission, an agency of the Boulder City Council. In lieu of the credit line, the [BAC Logo](#) may be used.

REQUIRED REPORTING ON FUNDING PROJECTS

Time Frame for Reporting The grant budget report is due one month after the project is completed.

Method Reporting is done through the on line system that the BAC uses at bac.culturegrants.org. Log in with the same user name and password utilized to submit the application for funds. The reporting form is found under Applications: My Data. Click on the first small blue icon out to the right of the appropriate report document which will indicate "link to formset" as the computer mouse nears it.

Extension Requests for Reporting If circumstances change in any way that will delay the recipient's ability to complete the project and the report promised in the contract, it is the recipient's responsibility to notify the Commission in advance of the original report deadline. Submit a letter addressed to the Arts Commission with an update on the project status and a request to change the project completion date and report due date (*specific dates are required in the letter*). Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Responsibility **The grant budget report due date is the recipient's responsibility to remember.** The BAC recommends that the recipient use whatever means will be successful to provide an alert that the report is due shortly. It is also recommended that the reporting document be explored in advance to become familiar with the information that will be required. **There is no grace period for the report; the BAC does not issue reminders.**

Consequence of Delinquent Report **Unless an extension request is filed with the BAC and approved in advance of the due date, a late report will result in loss of any remaining BAC funds attached to the grant project. Additionally, until the report is turned in and approved, the grant recipient and any individuals or organizations/businesses attached as collaborators on the project will no longer be eligible to apply for BAC grant funds.**

I certify that I have read the above information and that this project meets the BAC's eligibility requirements and, if a funding award is made, will continue to comply with the BAC's requirements and meet with guidelines for high artistic quality, community impact, inclusiveness, funding acknowledgment and reporting.

Free Rent at Macky Guidelines

Purpose To facilitate the prosperity of Boulder's artistic community, the City of Boulder Arts Commission, in an agreement with the University of Colorado, may grant up to sixteen days per calendar year of rent-free space at Macky Auditorium.

Eligibility Artists and cultural organizations are eligible. Award of free rent to Macky Auditorium does not impact eligibility to any of the project grants offered by the Boulder Arts Commission.

Maximum Award Two rental days per calendar year.

Deadlines to submit application The first of each month (open year round)

NOTICE The grant is for **rent only**; the applicant will be fully responsible for any and all additional fees required by the University, including but not limited to equipment rental, direct labor costs for technical staff, ushers, security personnel, etc. **All applicants must have the requested dates confirmed with Macky Auditorium at the time of the application, and supply a letter of verification from the University with the pertinent date information included. Additionally, a one page budget summary for the entire project is required that addresses the venue expenses as well as the broader project**

income and expenses. The Arts Commission does not guarantee the award of a specific date or dates. The actual date(s) awarded will depend on availability of the space. It is the applicant's responsibility to inquire about availability and pay for additional costs at Macky. The contact number for Macky is 303-492-8423.

GENERAL APPLICATION REQUIREMENTS

Residency Applicants must be either individuals residing in, or organizations/businesses headquartered in, Boulder. Note: Addresses with a postal zip code beginning with 803 will be considered as residing in Boulder. Post office boxes are not accepted.

Non Profit Verification When required as part of grant eligibility, applicants must provide formal IRS documentation of their 501(c)3 status or formal IRS documentation indicating a pending application.

Contractual Age All applicants must be of legal contractual age as defined by the state of Colorado (18).

City of Boulder Conflict of Interest City employees are not eligible to receive grant funding for personal proposals. Funding for City of Boulder programs, and/or collaborations may be considered.

Good Standing Applicants must be in good standing with the Boulder Arts Commission having met agreed-upon deadlines for any previous BAC-sponsored project, and/or made good faith efforts to comply with BAC requests regarding previous projects.

Civil Rights Act Compliance All applicants must comply with Title VII of the U.S. Civil Rights Act of 1964 and Section 504 of the Federal Rehabilitation Act of 1973 to the end that no person in the United States shall, on the grounds of race, color, national origin, physical or mental handicap, sex or religion, be excluded.

Time Frame Macky Rental projects must take place within the calendar year during which they are applied for.

Venue Confirmation All applications must include a letter of commitment from the venue management indicating the project date(s). Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted. A contract with the venue including the project dates and rental fees is an acceptable alternative.

Partner/Collaborator Commitment If other individuals or organizations are partnering with the applicant to make the project possible, a letter of commitment from each collaborator must be submitted as an attachment. Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Exclusions Funds will not be provided for: Projects that have occurred before the grant deadline, capital projects, fundraising events, the purchase of alcohol, receptions, equipment purchases, general operating budgets and/or salaries for employees, performance seasons, debt reduction, travel, art therapy, undergraduate or student projects or production of promotional materials such as a compact disc, videotape, brochure, etc.

Application Method Applications will only be processed through the Arts Grant Program website: www.boulderarts.org. With the exception of the Open Grants, applications received in any other way will not be considered.

REVIEW PROCESS

Deliberation Proposals for free rental of Macky Auditorium are approved through administrative review by the City of Boulder Arts & Cultural Services Manager and awards are announced at the Arts Commission meeting after submission.

Evaluation of Applications Award in previous years does not imply continued support. Each application is reviewed anew in the context of current policies and applications.

Evaluation Criteria Proposals for free rental of Macky Auditorium are awarded on a first-come, first-served basis to those who have submitted the application with the required letter of verification from the University and budget summary.

GRANT AWARDS

Notifications and Dispersal of Awards Recipients of free rental at Macky will be notified by email with a carbon copy to University of Colorado staff responsible for oversight of Macky Auditorium.

Acknowledgment of BAC Funding All publicity for BAC-funded projects must include the following credit line: This project is funded (or funded in part) by a grant from the Boulder Arts Commission, an agency of the Boulder City Council. In lieu of the credit line, the [BAC Logo](#) may be used.

REQUIRED REPORTING ON PROJECT

None required.

I certify that I have read the above information and that this project meets the BAC's eligibility requirements and, if an award is made, will continue to comply with the BAC's requirements and meet with guidelines for high artistic quality, community impact, inclusiveness, and funding acknowledgment.

