

<b>GRANTS</b>	
<b>F O R</b>	<b>ARTS</b>
<b>T H E</b>	

GENERAL OPERATING SUPPORT –  
PARADES AND FESTIVALS  
FISCAL YEAR 2021

ELIGIBILITY CRITERIA, GUIDELINES,  
AND STAFF REVIEWING TOOLS

**REFERENCE ONLY:**

To apply, please go to [www.sfgfta.org](http://www.sfgfta.org)

# ELIGIBILITY CRITERIA

**GRANTS FOR THE ARTS  
PARADES AND FESTIVALS PROGRAM**

**ELIGIBILITY CRITERIA**

**Events seeking support from this program must:**

- have a 501(c)(3) nonprofit status or a valid fiscal sponsor.
- not be a government agency or program.
- not be an activity specifically related to an independence/national day or commemoration day.
- 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 an art component to the parade or festival.
- take place in public spaces.
- produce a parade or festival that broadly celebrates and preserves the cultural identity and/or traditional activity related to the City's diverse communities.
- professionally produce a San Francisco parade or festival for at least three years.
- plan and publicize public event(s) to attract visitors to San Francisco.
- contribute to the City's reputation as a cultural destination by reaching a definable audience as evidenced by recording reasonable estimates of attendance.
- demonstrate fiscal responsibility, evidenced by:
  - receiving non-GFTA sources of funding;
  - maintaining insurance policies required by the City Risk Manager.
- submit completed application by the due date. **Late or incomplete applications will not be accepted.**
- FY20 grants ranged from \$10,000 - \$100,000. Assuming availability of funds, we expect to make grants in this range.

**PROCESS**

- Applications are accepted on an annual basis. The Fiscal Year 2021 application will be open from February 29, 2020 at 9:00 a.m. until March 27, 2020 at 5:00 p.m.
- The grant term will be from July 1, 2020 through June 30, 2021.
- Applications will undergo staff review with final approval by the City Administrator.
- Award notifications will be made in July 2020.

# APPLICATION FIELDS



FY21 Parades and Festivals Application

**Section 1: Organization Information**

- Organization Name
- Federal Tax ID Number
- Organization Mailing Street Address
- Organization Mailing City
- Organization Mailing State
- Organization Mailing Zip
- Website
- Executive Director
- Proposal Contact (whom to direct questions about your application)
- Contact Phone Number
- Contact Email
- Discipline – Parades and Festivals
- Organization Description (one or two sentences stating what your organization’s core mission is and who your target communities are if any)
- Current GFTA Grant (enter \$0 if none)
- What is the amount of your request?
- Fiscal Year Begin Date
- Fiscal Year End Date
- Organization History with GFTA {Drop Down Menu} (select the timeframe that is applicable to your organization): New to GFTA / Under 5 years / 5-10 years / Over 10 years
- Grant Plan: a short phrase summarizing the type of activity this grant will support. There is no need for specifics, it should be a general statement like, “To produce the annual Pride Parade and Celebration in San Francisco”.
- Space Occupancy {drop down menu}: Rent/Lease ; Ownership; Co-Op/collective; No physical space
- Are you at risk of displacement? Checkbox if Yes.

Does your organization have a Fiscal Sponsor? If your answer here is yes, a new screen will open asking for your Fiscal Sponsor contact information.

**Section 2: Program information**

**Event Participants**

Item	Quantity
Bands/DJs/Artists	
Floats	
Marching Units	
Vendors	

## Attendance

Please enter attendance figures for the years requested.

2017	2018	2019

## Section 3: Financial Information

For each category, please enter the requested financial information for the three most recent fiscal years. If you track your finances on a fiscal year, report on your fiscal years (as you define it). If you report on a calendar year, use the calendar year.

### Total Budget

	2017	2018	2019
Total Revenue less in-kind			
Total Expenses less in-kind			
In-Kind Contributions			

### Personnel Costs

	2017	2018	2019
Paid Employees			
Independent Contractors			
Artist Fees			

### City Fees

Department	2017	2018	2019

We will request a statement of Revenue and Expenses and a Balance Sheet as an attachment.

#### **Section 4: Personnel Information**

Number of Full-time Employees	
Number of Part-time Employees	
Number of Volunteer Workers	
Number of Volunteer Artists	
Number of Independent Contractors	
Number of Paid Artists	
Number of Board Members	

#### **Checklist**

The following attachments are **required**. After the above section, you will be able to upload the requested items. PDFs are preferred.

