



# CREATION AND PRESENTATION Grant Program

**FULL** Year Guidelines

**Fiscal Year 2017**

# Wisconsin Arts Board – FY17 Creation and Presentation Program Guidelines

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## THE WISCONSIN ARTS BOARD

### Mission

Created in 1973, the Wisconsin Arts Board is the state agency that nurtures creativity, cultivates expression, promotes the arts, supports the arts in education, stimulates community and economic development and serves as a resource for people of every culture and heritage. This mission is encapsulated in our positioning statement: **Creativity. Culture. Community. Commerce.**

The Arts Board fulfills this mission by communicating the vital role that the arts play in our state's economy and quality of life, and by providing funds, services, and information to artists, arts organizations, educational institutions, communities, and all other interested citizens of the state. It supports the work of arts organizations and artists with funds from the citizens of Wisconsin through a biennial state appropriation by the Wisconsin State Legislature and annual funding from the National Endowment for the Arts, a federal agency.

### Board and Staff Members

The Arts Board is governed by a Board of 15 members appointed by the Governor to serve three-year terms. Board members are Wisconsin citizens recognized for their accomplishments in the arts, humanities, business, education or public service. The Board includes members from urban and rural areas across the state and from diverse racial, economic and cultural backgrounds.

The Board sets the mission and goals for the agency, evaluates the Arts Board's progress toward these goals, formulates policy, and makes the final decisions on the use of funds. The Board has final authority in granting funds. The members meet a minimum of four times per year, and all meetings are open to the public. The Arts Board's staff implements Board policy, administers the Board's initiatives, partnerships and funding programs, and provides assistance to the state's communities through its work with the state's creative industries – primarily including arts organizations, artists, and arts programs.

### Contact

Mailing: Wisconsin Arts Board  
PO Box 8690  
Madison, WI 53708

Physical Location: 201 West Washington Ave  
2<sup>nd</sup> Floor  
Madison, WI 53703

Email: [artsboard@wisconsin.gov](mailto:artsboard@wisconsin.gov)

Phone: 608-266-0190

## CREATION AND PRESENTATION GRANTS PROGRAM

### Purpose

The arts play an important role in the lives of every person in Wisconsin. All communities benefit from participating, experiencing, sharing and learning through the arts. Funding from this program supports organizations that provide essential arts programming to their communities and are integral to their communities' cultural legacies. Through direct financial support of ongoing programming by arts organizations, the Arts Board sustains the vitality of Wisconsin culturally, educationally and economically.

Creation and Presentation grants provide artistic program and operational support to established nonprofit arts organizations that have art at the core of their mission, that create or present ongoing arts programming that makes a significant local, regional, or statewide impact on the cultural life of Wisconsin, and that further the Arts Board's community development and arts education goals (see [Goals 1 and 2 in the Arts Board's strategic plan](#)).

The program supports 501(c)(3) nonprofit arts organizations with strong operations - including stable management, ongoing assessment and evaluation, high artistic quality, and programming appropriate to the communities they serve. These grants also fund overall operating support for eligible arts programs of tribal governments and universities. In these cases, the organizations will use either government or university nonprofit status.

*Applicants to this program may not apply to the Creative Communities Grants Program.*

This is a multi-year grant program wherein applicants will submit a full application in their designated year, and submit interim applications in the other three years of the cycle.

### Full Year Applicants in Fiscal Year 2017 (FY17)

FY17 grants support activities in Fiscal Year 2017 (July 1, 2016 - June 30, 2017).

In FY17, applicants in the following four categories will submit full applications:

Folk Arts      Literary Arts      Multi-Disciplinary Arts      Visual Arts

Continuing applicants in all other categories will submit interim applications this year.

*Important Note:* New applicants to the program – those that did not received a FY16 Creation and Presentation grant award in the last fiscal year – are eligible to submit a full application this year, regardless of their discipline. Please contact Arts Board staff *prior* to applying.

Click [here](#) to see the extended timeline for full application submission by category.

### Funding

The program is designed to provide grant amounts that are as consistent as possible from year to year to those applicants that continue to meet eligibility requirements – always dependant on the number of applicants and the availability of funds. If the applicant pool remains consistent, the quality of the applications remains high, and the Arts Board's grant budget remains consistent, the award amounts should be consistent between the full year award and the subsequent interim year awards. Likewise, if the funding for the program increases, the award amounts will increase.