Colorado Creative Industries Summit Scholarship

Purpose To enrich the community of arts leaders by providing funds to attend the annual Colorado Creative Industries Summit at which they can learn about best practices, become acquainted with exemplary programs, and network with other arts professionals to message about Boulder's community. Note that individuals awarded a grant will be required to participate in a "teach-out" event to share their experience with the community.

The annual Colorado Creative Industries Summit is a chance for creative professionals to meet and network with fellow creatives from around the state. Attendees learn from Colorado's most inspiring speakers and presenters through workshops like Creative Business 101, Financing Your Art, Legal Issues, Social Media and Website Enhancement. Information about the summit can be accessed at <http://www.coloradocreativeindustries.org/summit/> (typically updated each January).

Eligibility Individuals are eligible to receive scholarships. To qualify for the scholarship, the applicant must be a local arts pacesetter, leader of an arts organization and/or an arts administrator.

Maximum Award \$300 (up to five awarded annually)

Deadline to submit applications 5 p.m., Wednesday, March 5, 2014

GENERAL APPLICATION REQUIREMENTS

Residency Applicants residing in Boulder must be local arts pacesetters, leaders of arts organizations and/or arts administrators. Applicants residing outside of Boulder may apply as long as they are actively involved in a leadership role in a Boulder-based arts organization. The award is made to the individual rather than the organization he or she may be representing. Note: Addresses with a postal zip code beginning with 803 will be considered as residing in Boulder. Post office boxes are not accepted.

Contractual Age All applicants must be of legal contractual age as defined by the state of Colorado (18).

City of Boulder Conflict of Interest City employees are not eligible to receive grant funding for personal proposals. Funding for City of Boulder programs, and/or collaborations may be considered.

Good Standing Applicants must be in good standing with the Boulder Arts Commission having met agreed-upon deadlines for any previous BAC-sponsored project, and/or made good faith efforts to comply with BAC requests regarding previous projects.

Civil Rights Act Compliance All applicants must comply with Title VII of the U.S. Civil Rights Act of 1964 and Section 504 of the Federal Rehabilitation Act of 1973 to the end that no person in the United States shall, on the grounds of race, color, national origin, physical or mental handicap, sex or religion, be excluded.

Application Method Applications will only be processed through the Arts Grant Program website: www.boulderarts.org. With the exception of the Open Grants, applications received in any other way will not be considered.

REVIEW PROCESS

Deliberation Grant proposals are reviewed at the Boulder Arts Commission (BAC) meeting the month of the application deadline and funding decisions are announced at the meeting.

Evaluation of Applications Funding in previous years does not imply continued support. Each application is reviewed anew in the context of current policies and applications. Applicants that have received repeated funding should be aware that the BAC looks for indication of growth and a fresh approach to their work.

Evaluation Criteria and Scoring Schema Weights Scholarship proposals will be evaluated in light of these general criteria:

1. **The applicant is active in the Boulder arts community. (weighted at 50% of score)**
2. **The applicant will utilize the experience for improvement of Boulder organizations. (weighted at 50% of score)**

SCHOLARSHIP AWARDS

Notifications Staff notifies all applicants of recommendations and declined proposals.

Registration for Convention Arts department staff will secure and pay for registration for the summit for scholarship recipients.

Accommodations, Travel, Meals Attendees are responsible for arranging and paying for their own travel, lodging, meals, etc.

Award Limitations A maximum of one scholarship per individual and one scholarship per organization will be awarded each year.

Immigration Affidavit for Individuals The State of Colorado law requires proof of legal residency prior to issuance of checks.

IRS Taxation Grant awards are non-transferable. Grant awards are taxable and are reported to the federal government. Upon award, a current IRS form W-9 must be submitted for the City of Boulder Finance Department records for each grant recipient, whether the recipient is an individual or an organization. The W-9 must be in the same name as the grant recipient named on the grant application. Failure to supply the corresponding W-9 number will invalidate the grant award.

Issuance of Scholarship Checks After attending the summit, scholarship recipients must submit a one-page report within 30 days on what was learned or gained by attending, and participate in a panel discussion about the experience and take-aways from the summit. Upon approval of the report, recipients will receive the remaining portion of the scholarship award (minus the amount used to pay for their registration).

REQUIRED REPORTING ON FUNDING PROJECTS

Time Frame for Reporting Scholarship recipients must submit a one-page report within 30 days on what was learned or gained by attending.

Method Reporting is done through the online system that the BAC uses at bac.culturegrants.org. Log in with the same user name and password utilized to submit the application for funds. The reporting form is found under Applications: My Applications/Reports. Click on the first small blue icon out to the right of the appropriate report document which will indicate "link to formset" as the computer mouse nears it.

Extension Requests for Reporting If circumstances change in any way that will delay the recipient's ability to complete the project and the report promised in the contract, it is the recipient's responsibility to notify the Commission in advance of the original report deadline. Submit a letter addressed to the

Arts Commission with an update on the project status and a request to change the project completion date and report due date (specific dates are required in the letter). Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Responsibility The report due date is the recipient's responsibility to remember. The BAC recommends that the recipient use whatever means will be successful to provide an alert that the report is due shortly. It is also recommended that the reporting document be explored in advance to become familiar with the information that will be required. There is no grace period for the report; the BAC does not issue reminders.

Consequence of Delinquent Report Unless an extension request is filed with the BAC and approved in advance of the due date, a late report will result in loss of any remaining BAC funds. Additionally, until the report is turned in and approved, the recipient and any affiliated organization will no longer be eligible to apply for BAC grant funds.

I certify that I have read the above information and that this project meets the BAC's eligibility requirements and, if a funding award is made, will continue to comply with the BAC's requirements and meet with guidelines for high artistic quality, community impact, inclusiveness, funding acknowledgment and reporting.

Americans for the Arts Convention Scholarships

Purpose To enrich the community of arts leaders by providing funds to attend the annual Americans for the Arts Convention at which they can learn about best practices, become acquainted with exemplary programs, and network with other arts professionals to message about Boulder's community. Note that individuals awarded a grant will be required to participate in a "teach-out" event to share their experience with the community.

