

Arts & Cultural Organizational Development (ACOD)

2022 Guidelines



Funding Purpose + Overview

The ACOD grant is intended to support organizations that enhance Tompkins County's brand as an artistic and cultural destination.

- Maximum Award: \$35,000 OR 10% of organizational budget (whichever is less)
- Minimum Award: \$2,500
- Deadlines:
 - Eligibility Questionnaire: October 28, 2021
 - Full Application: December 14, 2021
- Contact: Megan Barber – director@artspartner.org – 607-273-5072 Ext 19

This grant is funded by Hotel Room Occupancy Tax collected in Tompkins County, NY. A total of \$255,850 is budgeted for 2022 grants.

Please Note: all applications must be submitted online through Common Grant Application. Please see the section titled "Prepare and Submit Your Application" for details.

Eligibility

Eligible Applicants

Applicant organizations must satisfy all of the following criteria

- Non-profit 501(c)3 organization in Tompkins County
- Public museum OR performing / visual arts organization
- Paid, professional staff
- Established for three years or more
- Elected board of directors
- Evidence of long-range planning
- Adopted organizational policy on diversity, equity, and inclusion
- Minimum 20 days of public programming offered per year in the County

Note: Public programming is defined as a cultural performance or exhibit available for the benefit of the community. Musical performances, film screenings, theatrical performances, museum exhibits and art galleries are all examples of public programming. Fundraisers, rehearsals, workshops, and classes are generally not considered public programming.

Eligible Activities

This award provides general operating support. The award can support specific activities, projects, and staff within an organization. Applicants will also be asked to provide a detailed description of how they intend to use funding awards.

Creating a Strong Application

Evaluation Criteria

Applications will be evaluated in five categories: Tourism Impact, Quality of Life, Economic Impact, Administrative Capability, and Artistic/Cultural Impact. Indicators within each category will be scored from 1 to 9 by grant review committee members. The total score for each application will weight each category as described below. Specific indicators are listed below:

Tourism Impact (weighted at 25% of overall score)

- Number of tickets sold / or attendance numbers
- Percent of audience from
 - outside Tompkins County
 - over 50 miles away
 - in person and virtual events
- Days of public programming offered within the County
- Web traffic and social media reach
- Written annual marketing plan and budget
- Use of IthacaEvents.com and evidence of a working relationship with the Ithaca/Tompkins County Convention and Visitors Bureau (CVB)
- Effectiveness of past marketing campaigns

Economic Impact (weighted at 12.5% of overall score)

- Clear and coherent operating budget
- Percentage of funding from local donors / individuals and corporate
- Number of donors / members / subscribers / students
- Number of full-time and part-time year-round staff

Local Quality of Life (weighted at 12.5% of overall score)

- Programming reflects a significant effort to reach a broad array of audiences

- Evidence of diversity on staff and board of directors
- Evidence of collaborations
- Documentation of livable wage

Administrative Capability (weighted at 25% of overall score)

- Evidence of the following:
 - Mission statement
 - Board roster that includes length of service
 - Bylaws
 - Employee manual
 - Strategic plan
 - Active financial management
 - Evidence of an array of funding sources
 - Last completed audit or financial review
 - Grant reporting history
 - Succession planning

Artistic / Cultural Impact (weighted at 25% of overall score)

- Evidence of past successes and growth
- Evidence of the uniqueness of program offerings
- Memberships in national or regional organizations
- Evidence of programming that gives voice to diverse and non-dominant cultures

Considerations

Organizations that have applied for the Tompkins Outdoors Grant in the same year are ineligible for this award

Applicants should be familiar with the Diversity Statement approved by the Strategic Tourism Planning Board (STPB). The STPB encourages applicants to consider how their programming appeals to diverse audiences and reflects the diversity of our community. You can review the Diversity Statement online at: <http://tompkinscountyny.gov/tourism/board>

Organization budget is defined as the previous year’s total expenses.

Applicants are expected to have a clear method of documenting audience information including home location.

Required Attachments

- Proof of non-profit status in the form of a 501(c)3 determination letter
- Current organizational budget and other financial documents
- Current board roster
- Strategic plan

- Organizational policy on diversity, equity & inclusion
- Proof of adequate insurance coverage

Award Decision Process

- Community Arts Partnership staff review applications for completeness and eligibility. Complete and eligible applications are shared with the grant review committee.
- The review committee makes funding recommendations for each application to the STPB.
- The grant review committee's evaluation scores and feedback will be shared with applicants.
- The STPB makes a funding recommendation to the Tompkins County Legislature.
- The Legislature votes on the grant awards.
- Tompkins County Department of Planning and Sustainability staff send emails to all applicants with funding decision and a contract.

Grant Recipient Responsibilities

Effective June 15, 2021, the Governor has lifted COVID-19 restrictions around mask wearing, distancing, cleaning, health screening, and gathering in most settings, except for the mask requirement for unvaccinated individuals. Businesses and events may require proof of vaccination status or may rely on the honor system. More information can be found here: <https://coronavirus.health.ny.gov/home>

Grant awardees are required to enter into a contract with Tompkins County. Several of the responsibilities listed below are included in the contract.

Awards will be paid directly to eligible awardees.

All unspent funds must be returned to the County.

Grant recipients are required to participate in an annual marketing workshop hosted by the CVB.

Grant recipients may be required to submit a mid-year financial status report and annual report.

Grant recipients are required to acknowledge the support of the Tompkins County Tourism Program in all public relations materials, posters, and programs. The standard

acknowledgment statement is: "This project was made possible in part by a grant from the Tompkins County Tourism Program." Grant recipients may use the Tompkins County Tourism Program logo in accordance with the recognition guidelines, which can be downloaded from the Tourism Program webpage: <http://tompkinscountyny.gov/tourism/recognition>

Prepare and Submit Your Application

All applications must be submitted through Common Grant Application. Use this link to sign up for an account and start an application:

<https://www.commongrantapplication.com/register.php?refOrgId=70636&refProgId=686&refProgType=grantsNew>

All Tompkins County Tourism Program grant applications are available online:

<https://www.commongrantapplication.com/grantmakers/70636/Tompkins-County-Department-of-Planning-and-Sustainability.html#gmkProgGrants>

The ACOD Grant has a two-step application process. The deadlines are as follows:

- Step 1 - Eligibility Questionnaire: October 28, 2021
- Step 2 - Full Application: December 14, 2021

For additional assistance, please contact Megan Barber – director@artspartner.org – 607-273-5072 Ext 19

Resources

The CVB is available to provide technical assistance related to tourism. For more information contact Peggy Coleman, VP Tourism & Community Relations, peggy@visitithaca.com.