### Funding Amounts

Actual award amounts will be based on a formula that includes peer advisory panel review scores and a percentage of the applicant's average operating revenue. No more than 8% of the Arts Board's available funds through this grant program will go to one organization. Grants will not exceed 25% of the average of an applicant's last three years of operating revenue.

The minimum grant amount that will be awarded through this program is \$2,000.

### **Applicant Board Involvement: Articulating the Public Value of Creation and Presentation Grants**

The grantee will be accountable and responsive to the Wisconsin Legislature by validating the value of state and federal investment in the arts to the community that the grantee serves. Please note: This validation will occur in the form of education, not lobbying. To do so, the grantee will appoint a board member annually who will a) ensure that the organization articulates a message to its community and to the legislature regarding the value that it provides to its community; and b) will notify its entire board about the following required activities related to the Creation and Presentation grant, and the impact of these required activities on their duties as board members.

#### Required activities:

- Annually, send a letter to the organization's State Representative, State Senator, and the Governor discussing the importance of the arts to Wisconsin's economy and quality of life, describing specifically how this Creation and Presentation grant has affected the organization, and describing specifically the value that the grant has allowed the organization to provide to the community it serves and its thanks for that. Keep a copy of these letters in the organization's files and share a copy with the Arts Board. (Sample letters and invitations are available on the Arts Board's [website](#).)
- At least annually, send personal invitations to the organization's State Representative and State Senator to attend, participate in programming, or interact with audiences and staff of the organization. Keep a copy of these invitations in the organization's files and share a copy with the Arts Board. (Sample letters and invitations are available on the Arts Board's [website](#).)

#### Encouraged activity:

- Annually, meet with the organization's State Representative and State Senator to discuss the public value of this state funding for the organization and its community. Meet with local staff members of the organization's U.S. Congressional representatives if there is an office in the vicinity.

**Please note:** The above actions help educate legislators and do not constitute lobbying. Grantees should call Arts Board staff with any questions about this distinction.

### **Goals of the Creation and Presentation Grants Program:**

- to promote and sustain art of the highest artistic quality;
- to promote and sustain organizational and financial stability;
- to ensure appropriate organizational planning, ongoing assessment and evaluation, community input, and sound promotion as approaches to increasing the effectiveness of arts organizations;
- to increase local, regional, and statewide leadership among arts organizations in Wisconsin;

*(Goals continued:)*

- to increase audience participation in, and appreciation of, programs created and presented by Wisconsin arts organizations;
- to help arts organizations articulate the value of the work that they do – and the impact of that work on community and economic development – to their local and state officials and to the people in their community;
- to encourage arts organizations to work to enhance arts education efforts in their community.

These goals are essential to the long-term vitality of arts organizations.

### **Public Service Activity Requirement**

Section 41.53 of the Wisconsin Statutes requires that each Arts Board grant recipient perform a public service activity no earlier than July 1 and no later than June 30 of the fiscal year for which the grant is awarded. Public service activities include, but are not limited to the following: an exhibition, a performance, a publication, a lecture/demonstration, a workshop, a residency, or a media presentation. A fee for admission or publication may be charged. The activity should increase the public's awareness of Wisconsin's artists and artistic resources, the economic impact of the arts, the importance of formal K-12 arts education for our children, or the importance of life-long learning in the arts.

To fulfill this requirement, organizations must:

- make a public announcement of the activity that is designed to reach all members of the community;
- ensure that the activity relates clearly to the general artistic programming supported by the Creation and Presentation grant; and
- conduct the activity within Wisconsin in a public facility that is accessible to persons with disabilities.

### **Who May Apply**

#### Basic Eligibility Requirements

Applicants must fulfill **all** of the following conditions to be eligible for this program:

- have a record of consistent artistic activities for at least the three consecutive years prior to application;
- have as a primary purpose the creation/production or presentation of artistic performances that benefit the general interested public;
- demonstrate community participation in the program planning;
- match each dollar of Arts Board support with at least one dollar of public (non-state) or private funds;
- be incorporated in and conduct business in Wisconsin in order to apply for support (Organizations are required to provide proof of incorporation and activity in Wisconsin before applications are reviewed or funds awarded.);
- hold tax-exempt status from federal income tax under Section 501(c)(3) of the Internal Revenue Code and must qualify as a charitable organization under Section 170(c) of the Internal Revenue Code of 1986 as amended; have a Federal Identification Number, assigned by the Internal Revenue Service;
- have a DUNS number. For more information regarding this financial history "DUNS" number, and the reason why applicants need one, click [here](#), and for instructions on how to apply for a number via the internet, click [here](#). **Please allow six weeks (thirty business days) for a number to be assigned via the internet.** If a Creation and