The Americans for the Arts convention, held in a different U.S. city each year, provides important and timely professional development needed in local arts development, advancement and policy. Over 1200 arts and community leaders come together each year to imagine, plan, and foster innovation in the arts, offering a unique chance to engage in dynamic discussions and participate in presentations by professionals from throughout the field. This is the only national arts meeting that assembles leaders from multiple disciplines with a wide range of experience and with different perspectives for advancing the arts. Information about the convention can be accessed at <http://convention.artsusa.org/> (typically updated each January).

Eligibility Individuals are eligible to receive scholarships. To qualify for the scholarship, the applicant must be a local arts pacesetter, leader of an arts organization and/or an arts administrator.

Maximum Award \$1000 (up to five awarded annually)

Deadline to submit applications 5 p.m., Wednesday, March 5, 2014

GENERAL APPLICATION REQUIREMENTS

Residency Applicants residing in Boulder must be local arts pacesetters, leaders of arts organizations and/or arts administrators. Applicants residing outside of Boulder may apply as long as they are actively involved in a leadership role in a Boulder-based arts organization. The award is made to the individual rather than the organization he or she may be representing. Note: Addresses with a postal zip code beginning with 803 will be considered as residing in Boulder. Post office boxes are not accepted.

Contractual Age All applicants must be of legal contractual age as defined by the state of Colorado (18).

City of Boulder Conflict of Interest City employees are not eligible to receive grant funding for personal proposals. Funding for City of Boulder programs, and/or collaborations may be considered.

Good Standing Applicants must be in good standing with the Boulder Arts Commission having met

agreed-upon deadlines for any previous BAC-sponsored project, and/or made good faith efforts to comply with BAC requests regarding previous projects.

Civil Rights Act Compliance All applicants must comply with Title VII of the U.S. Civil Rights Act of 1964 and Section 504 of the Federal Rehabilitation Act of 1973 to the end that no person in the United States shall, on the grounds of race, color, national origin, physical or mental handicap, sex or religion, be excluded.

Application Method Applications will only be processed through the Arts Grant Program website: www.boulderarts.org. With the exception of the Open Grants, applications received in any other way will not be considered.

REVIEW PROCESS

Deliberation Grant proposals are reviewed at the Boulder Arts Commission (BAC) meeting the month of the application deadline and funding decisions are announced at the meeting.

Evaluation of Applications Funding in previous years does not imply continued support. Each application is reviewed anew in the context of current policies and applications. Applicants that have received repeated funding should be aware that the BAC looks for indication of growth and a fresh approach to their work.

Evaluation Criteria and Scoring Schema Weights Scholarship proposals will be evaluated in light of these general criteria:

1. **The applicant is active in the Boulder arts community. (weighted at 50% of score)**
2. **The applicant will utilize the experience for improvement of Boulder organizations. (weighted at 50% of score)**

SCHOLARSHIP AWARDS

Notifications Staff notifies all applicants of recommendations and declined proposals.

Registration for Convention Arts department staff will secure and pay for registration for the main convention for scholarship recipients.

Accommodations, Travel, Meals Attendees are responsible for arranging and paying for their own travel, lodging, meals, etc.

Award Limitations A maximum of one scholarship per individual and one scholarship per organization will be awarded each year.

Immigration Affidavit for Individuals The State of Colorado law requires proof of legal residency prior to issuance of checks.

IRS Taxation Grant awards are non-transferable. Grant awards are taxable and are reported to the federal government. Upon award, a current IRS form W-9 must be submitted for the City of Boulder Finance Department records for each grant recipient, whether the recipient is an individual or an organization. The W-9 must be in the same name as the grant recipient named on the grant application. Failure to supply the corresponding W-9 number will invalidate the grant award.

Issuance of Scholarship Checks After attending the convention, scholarship recipients must submit a one-page report within 30 days on what was learned or gained by attending, and participate in a panel discussion about the experience and take-aways from the convention. Upon approval of the report, recipients will receive the remaining portion of the scholarship award (minus the amount used to pay for their registration)

REQUIRED REPORTING ON FUNDING PROJECTS

Time Frame for Reporting Scholarship recipients must submit a one-page report within 30 days on what was learned or gained by attending.

Method Reporting is done through the online system that the BAC uses at bac.culturegrants.org. Log in with the same user name and password utilized to submit the application for funds. The reporting form

is found under Applications: My Applications/Reports. Click on the first small blue icon out to the right of the appropriate report document which will indicate “link to formset” as the computer mouse nears it.

Extension Requests for Reporting If circumstances change in any way that will delay the recipient’s ability to complete the project and the report promised in the contract, it is the recipient’s responsibility to notify the Commission in advance of the original report deadline. Submit a letter addressed to the Arts Commission with an update on the project status and a request to change the project completion date and report due date (specific dates are required in the letter). Letters should follow the normal business standard, on letterhead when possible and signed by the author; email correspondence is not accepted.

Responsibility The report due date is the recipient’s responsibility to remember. The BAC recommends that the recipient use whatever means will be successful to provide an alert that the report is due shortly. It is also recommended that the reporting document be explored in advance to become familiar with the information that will be required. There is no grace period for the report; the BAC does not issue reminders.

Consequence of Delinquent Report Unless an extension request is filed with the BAC and approved in advance of the due date, a late report will result in loss of any remaining BAC funds. Additionally, until the report is turned in and approved, the recipient and any affiliated organization will no longer be eligible to apply for BAC grant funds.

I certify that I have read the above information and that this project meets the BAC’s eligibility requirements and, if a funding award is made, will continue to comply with the BAC’s requirements and meet with guidelines for high artistic quality, community impact, inclusiveness, funding acknowledgment and reporting.