- 1. Narrative Form: completed narrative questions
- 2. List of Board of Directors or Advisory Committee
- 3. Letter of Authorization signed by the President of your Board or your Fiscal Sponsor's Board
- 4. Grants List: Grants received or expected for FY19 and FY20 (2019 and 2020 if on a calendar year)
- 5. Operating Budget for your CURRENT year
- 6. Financial Statements for your most recent completed year (most likely this will be FY19 or 2019). Includes a Profit & Loss Statement and Balance Sheet. Organizations with budgets over \$2 Million will need to provide the most recent audit; organizations of less than \$2 Million AND a grant of \$50,000 or more must provide a review. This document should be no more than two years old.
- 7. Second most recent Financial Statement using the same guidelines as above (most likely FY18 or 2018).
- 8. IRS Form 990 or 990-N Postcard dated within the last two years
- 9. IRS Form 941 (if applicable) for your last completed quarter
- 10. Proof of Good Standing with the IRS; Publication 78 confirmation. Obtained at <https://apps.irs.gov/app/eos/pub78Search.do>
- 11. List of your 2019 San Francisco event(s)
- 12. List of your planned 2020 San Francisco event(s)
- 13. Program Samples: these may include programs, brochures, flyers, press clippings, etc. in a single PDF. Please include your best/favorite samples and not every single item produced in the past year.

**If you are using a Fiscal Sponsor, these additional items will also be required.**

- FS1. Letter of Authorization Signed by the President of your Fiscal Sponsor's Board
- FS2. Copy of Fiscal Sponsorship Agreement detailing roles and responsibilities of both parties
- FS3. Current list of Fiscal Sponsor's Board of Directors or Advisory Committee
- FS4. Letter Signed by Fiscal Sponsor stating that the submitted financial information has been reviewed for accuracy
- FS5. Fiscal Sponsor's most recent 990. **If your Fiscal Sponsor is a GFTA recipient and will be submitting their 990 with their own application, this can be skipped.**
- FS6. Fiscal Sponsor's Financial Statement including Profit & Loss Statement and Balance Sheet. **If your Fiscal Sponsor is a GFTA recipient and will be submitting their own financials, this can be skipped.**
- FS7. Fiscal Sponsor's 501(c)(3) Determination Letter from the IRS. **If your Fiscal Sponsor is a GFTA recipient, this can be skipped.**

The final screen before Submitting the application is a **Certification and Release**.

- Organization Name
- Name of person making this representation on behalf of the organization

This certification and release must be signed by the individual applicant or principal officer of the organization with the knowledge of the matters contained herein and with legal authority to obligate the organization.

The undersigned certifies that all information contained herein is accurate or represents a reasonable estimate of future operations, based on data available at the time of application; and, that there are no misstatements or misrepresentations contained herein or in the attachments. The individual applicant or organization will comply with the federal laws that regulate Fair Labor, Civil Rights, Accessibility, and other regulations and City requirements in this grant application. The undersigned hereby releases the City & County of San Francisco, Grants for the Arts, and their respective officers, employees and agents, from any and all liability and/or responsibility concerning damage to or loss of materials submitted to Salesforce, whether or not such damage or loss is caused by the negligence or intentional acts or omissions of Salesforce, its respective officers, employees and or agents.