Presentation grant applicant can show that it has applied for this number prior to submitting its application—even if that number has not yet been received—then the application will be accepted for review. *Please note: Dun and Bradstreet sales people may follow up and seek to sell their products and services to your organization. Applicants are under no obligation to purchase anything; this is simply standard procedure on their part.*

- For Colleges, Universities, and Units of Tribal or Local Government including Public Schools:

The Arts Board does support programs that fall under the auspices of these organizations, provided those programs involve the local community in planning, execution, and participation. These applicants must demonstrate that their programming reaches the general public in addition to an academic audience. (This can be shown through financial support from sources beyond the school such as local corporations, businesses, individuals, and foundations; through its audience and participant evaluation statistics; and through board, advisory or steering committee composition that includes community members.)

*Performing Arts Series, Galleries/Museums and Art Film Series* that are ongoing and a part of colleges, universities, or public schools are eligible. Grants are based on the arts program's budget, not the overall university/college/school budget. Indirect costs may be shown as in-kind, but not as part of the cash budget/match. No administrative fee for this grant may be charged to the grant or to the program's budget by the university/college/school.

- For "Presenting Organization" applicants only:

*(Note: A presenting organization is defined as an organization that serves its community primarily by brokering relationships between touring performing artists and the presenter's community. It does so by acting as the catalyst to bring those artists from outside of the presenter's community into that community, to perform in concerts and/or residencies.)* The applicant must present four or more performances annually by professional touring artists who reside outside of the presenting organization's community in a series that is locally planned.

### **First time applicants**

Organizations that have never applied to the Creation and Presentation Grant Program previously must notify the Arts Board staff of their intent to apply by October 1. Notification should be in the form of an email to [artsboard@wisconsin.gov](mailto:artsboard@wisconsin.gov).

### Eligibility Alternatives:

The Arts Board provides funding to fourteen local cultural organizations located in fourteen communities around the state. These partner organizations match and "re-grant" Arts Board funds to arts projects in their service areas. We encourage you to contact a Wisconsin ReGranting Partner, especially if your organization does not meet the above criteria. Click [here](#) to view the list of those partners. Please note: If you receive an Arts Board grant and decide to apply to a ReGranting partner as well, ReGranting partner organizations will not fund the same expenses that an Arts Board grant supports, nor can Arts Board funds act as a match for a ReGranting partner's grant.

### **Who May Not Apply**

- Historical societies;
- Humanities organizations;
- General, non-arts museums;
- Public or private college or university programs that do not directly serve the community beyond the campus;
- Public or private schools that do not have a community-run performing arts series;
- Public radio or television stations;
- Libraries;
- Arts organizations that have delinquent final reports due to the Arts Board; or
- Organizations that received a *Creative Communities* grant in this fiscal year.

### **Types of Activities Funded**

The Creation and Presentation grants program provides grants to organizations for annual arts programming. Repeated events, such as a yearly multi-day festival, are eligible. The program supports organizations that offer broad-based arts programming in any discipline (multi-arts, performing arts, literature, folk and traditional arts, visual arts). Specific activities include:

- General operating expenses;
- Artistic and technical/production personnel (staff) expenses;
- Outside (non-staff) artistic fees and services;
- Marketing/promotional expenses;
- Artistic space rental/expenditures;
- Production/exhibition expenses;
- Acquisition of artwork.

### **Examples of Eligible Activities**

- A theater presents multiple productions and educational programming throughout the year including residencies.
- A museum or gallery presents multiple exhibitions, educational programming, publications, and community arts events throughout the year.
- A performing arts center presents a series of dance, music and theater performances, including residencies, from September through May.
- A literary organization presents contemporary literature in a series of readings, and produces a series of literary journals featuring contemporary Wisconsin writers.
- A university department offers a statewide annual art film and video festival for community and university audiences.