BAC CULTURAL GRANTS
CITY OF BOULDER OFFICE OF ART + CULTURE
PROPOSED 2015 BUDGET

PROPOSED 2015 FUNDS ASSIGNED BY FINANCE (GRANT PROGRAMS ONLY)	
Row Labels	Total
ABC Grants	52,708
Arts in Education Grants	46,478
Arts Scholarships	6,500
Major Arts Grants	77,494
Mini Grants	26,408
Theater Rental Grants	22,646
Grand Total	232,234

PROPOSED 2015 SPENDING ASSIGNMENTS (GRANT PROGRAMS ONLY)	
Grant Program	Total
Major Grants	100,000
Spark Grants	20,000
Education Grants	45,000
Scholarships	6,500
Open Grants	60,734
Grand Total	232,234

Boulder Arts Commission Grant Program

2014 Roles

<p>Commissioners</p> <ul style="list-style-type: none">• Set grant budgets.• Write/change/ approve content of guidelines and applications.• Approve schedule for grant deadlines.• Review and score compliant applications.• Review grant budget reports for approval.• Answer questions on grants during Q&A.• Nominate Open Grant LOIs to the full commission.• Set proposal criteria for Open Grant applications.• Certify approved grants.• Recommend approved major grants for review by City Council.	<p>Chair</p> <ul style="list-style-type: none">• Review grants for compliance.• Approve BAC meeting agendas.• Certify approval of minutes and consent agenda at meetings.• Convene BAC meetings.• Coordinate the discussion, scoring, and voting for grants agenda items.	<p>Staff</p> <ul style="list-style-type: none">• Maintain application process including the website.• Communicate the process and deadlines to the community.• Facilitate BAC meetings.• Respond to questions from applicants and grant recipients.• Recommend BAC agendas to the Chair.• Review and approve Macky grant requests.• Distribute funds and track budgets• Administer budget report extensions.• Support commissioners in their activities.• Maintain records and evaluate the program.	<p>City Manager</p> <ul style="list-style-type: none">• Draft and distribute Information Packet to Council regarding Major Grant approval.	<p>City Council</p> <ul style="list-style-type: none">• Review Major Grants for final approval.
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Proposed 2015 Roles

<p>Commissioners</p> <ul style="list-style-type: none">• Set grant budgets.• <u>Provide input for staff to manage guidelines, schedules and applications.</u>• Review and score compliant applications.• Answer questions on grants during Q&A.• Nominate Open Grant LOIs to the full commission.• Set proposal criteria for Open Grant applications.• Certify approved grants.• Recommend approved major grants for review by City Council.	<p>Chair</p> <ul style="list-style-type: none">• <u>Certify staff recommendations on potentially non-compliant applications and grant reports.</u>• Approve BAC meeting agendas.• Certify approval of minutes and consent agenda at meetings.• Convene BAC meetings.• Coordinate the discussion, scoring, and voting for grants agenda items.	<p>Staff</p> <ul style="list-style-type: none">• <u>Write/change/ approve guidelines, schedules and applications.</u>• Maintain application process including the website.• Communicate the process and deadlines to the community.• <u>Review grants for compliance.</u>• <u>Review budget reports for compliance.</u>• Administer budget report extensions.• Facilitate BAC meetings.• Respond to questions from applicants and grant recipients.• Recommend BAC agendas to the Chair.• Support commissioners in their activities.• Maintain records and evaluate the program.	<p>City Manager</p> <ul style="list-style-type: none">• Draft and distribute Information Packet to Council regarding Major Grant approval.	<p>City Council</p> <ul style="list-style-type: none">• Review Major Grants for final approval.
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Below is the list of recommended changes for 2015 grants that appeared in the May 2014 Manager's Memo.

After considering all the responses, there are a few actions we can consider at the Commission retreat:

1. Clarify the instructions and streamline the language.
2. Add checklists of the requirements which clarify everything that is needed for each step.
3. Provide a stepped review process, in which problems can be identified, communicated, and fixed prior to the review for eligibility.
4. In lieu of the Q&A sessions, provide a workshop to go through the application step by step.



BOULDER ARTS WEEK

July 7, 2014

Grant Budget Report Narrative for Boulder Arts Week (BAW) 2014:

In addition to the notes contained in the Budget to Actual Income and Expenses Report, some explanation of the impressive amount of in-kind support seems warranted.

The preliminary budgeted numbers reflect the steering committee's best estimates at the time the grant proposal was submitted. The reality was that some adjustments were necessary and the actual human-power required to orchestrate an event of this scope was significantly greater than anticipated. In fact, the Boulder Convention and Visitors Bureau suggested that we had underestimated the resources required to make Boulder Arts Week a success. In particular, concern was expressed that the scope of the Project Manager's job was beyond the ability of any one person to execute. However, the Steering Committee was committed to the success of the project and enthusiastically stepped up where needed, resulting in support valued at \$73,000 - \$32,000 greater than budgeted.

In-kind support was unexpectedly offered by CU Leeds (deep discount on data analysis) and Vermilion Design (graphic design and printing); this, combined with conservative spending allowed for a limited contract extension, through 2014, for the Project Manager. The steering committee felt that year-round social media activity and planning would greatly contribute to the success of BAW 2015.

Boulder Arts Week 2014 realized a profit of \$5,362. While the BAW 2015 budget is not yet confirmed, ticket sales (\$1,790) from the Boulder Chamber event at the Boulder Theater is earmarked to support fundraising activities for BAW 2015; the remaining \$3,572 will be allocated for marketing expenses as recommended by our marketing consultant, Pauline Herrera Serriani.

We have begun to collect commitments from our collaborators for BAW 2015; all of the original steering committee members have agreed to participate and new members are being identified. We are very pleased to be in discussion with Jeff Nytych, Director of CU's Entrepreneurship Center for Music, who would like to use Boulder Arts Week as a project for his students. We anticipate that as the profile of this annual citywide event increases, more individuals and organizations will be eager to be part of the excitement as organizers, performers and audience members.