- I acknowledge and agree to the terms stated above: (Pick List)
  - Yes
  - No

This date constitutes a signature

- Date



# NARRATIVE PROPOSAL GUIDELINES



FY21 General Operating Support Application  
Narrative

**I. Organization Description**

1. Please describe your event. Be sure to note your intended audience/community and how your event serves them.

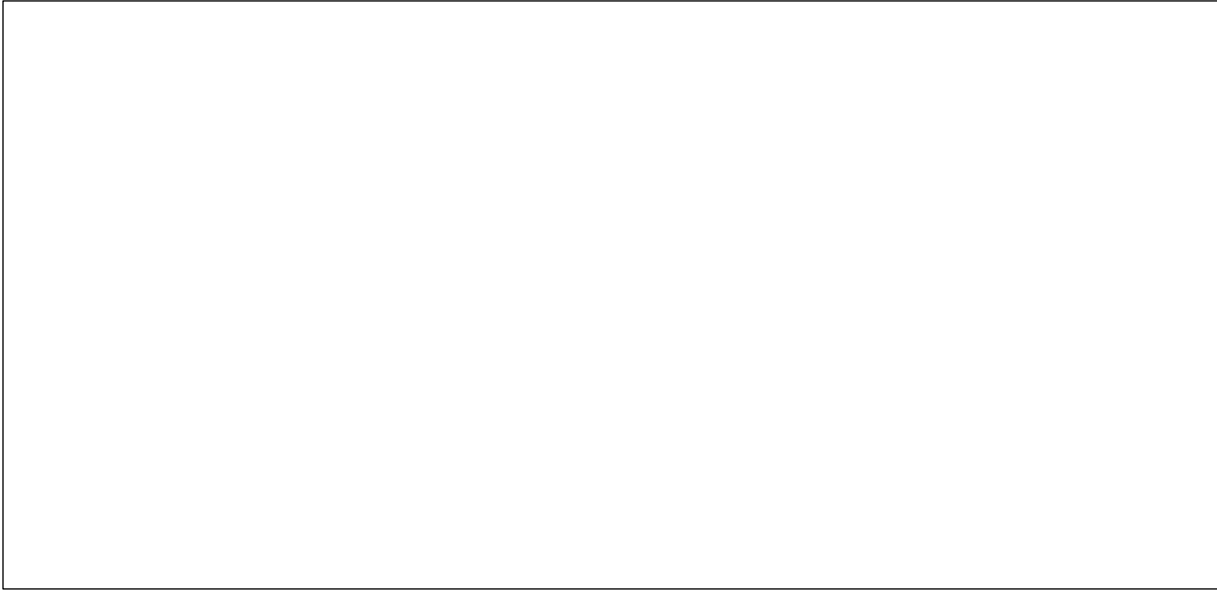
**II. Quality of Work**

1. How does your event add vibrancy to the City? Why is your event important to the cultural fabric of the City?

**III. Defined Audience**

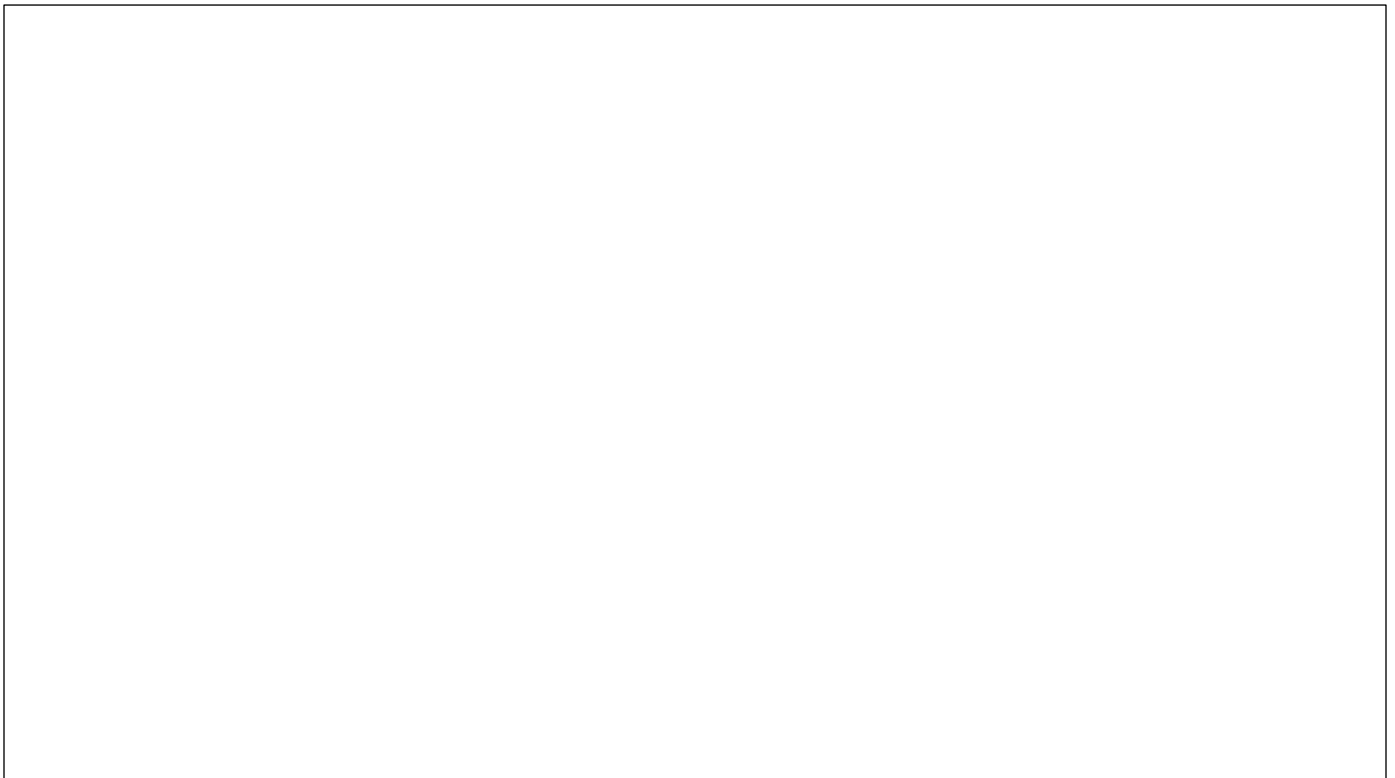
1. Describe your community engagement efforts. How do you determine the number of attendees?