### **Types of Activities Not Funded**

In general, the Arts Board does not fund the following nor can the direct dollar for dollar match for Arts Board funds be used for these expenses:

- Capital equipment (items costing more than \$5,000 with a useful life of more than one year) or capital expenditures, e.g., renovation of existing facilities;
- Benefit/fundraiser activities;
- Cash prizes or awards;
- Competitions;
- Deficits incurred from past activities;
- Individual tuition;
- Activities for which academic credit is given;
- Curriculum expansion;
- Out-of-state travel;

*(Continued on next page)*

*(Types of Activities Not Funded continued:)*

- Hospitality expenses, i.e. entertainment, refreshments or food at receptions, parties, gallery openings;
- Activities that have already been completed by the beginning of the grant period;
- Activities that have a religious purpose;
- Lobbyists' payments;
- Activities not open to the general public.

### **Grant Award Determination**

Grant amounts in the Creation and Presentation program are determined by a formula that takes into account the peer advisory grant application review panel's score, the organization's average operating revenue (based on the budget average of the three most recently completed fiscal years), the number of eligible applicants in the pool, and the amount of funding available for the program. Awards will vary according to the Arts Board's formula and allocation from the state legislature. Grants will not exceed 25% of the average of an applicant's last three years' operating revenue. The minimum grant given in this program will be \$2,000.

### **Matching Requirements**

All Creation and Presentation grants require at least a 1:1 cash match. In-kind goods and services may not be used to match Arts Board funds through this program, but are useful to include in the application as an indication of community support.

## THE GRANTING PROCESS

The following information relates to the application process of the Arts Board and to the subsequent procedures once an award has been made. Please read all guidelines carefully prior to submitting an application.

### Deadlines

- September 30, 2016 – Intent to Apply deadline; organizations applying for the first time must contact Arts Board staff
- October 17, 2016 (3:00 pm) – eGrant online application deadline
- October 18, 2016 – Support Material deadline
  - 3:00 pm deadline for Dropbox material to be shared with [artsboard@wisconsin.gov](mailto:artsboard@wisconsin.gov)  
AND
  - Postmark deadline for print material OR deadline for hand delivered print material

### Intent to Apply

Organizations that have never applied to the Creation and Presentation Grant Program previously must notify the Arts Board staff of their intent to apply by September 30. Notification should be in the form of an email to [artsboard@wisconsin.gov](mailto:artsboard@wisconsin.gov).

### Grant Proposal Writing Assistance

The Arts Board staff is available for grant proposal writing assistance throughout the year. The staff can explain and clarify eligibility requirements, review criteria, and definitions. The staff can also discuss proposals and alternative ideas. Discussions with the staff, however, do not influence funding decisions. Call (608) 266-0190 weekdays between 7:45am-4:30pm for assistance, or email [artsboard@wisconsin.gov](mailto:artsboard@wisconsin.gov).

### Preparing Applications

A completed Creation and Presentation grant application must be submitted online using the Arts Board's eGrant system by **3pm on October 17, 2016**. At that time, the system will lock and no further changes can be made to the application. The required hard copy application material must be sent to the Arts Board and postmarked no later than the next day of business.

All applicants are encouraged to submit a **final draft application review request** at least one week before the final deadline date. A final review consists of a simple check of the application material for completeness by Arts Board staff members. To submit a draft for review, simply email a request for review (including the name of your organization) to [artsboard@wisconsin.gov](mailto:artsboard@wisconsin.gov). Applicants may also request a **draft narrative review** by Arts Board staff, anytime up to two weeks in advance of the application deadline. Staff may suggest ways to strengthen the narrative in this review. **Please note:** receiving staff assistance does not guarantee funding.

## APPLICATION PROCESS

### Submitting the Electronic Application (eGrant)

1. Go to the Arts Board's [Creation and Presentation web page](#).
2. Read the information there.
3. Read the [tips](#) section for using eGrant.
4. Go to the WAB's eGrant site: <https://wab.egrant.net>
5. New applicant organizations only: Create an eGrant account.
6. Log onto eGrant and follow eGrant instructions through the application process.
7. Deadline for eGrant submission is 3 pm on October 17, 2016.
8. Deadline for submitting required hard copy support documentation is October 18, 2016.