BOULDER ARTS WEEK 2014						
INCOME/EXPENSES						
INCOME						
Date	Description	Funder	Amount	Expected	Notes	
	general support	BAC	\$25,000.00			
	general support	BCVB	\$20,000.00			
	general support	Awesome Foundation	0	\$1,000.00	applied for but did not receive funding; budget adjusted	
2/10/2014	general support	private donor	\$250.00			
4/2/2014	Boulder Chamber event	ticket sales	\$1,790.00		earmarked for 2015	
TOTAL			\$47,040.00			
EXPENSES						
PERSONNEL						
Project Manager						
Date	Description	Vendor	Amount	Budgeted	Notes	
1/1/14 - 5/15/14	contract amount	Emily K. Harrison	\$15,000.00	\$15,000.00		
June-Dec	contract extension	Emily K. Harrison	\$7,000.00		follow-up and year round support	
Volunteer Coordinators						
	stipend	JoLee Wingerson	\$300.00		support with evaluations	
	stipend	Beth Merkel	\$300.00		support with evaluations	
Marketing Consultant						
June-Dec. 2014	Marketing Consultant contract	Pauline Herrera Serriani	\$5,000.00			
TOTAL			\$27,600.00	\$15,000.00		
MARKETING/ADVERTISING						
Website						
Date	Description	Vendor	Amount	Budgeted	Notes	
10/11/2013	web domain	GoDaddy	\$8.17			
1/1/2014	Squarespace	web hosting	\$96.00			
TOTAL			\$104.17	\$0.00		
Social Media Promotion						
Date	Description	Vendor	Amount	Budgeted	Notes	
1/7 - present	Page Promotion	Facebook	\$764.79		ongoing campaign; will run year round and will eventually	
rest of the year	Page	Facebook	\$1,235.21		total \$2000. Adjusted to help cover digital media advertising	
TOTAL			\$2,000.00	\$2,000.00		
Digital Advertising						
Date	Description	Vendor	Amount	Budgeted	Notes	
		The Daily Camera	\$4,500.00		adjusted; initial budget was \$0	
TOTAL			\$4,500.00	\$0.00		
Printed Materials						
Date	Description	Vendor	Amount	Budgeted	Notes	
2/19/2014	postcards	VistaPrint	\$524.99	\$1,500.00	Adjusted to help cover misc. expenses	
	posters		\$0.00	\$2,500.00	provided in-kind	
	postage		\$0.00	\$500.00	Adjusted to help cover misc. expenses	
	banners		\$0.00	\$1,250.00	eliminated to support digital media advertising	

TOTAL			\$524.99	\$5,750.00			

IN-KIND SUPPORT				
Description	Verndor	Amount	Budgeted	
steering committee	BCAA	\$5,000.00	\$4,000.00	
steering committee, grant writing	BMoCA	\$15,000.00	\$5,000.00	
steering committee	Boulder Bach Festival	\$2,000.00	\$2,000.00	
steering committee	Boulder Chamber	\$10,000.00	\$5,000.00	
steering committee, program ads	CU Presents	\$5,000.00	\$5,000.00	
print advertising	The Daily Camera	\$13,000.00	\$13,000.00	
steering committee, grant writing	The Dairy Center for the Arts	\$16,000.00	\$4,000.00	
logo design, printing	Vermilion Design	\$3,000.00	\$3,000.00	
Survey data analysis report	Brian Lewandowski/CU Leeds	\$2,000.00	\$0.00	
steering committee, publicity	Downtown Boulder Inc./Anna	\$2,000.00	\$0.00	
TOTAL		\$73,000.00	\$41,000.00	



FEED INTEGRATION AND EXPANSION

FINAL REPORT

(ARTS AND BUSINESS COLLABORATIVE GRANT FINAL REPORT)

A. Describe the extent to which original project goals were met.

We were awarded the ABC grant for our FEED Integration and Expansion project during our 2013-14 Season. The events and related goals of this project, as stated in the business plan we submitted in November of 2012, and the extent to which we met them, were as follows:

Our proposed event goals of the FEED Integration and Expansion project were:

1. To partner with 63rd Street Farm, Agnes & Hoss Design, and Alive Brewery to create a fall installment of our FEED series;
2. To partner with Agnes & Hoss Design, Alive Brewery, and RollinGreens to offer Community Meals in conjunction with our Fall and Spring Productions (*Failure: A Love Story* in October of 2013 and *There Is A Happiness That Morning Is* in March of 2014);
3. To partner with Agnes & Hoss and Avery Brewing on the third annual FEED: *Short and Sweet*;
4. To partner with 63rd Street Farm, Agnes & Hoss Design, and Alive Brewery to create a late spring/early summer installment of our FEED series.

We successfully produced all of the proposed events, with some adjustments to the proposed partnerships:

1. Alive Brewery did not open as scheduled, and so we replaced Alive Brewery as a partner with Wild Woods Brewery. We partnered with Wild Woods on our fall and late spring/early summer FEED events, and on the Community Meals offered in conjunction with our fall and spring full-length productions.
2. We partnered with RollinGreens food truck on the Community Meal offered with our fall production (*Failure: A Love Story*), but decided the partnership was less than an ideal fit. We partnered instead with Heirloom food truck on the Community Meal offered with our spring production (*There Is A Happiness That Morning Is*), and found the partnership to be a much more successful. We will continue to partner with Heirloom on these events in the future.

3. In order to accommodate audience demand, we partnered with Sanitas Brewery for our FEED: *Short & Sweet* event, where we could fit more seats, instead of Avery Brewing.
4. Because of the damage 63rd Street sustained in the September 2013 flood, we were unable to partner with them on our late spring/early summer installment of our FEED series, and instead held the event at the Altona Grange.

Our proposed strategic goals of the FEED Integration and Expansion project were:

1. To enhance the environmental design of and elevate the quality of our FEED events and Community Meals through our partnership with Agnes & Hoss;
2. To enhance the novelty and uniqueness our FEED events and Community Meals by creating signature, special-release beers for the events with Alive Brewing;
3. To enhance the quality, novelty, and uniqueness of the events such that we would be able to raise the FEED ticket price to \$75 by our 2014-15 season.
4. To create an inventory of necessary items to continue to produce FEED events and our Community Meals.
5. To hone the community meal aesthetic in collaboration with Stephanie Waddell of Agnes & Hoss.
6. To use the profit we earned from this project as a portion of the seed money with which we open Black Box Brewery.

