Fall Community Meeting – FY 21 Application Launch

Fall Community Meeting
Welcome

Matthew Goudeau,

Director

Grants for the Arts
Staff

Jason Blackwell, Associate Director
Ecaterina Burton, Senior Finance, Data & Operations Manager
Matthew Goudeau, Director
Kara Owens, Program Coordinator
Khan Wong, Senior Program Manager
Advisory Board Remarks

Jonathan Moscone,
Chief Producer
Yerba Buena Center for the Arts

Chair of GFTA Advisory Panel
Advisory Panel Members

Kimberly Brandon
Senior Vice President (Ret.)
Morgan Stanley

Nicola Miner
President
Miner Anderson Family Foundation

Yoyo Chan
Director of Public Affairs
Golden State Warriors

Jonathan Moscone (Chair)
Chief Producer
Yerba Buena Center for the Arts

Hagen Choi
President
Tower Tours

Marcus Shelby
Musician

Erika Gee
Senior Planner, Chinatown
Community Development Center

Debra Walker
Artist

Lanita Henriquez (Vice Chair)
Director
Community Challenge Grants

Anne Wintroub
Director, Social Innovation
AT&T Foundation
Streamlined Eligibility

Ecaterina Burton,
Finance, Data & Operations Manager
Grants for the Arts
General Operating Support – Arts

Eligibility Criteria

In order to qualify for funding, an applicant in this category must:

- have a 501(c)(3) nonprofit status or a valid fiscal sponsor.
- not be a government agency or program.
- maintain a corporate address in the City and County of San Francisco for at least three full years at the time of application.
- be in compliance with Grants for the Arts (GFTA), other City Departments and programs, and GFTA fiduciary partners and grantees.
- have a mission or program with the primary purpose of public performance or display of art works in the City and County of San Francisco.
- present at least one public performance or display of art works in the City and County of San Francisco for the general public within the grant year.
- demonstrate fiscal responsibility, evidenced by:
  - receiving non-GFTA sources of funding;
  - maintaining insurance policies required by the City Risk Manager;
  - not having one source of contributed income comprise 50% or more of their budget.
- submit completed application by the due date. Late applications will not be accepted.

Applicants must meet all criteria to be eligible for funding.
Refined Application

Khan Wong,
Senior Program Manager
Grants for the Arts
Grants for the Arts (GFTA) promotes the City by supporting the arts.

For resources such as the System Guide, Helpful Hints, and Reference Application forms, click HERE.
Proposal Narrative

Kara Owens,
Program Coordinator
Grants for the Arts
PROPOSAL NARRATIVE QUESTIONS

The following outline is intended to help you in preparing a formal proposal. It is necessary to include all of these items in your proposal narrative. The items below indicate the type of information GFTA staff will be looking for when assessing proposals and will directly correlate to the score your application receives.

Please limit your proposal narrative answers to the space provided after each question within the form. Clear and concise content is of greatest importance, not length. We encourage you to contact GFTA’s staff of you have any questions.

Organization Description
- A brief statement of your organization’s mission, history, core programming, and any major accomplishments

Quality of Work
- What uniqueness or vibrancy does your organization bring to the City?
- What distinguishes your organization’s work from others in the same field?

Defined Audience
- How do you define your core audience and how are you retaining them?
- What are you doing to attract new local audiences and visitors?
- Are free events integral to your public programming? Please explain.
- Any significant changes in the amount of events? Or audience size?

Budget Management
- What are your key strategies to improve or maintain your organization financially? What are foreseeable challenges or opportunities?
- How will this grant be used to strategically support the organization’s goals?
- What is your plan to address organizational debt?

Evaluation
- Describe the organization’s current approach to learning and adapting for improvement in programming, operations, and audience development
- How do you track your audience?

Board/Staff Engagement
- Describe the diverse expertise and capabilities of your staff and board of directors
- Are your staff and board a reflection of the communities that you serve?
- How are you demonstrating your commitment to the cultural competency for your staff and board?

Collaboration and Partnership
- Describe any partnerships or relationships that you have with other organizations within or outside of the arts ecosystem – Please note if you provide fiscal sponsorship and/or technical assistance, including (but not limited to) board development, fundraising support, and other capacity development programming.
- Do you host or participate in convenings or learning exchanges amongst other organizations? Does your space host town halls or forums?
- What is your organization’s plan to learn from other organizations that vary from yours in size, discipline and areas served? What is your organization willing to teach others?

Communities Being Served
- Do you serve historically marginalized communities (people of color, immigrants, refugees, people with disabilities, LGBTQ+, homeless, and other under-represented groups) and/or geographically under-resourced neighborhoods?
- How do you demonstrate a thorough understanding of the communities served? How are you meeting the needs of those communities?
- What is your commitment to the communities you serve? Please note any engagement staff you may have and describe their roles.
- What is your plan for reaching out to other communities that you don’t traditionally serve?

Space Utilization
- Describe your organization’s operating model in regard to space – include information describing your office setup and where performances, rehearsals, or exhibitions take place.
- Do you maintain or own a space that is available for other organizations or individuals to use? Is it that space free or low cost?
- Do you utilize another organization’s space (i.e. rental theater, library, park, business, restaurant, bookstore, etc.)? Explain your organization’s experience and relationship with this space sharing model?
Review Process

Jason Blackwell,
Associate Director
Grants for the Arts
Prospective Grantees submit their GOS-Arts Application for Review. Applications are due February 14 by 5pm.

Staff Review Applications using the following tools:
- Creation of a Summary Sheet
- Scoring System and Rubric
- Site Visits

Advisory Panel recommends Awards based on:
- Reviewing Summary Sheets and Scorecard
- Percent of Budget Goal Amounts
- Site Visits

Final Approval by the City Administrator

Grantees are notified of their Award Amounts.

Grant Agreements are created and mailed to Grantees.

Signed Grant Agreements are returned to GFTA and processed.
GENERAL OPERATING SUPPORT – ARTS

FISCAL YEAR 2021

ELIGIBILITY CRITERIA, GUIDELINES,
AND STAFF REVIEWING TOOLS
Application Support

Jason Blackwell,  
Associate Director  
Grants for the Arts

Randy Rollison,  
Executive Director  
Intersection for the Arts
Workshops and Labs

**Grants for the Arts** - 401 Van Ness Avenue, Suite 321
*How to Apply Workshop*
November 18, 2pm – 3:30pm

**Intersection for the Arts** – 1446 Market Street
*Application Workshops*
December 4, 6pm – 8pm
January 8, 10am – Noon
January 29, 6pm – 8pm

*Application Labs*
December 14, 10am – Noon
January 18, 11am – 1pm
February 4, 6pm – 8pm
February 8, 11am – 1pm

**The Women’s Building** – 3543 18th Street, #8
*Application Workshops*
December 5, 6pm – 8pm
January 9, 6pm – 8pm
January 30, 6pm – 8pm
Closing

Matthew Goudeau,
Director
Grants for the Arts
General Operation Support – Arts
Application Due Date:

February 14 by 5pm

Late Or Incomplete Applications Will Not Be Reviewed

Questions or feedback?
Please contact us at gfta@sfgov.org or 415-554-6710