2. Describe your marketing and promotional efforts.



**IV. Administration**

1. Describe the role and function of your board and/or advisory committee. Be sure to note frequency of meetings, a general overview of the planning process, and the different stakeholders involved.



2. What is the most challenging element of producing your event?



**Route/event footprint information will be requested as an attachment.**

# STAFF REVIEWING TOOLS

<b>SCORING RUBRIC: PARADES AND FESTIVALS</b>					
<b>Scoring Category</b>	<b>Score</b>	<b>UNSATISFACTORY 0-1</b>	<b>NEEDS IMPROVEMENT 2-4</b>	<b>SATISFACTORY 5-7</b>	<b>EXCELLENT 8-10</b>
<p><b>Program:</b> How does your event add vibrancy to the City? Why is your event important to the cultural fabric of the City?</p>		No response or minimal response to question. No clear idea of who is being served or the value-add to the City's cultural fabric.	General but superficial idea of who the audience and community is and the value-add to the City's cultural fabric.	Clear understanding of mission and purpose of event, knows the audience and community served and understands value-add to the City's cultural fabric.	Deep understanding of mission and purpose of event, a sense of history is conveyed, and well articulates the value add to the City's cultural fabric and the events place in that broader context.
<b>Program Notes:</b>					
<p><b>Community:</b> Be sure to describe your community and intended audience and how your event serves them. Describe your community engagement efforts. Include how you determine the number of attendees. Describe your marketing and promotional efforts.</p>		No response or minimal response to question. No community engagement and minimal promotional efforts.	Basic outreach efforts to either a demographic or geographic community, but not much beyond promotion and marketing to the target audience.	Some community engagement efforts beyond just marketing and promotion. Volunteer roles are filled. Promotional efforts extend beyond target audience.	Members of target community are engaged in decision making and running of the event. Feedback is solicited and acted upon. Promotion is high-profile and robust.
<b>Community Notes:</b>					
<p><b>Administration:</b> Describe the role and function of your board and/or advisory committee. Be sure to note frequency of meetings, a general overview of the planning process, and the different stakeholders involved.</p>		No response or minimal response to question. "Friends and Family" board or committee that is not involved in decision making or running of the event.	Board or committee members attend multiple meetings in a fiscal year and provide minimal oversight.	Board or committee members attend meetings and provide oversight. There are subcommittees for different elements of the event.	Board or committee members are deeply involved in the planning and mounting of the event including fundraising, may contribute financially or offer professional services.
<b>Administration Notes:</b>					



## Site Visit Evaluation

**Presenting Organization:**

**Title of Event:**

**Location:**

**Date and Time:**

**Ticket Price(s):**

**Submitted by:**

**What uniqueness or vibrancy does this organization bring to the City?** Describe the technical and artistic qualities of their work.

**Who was in the audience?** Describe the composition and size of the audience.

**Was there any evidence of collaboration or partnership with other organizations?** Describe the relationships.

**How did the organization demonstrate an understanding of the community the event served?** Describe their engagement.

**Was GFTA's support recognized? If so, how?**

**Any follow up necessary?** A GFTA staff member will follow up with the organization for any additional information.

YES \_\_\_\_

NO \_\_\_\_