We were successful in all of these strategic goals, although we will not be opening the Black Box Brewery in the fall of 2015 as planned due to the delay in our 501c3 application, and we will not be using the name Black Box Brewery because we are no longer planning on the bar portion of the space being a brewery, but a specialty tap room. As we await final notification from the IRS about our 501c3 status, we are in conversations with several potential partners about this space, and plan to open it no later than fall of 2017. (Our 501c3 application was submitted over 16 months ago and we have yet to hear back, and so have involved a tax payer advocate and Jared Polis' office.)

Our proposed attendance and financial goals as outlined in our Business Plan were as follows:

1. To feature feature 9 separate integrated food and performance events for 540 audience members.
2. To earn \$52,239 in revenue (\$32,200 for The Catamounts)
3. To spend \$39,115 in direct expenses (\$28,745 for The Catamounts).
4. To profit of \$13,125 (\$4,455 for The Catamounts).

We exceeded our attendance goals by:

1. Presenting 11 separate integrated food and performance events for a total of 702 audience members, surpassing our attendance goal by 162 audience members, or 30%.
2. Exceeding our financial goals, earning \$48,375 in revenue with the project, 50% more than we had predicted. Even when adjusting for the per-ticket allotments we made to our FEED Integration and Expansion partners, we exceeded our revenue goals by 22%.

3. And, while the project cost us 24% more than we had projected (accounting for our partners ticket share), we still profited within 8% of what we had predicted.

We consider the FEED Integration and Expansion project a resounding success.

B. Did your project scope change (positive or negative)? If so, please explain in detail.

Our project scope changed for the positive, in that we offered more events as a result of the expansion, served 30% more audience members than proposed, and earned 50% more in income (22% accounting for our partners' ticket share).

In addition to the positive increase in the number of events offered, audience members served, and income received, we also gained many additional secondary partners through the project, partnering with or receiving sponsorships from (in the form of product) the following businesses on our FEED events and Community Meals: 303 Vodka, B town wine + spirits, Crooked Stave Artisanal Beer Project, Das Pretzel Foundary, McDevitt Taco Supply, Odell's, Ozuke, Suerte Tequila, and Sweet Cow Ice Cream. We have discovered through this project that there is great interest from the artisanal food and drink business community in showcasing their products in this unique and innovative artistic forum.

C. Show your financial performance against the project budget.

Please see the attached budget form.

D. Please explain all major variances in income and expenses.

A note about all variances: because we are a small organization, and because our partner organizations we worked with are also all small businesses, we were unable to track our partner organizations expenses, and it made more administrative sense in the end to track income through our books, and then allocate each partners' ticket share through a lump sum payment after each event. As such, our numbers vary slightly from those proposed because we are accounting for all of the ticket income as our own, and listing our partners' ticket income as an expense.

With that in mind:

Income Variances:

1. **Cash On Hand:** We did not need to use any cash for this project.
2. **Other Grant Income:** We only used \$1000 of our \$2000 Theatre Rental and Marketing Assistance grant on this project; the rest was used for performances of our full-length productions that did not have associated Community Meals.
3. **Sales Associated:** As explained in this narrative, we added two nights of FEED to our proposed events, accounting for some of the increase in ticket sales, and we included our partners' portions of the tickets in these numbers, while we separated those out in our initial proposal.

Expense Variances:

1. **Professional Fees:** These were lower than we had proposed because our publicist was able to accomplish her proposal in fewer hours than she had initially quoted us.
2. **Production Costs and Rentals:** These were higher than anticipated because of the additional nights of FEED.
3. **Publicity and Documentation:** These costs were lower than we had anticipated because several of the events sold out in advance, making it unnecessary to print postcards, or purchase ads.
4. **Artists and Personnel Costs:** These were higher than we anticipated because of the additional nights of FEED, and because we allocated a larger percentage of our administrative staff costs to these events due to their increased administrative needs.
5. **Other:** This is where we listed our partner payments, which is different than we documented them in our initial proposal.

E. Will the expected ROI (Return on Investment) be achieved? Discuss in detail expected variance (positive or negative).

In 2012 when we submitted our ABC grant, the pro-forma statement no longer required an estimation of ROI, and so we are unable to comment on this question, as we did not estimate an ROI for this project when initially proposed, and therefore did not track it.

F. What is your 3 year outlook for this project, based on the 1st year investment?

Our FEED series, as expanded in our 2013-14 season to include multiple producing partners, an enhanced environmental design, and multiple nights per installment; and the FEED ethos, as integrated in to our full-length regional premiere productions to include a pre-show, show-inspired cocktail, and a post-show Community Meal featuring a show-inspired specialty, limited release beer and menu from a local food truck or caterer, will remain a part of our programming and brand. This project will be integrated in to our regular programming, and will be further developed as we move in to our own space, where we can offer show-inspired beers with every show, hold more than just two nights of each FEED event, and incorporate a Community Meal in to the final performances of our educational programs as well.

G. What new opportunities have you uncovered?

1. **Bountiful partnership and sponsorship opportunities:** As mentioned above, we have discovered that there are many levels of partnership and sponsorship that this project (and program) creates for us. In addition to working with primary partners on the FEED events and community meals, we obtained several product sponsorships, where local artisanal brewers, distillers, and food makers donate product as a means of featuring the product in a unique way and reaching new audiences. We also worked with more partners than we had originally anticipated, having derived an event format which can easily incorporate multiple food and drink artists.
2. **Wonderful audience development opportunities:** We also have been delightfully surprised by the audience development this project has enabled. Through this project, we have cultivated a substantial, loyal audience that attends every FEED and Community Meal, and many beyond that who come as much as they can. We now successfully sell dozens of "Fat Cat" packages, which

entitle the buyer to a ticket to every FEED event and show that features a Community Meal, and plan to sell a minimum of 40 this season. Having regular attendees at these events means that we are sitting down—literally at the table—with our audience on numerous occasions throughout the year. We get to talk to them first hand, in an intimate but casual setting, about the work they just experienced, and we get to know them as individuals in our community, rather than just patrons.

- 3. Cross-disciplinary collaboration opportunities:** There is something unprecedented and amazing about tasting a beer, or a dish, that a drink or food artisan made *after* reading the play you are directing. There is something uniquely but wonderfully challenging about articulating the themes, aesthetic, and major ideas to a artisan who is not a performing artist in a way that is both inspiring and comprehensible. The process of bringing these non-performers to the table to create events has been game-changing for us, and we have been thrilled by the excitement which they bring to and feel about the process.

H. What were the project's key accomplishments (quantified whenever possible)?

The projects key accomplishments were as follows:

- 1. Increase audience attendance for The Catamounts:** All 11 of our integrated food and performance events (FEED events and Full-length performances at which we offered a community meal) were sold out, contributing to the **50% increase** we had in **attendance** at our performance events this season.
- 2. Increase in ticket sale income:** The Catamounts earned income from **ticket sales went up 110%** in our 2013-14 season, from \$18,798 to \$39,815. This increase was directly due to our ability to offer additional community meals with Saturday night performances (and to charge a higher ticket price), and our ability to offer two nights of our winter and summer FEED events, instead of only one.
- 3. Establishment of inventory that will decrease the cost of future events:** We purchased wooden folding chairs, portable folding tables, glasses, glass racks, and various linens and decorative items, which we have reused repeatedly at these events. **The cost savings of not having to rent these items is a minimum of \$500 an event, or \$5000 a season.**
- 4. Enhanced audience development:** As noted above, FEED events and Community Meals have enabled us to get to know our audience much better. This has lead to a an increase not only in attendance, but also in the number of donors we had in our 2013-14 season, and the total individual donation amount. **The number of individual donors who contributed to our 2014-15 season increased by 100%, and the amount our individual donors contributed in 2013-14 season went up by 56%.** We directly attribute this increase in support from our community to the uniqueness of our programming, and the relationships this unique, intimate, community-building program has enabled.
- 5. Increased visibility of The Catamounts:** The uniqueness and popularity of the FEED event warranted articles and stories this season in publications and online news sources such as 5280, Colorado Drama, Colorado Public Radio, Culture West, the Daily Camera, and Westword Magazine. We have received two Best of Denver awards from Westword Magazine which directly honor our FEED Integration and Expansion ("Best Combination of Two Passions" and "Best Gourmet Feast After A Play"), and were heralded as "Boulder Bright Young Company" by Lisa

Kennedy of the Denver Post and one of "12 to Watch in 2014" by Westword Magazine. We were able to hire a publicist this season because of the grant funds, and we believe this increased publicity effort made a much larger population aware of who we are, and the unique programs we offer here in Boulder.

- 6. Increased cultural tourism:** Audience survey indicate that nearly 50% of our audience attends our events from outside Boulder city limits. This means that of the 704 audience members who attended our FEED events and post-show Community Meals, 352 of them do not live in Boulder. As the Americans for the Arts economic impact survey indicates, non-resident attendees spend \$43.14 outside of tickets to an event in Boulder, meaning that our 352 non-resident attendees generated an additional \$15,518 for Boulder when attending our events, and our 352 resident attendees spent an additional \$7983 when attending our events. The FEED Integration and Expansion program generated approximately \$23,500 in non-event spending, in addition to the \$44,275 it generated for local small businesses and local artists, for a minimum total of **\$67,776 in income generated for the Boulder community, more than tripling the investment the BAC made in the project in its first year.**

What lessons did you learn from the project?

1. We learned that people love to sit down together either before, after, or during an artistic event. We have long bemoaned the empty space that exists after a performance, when our audience stands around the somewhat cold Dairy lobby, where no music plays, where they cannot get a drink, but where they linger because they do not want the evening to end, because they want to talk about the play with their fellow audience members. We are filling this space, and people are responding incredibly positively.
2. We learned that a small company like us can grow in every way if given a significant influx of cash. We grew at least 50% in every conceivable metric this season, and we know this is because we were able to get a "leg up" due to the \$20,000 in grant funds.
3. We learned that folks who don't normally attend the theatre will do so if given an "in" that they can relate to. Audience surveys indicate that most of our audience only attends a few performance events a year, and that ours are generally one or two of them. We believe this is because we offer them a format which allows them an entry in to what otherwise might be an intimidating process.
4. We learned that not all non-performance businesses will "get" the concept we're working with. We very quickly learned which partners were energized and excited about the opportunity to collaborate with us, and which ones were unable to see beyond the income they would receive for collaborating with us. We know how important it is now to be incredibly clear and over communicative at the outset of the partnership, so that neither side will be disappointed once the project is being executed.
5. We learned that people come for the "concept," and stay for the art. While we know that getting to eat and drink delicious food and beverages is a great reason to try out a performance, our audience has communicated to us at this point that they would not continue to attend were they not also in love with the material of the actual performances.

Starting next year the Boulder Arts Commission will no longer offer the ABC Grant. However, based on your experience with the ABC Grant and other grants you've been awarded, how would you improve on the BAC grant process? What advice would you offer new applicants?

The Catamounts would not be who we are today without the funds that the Boulder Arts Commission has invested in us. We received \$11,000 of BAC funding in our 2011-12 season, \$11,000 of funding in our 2012-13 season, and \$26,000 in funding from the BAC in our 2013-14 season. Should we receive the Major Grant we are eligible for in our 2014-15 season, and should this report be accepted and we receive the remaining \$5,000 of this grant, we will receive \$15,000 in our 2014-15 season.

As a young organization, we are bringing a fresh and necessary perspective to the performance being produced in Boulder. Our FEED program is the only of its kind in the country, and we can say with confidence that it will continue to bring new audiences to Boulder as cultural tourists, and enable many fruitful cross-sector collaborations.

However, as a young organization, we worry about what seem to be yearly changes in the rules governing BAC grants. Until we secure our 501c3 status, we are dependent on BAC grants, and the "flux" that the categories and rules seem to be in right now makes it so that it is difficult to make a strategic plan over the next few years.

We recognize that an organization like ours cannot depend too heavily on one source of funding, but we also know how important it is in a town like Boulder, where individual donations are well-below national average, while incomes are well-above.

We would encourage the BAC strongly to consider implementing grant categories which fund the yearly programming of organizations which have proven their worth to the community, or which fund the growth of organizations from one level to the next. We would also encourage the Commissioners to contemplate multi-year grants, like this one, in which an organization can plan for an extended influx of cash in order to develop more ambitious programs, like our FEED Integration and Expansion.

We also are incredibly appreciative of the opportunity to be in close conversation with the Commissioners about this project, and to have presented about the projects progress throughout the last 18 months. This was an invaluable process, to have to evaluate our progress well enough to present it, and think this could be an incredibly valuable aspect of larger, more organizational-growth encouraging grants.

Pro Forma Income Statement

	Year 1	Year 1 (As Proposed)	Variance
Project Revenue	ACTUALS	AS PROPOSED	
Cash on Hand: what cash funds does each of the partners plan to invest in this project?	\$0	\$ 1,090	100%
ABC Grant Income (80% in Year 1 and 20% in Year 2)	\$20,000	\$ 20,000	0%
Other Grant Income	\$2,167	\$ 3,000	28%
Sales directly associated with project: ticket sales, sales of related merchandise, advertising revenue, etc.	\$26,208	\$ 9,110	-188%
In-kind	\$2,250	\$ 2,250	0%
Other			
TOTAL Expected Revenue	\$50,625	\$ 35,450	-43%
Project Expenses			
Administrative Costs	\$2,096	\$ 2,290	8%
Professional Fees	\$1,825	\$ 3,550	49%
Equipment Costs and Rentals	\$16,805	\$ 10,443	-61%
Publicity and documentation	\$762	\$ 1,625	53%
Artists and Personnel Costs	\$13,832	\$ 8,475	-63%
In-kind	\$2,250	\$ 2,250	0%
Other	\$8,955	\$ - 0	100%
TOTAL Expected Expenses	\$46,525	\$ 28,633	-62%
PROFIT EXPECTED FROM PROJECT	\$4,100	\$6,817	40%

Project Title: FEED Integration and Expansion

The Catamounts		
Profit and Loss		
September 1, 2013 - July 14, 2014		
	2014-15 Season (Actuals)	<u>FEED</u> <u>Integration</u> <u>and</u> <u>Expansion</u> (Actuals)
Income		
Contributed Income		
Benefits and Fundraisers	\$300	\$0
Ticket Sales	\$1,550	\$0
Total Benefits and Fundraisers	\$ 1,850	\$0
Corporate Donations	\$500	\$167
Government Support	\$27,000	\$22,000
Individual Support	\$12,250	\$0
Total Contributed Income	\$ 41,600	\$22,167
Earned Income		
Corporate Sponsorship	\$490	\$163
Inventory Rental	\$25	\$25
Residencies and Workshops	\$2,743	\$0
Subscriptions	\$5,400	\$5,400
Ticket Sales	\$30,038	\$20,620
Total Earned Income	\$ 38,696	\$26,208
Total Income	\$ 80,296	\$48,375
Gross Profit	\$ 80,296	\$48,375
Expenses		
ABC Partners	\$8,955	\$8,955
Bank Charges	\$245	\$0
Commissions & Fees	\$32,595	\$13,832
Dues & Subscriptions	\$153	\$0
Fundraising Expense	\$466	\$0
Insurance	\$999	\$559
Meals and Entertainment	\$127	\$71
Office Expenses	\$1,859	\$1,041
Production		
Costumes	\$703	\$234
Educational Programs	\$58	\$0
FEED Decor	\$1,571	\$1,571
FEED Disposables	\$143	\$143
FEED Food or Drink	\$4,500	\$4,500
FEED Inventory	\$3,244	\$3,244
Lighting	\$5	\$2
Miscellaneous	\$109	\$36
Music and Sound Equipment	\$21	\$7
Performance Rights	\$940	\$313
Printing	\$914	\$305
Set and Props	\$1,476	\$492
Total Production	\$ 13,684	\$10,847
Promotional	\$4,021	\$2,587
Rent or Lease	\$10,294	\$3,846
Equipment	\$1,523	\$1,523
Total Rent or Lease	\$ 11,817	\$5,369
Taxes & Licenses	\$509	\$425
Travel	\$619	\$589
Total Expenses	\$ 76,048	\$ 44,275
Net Operating Income	\$ 4,248	\$ 4,100

Agnes & HOSS

July 14, 2014

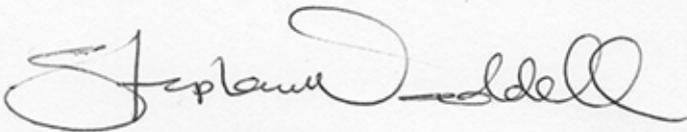
Dear Boulder Arts Commission,

I'm writing to update to you on our recent partnership with the Catamounts, made possible by the ABC Grant.

We found the partnership with The Catamounts to be a fruitful one. Our portion of the ticket price to the Community Meals we participated in was fair, and the new audience and exposure it brought us was very much worth the investment of our time. Most importantly, the artistic opportunity to collaborate on the events, and the community connections our partnership enabled were excellent. The Catamounts is truly a unique and creative organization with whom we were honored to work.

We look forward to partnering with The Catamounts in the coming years, and thank you for enabling this unique opportunity.

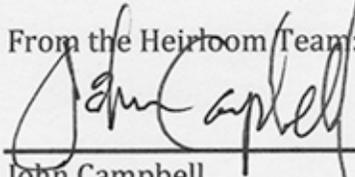
Warm regards,

A handwritten signature in black ink, reading "Stephanie Waddell". The signature is fluid and cursive, with a large initial 'S' and 'W'.

Stephanie Waddell
Agnes & Hoss

We had a wonderful experience partnering with the Catamounts for the Community Meals. We found our share of the ticket price to be more than reasonable, and new audience and exposure this partnership brought our way was definitely worthwhile. Most importantly we enjoyed the creative, community based opportunities our partnership has offered, and we look forward to partnering with The Catamounts for many years to come.

From the Heirloom Team:



John Campbell



7/14/14

Adam Campbell