### Submitting the Application Hard Copy Materials by Mail

To provide applicants with a little more time to gather the required material, all paper documents must be submitted in one package and postmarked or hand delivered by October 18, 2016, one day after the eGrant deadline, to:

**Wisconsin Arts Board**  
**PO Box 8690**  
**Madison, WI 53708**

*(Hand delivered applications as well as those sent via FedEx/UPS/etc. should go to Wisconsin Arts Board, Second Floor, 201 W. Washington Ave., Madison, 53703).*

Late or incomplete application packets will not be accepted. It is the responsibility of the applicant to have proof of mailing for all materials mailed to the Arts Board. Applicants must keep copies of everything that is sent.

### Full Year Applications

All paper materials should be *copied back-to-back* and secured with clips. Please, no binders, folders, or three-hole punching.

Send one set of all of the required print materials (including your narrative). To determine which print materials your organization is required to send, please refer to the checklist that is appropriate for your organization's budget revenue size (small, mid-size, large), found on pp. 31-36 of these guidelines. Order materials of the set that you send in the same order as they are listed within the checklist.

*Note:* Located at the end of the .pdf that generates once you submit the eGrant application, **contracts** must have an original signature; **checklists** must be filled out in pen.

## SUPPORT MATERIALS

The **checklists** of required support materials are located at the end of these Guidelines and identify which support materials are required as part of the application package. Checklists will assist applicants in gathering and organizing electronic and hard copy materials.

The size of the applicant's organizational budget will determine which checklist to use.

**Small** organizations (revenue under \$225,000): [Checklist on p. 31](#)  
**Mid-size** organizations (revenue between \$225,000 & \$700,000): [Checklist on p. 33](#)  
**Large** organizations (revenue above \$700,000): [Checklist on p. 35](#)

When submitting your electronic support materials via Dropbox, it is critical that you number and title the documents according to the following instructions. Once you have your Dropbox account (see p. 13 of these guidelines) click [here](#) to see the Model Dropbox Template for Support Materials for Full Year Applications.

### **Titling and Numbering Support Material PDF Documents**

Prior to Uploading Them to Dropbox

All material should be in .pdf format whenever possible. Each piece of support material must be numbered and titled as follows, in order for the review panelists to be able to locate the material easily within Dropbox – although your organization’s full name should replace the generic “ABC Arts Organization” that is used in the examples below.

*Note: The following example list is comprehensive and may include some materials that are optional for your organization. If you skip an item that is optional for your organization (see the checklist section for your requirements), continue to use the number assigned below to the item that is next in your list.*

**To see a model** of what your full year application Dropbox submission should look like, please click [here](#) or go to the Model Dropbox Template found on the [C&P webpage](#).

- 1\_ABC Arts Organization FY17 C&P Narrative
- 2\_ABC Arts Organization FY17 C&P Worksample *(not required for Presenting Organizations)*
- 3\_ABC Arts Organization FY17 C&P Required Financial Documentation
- 4\_ABC Arts Organization FY17 C&P Board List
- 5\_ABC Arts Organization FY17 C&P Staff List
- 6\_ABC Arts Organization FY17 C&P Key Bios
- 7\_ABC Arts Organization FY17 C&P Mission
- 8\_ABC Arts Organization FY17 C&P Organizational History
- 9\_ABC Arts Organization FY17 C&P Community Demographics
- 10\_ABC Arts Organization FY17 C&P Community Description
- 11\_ABC Arts Organization FY17 C&P Last Season Brochure
- 12\_ABC Arts Organization FY17 C&P Current Season Brochure
- 13\_ABC Arts Organization FY17 C&P Letter from Significant Partner
- 14\_ABC Arts Organization FY17 C&P Organizational Plan
- 15\_ABC Arts Organization FY17 C&P Evaluation Tool(s)
- 16\_ABC Arts Organization FY17 C&P Educational Tool(s)
- 17\_ABC Arts Organization FY17 C&P Marketing Plan Synopsis
- 18\_ABC Arts Organization FY17 C&P Annual Report
- 19\_ABC Arts Organization FY17 C&P Critical Review
- 20\_ABC Arts Organization FY17 C&P Exhibition Catalog
- 21\_ABC Arts Organization FY17 C&P Newsletter
- 22\_ABC Arts Organization FY17 C&P IRS Proof of Nonprofit Status *(only new applicants)*

#### **Required of all except new applicants:**

- 23\_ABC Arts Organization FY16 Final Report Narrative Summary
- 24\_ABC Arts Organization FY16 Final Report IMAGES
- 25\_ABC Arts Organization FY16 Final Report Image Description Page
- 26\_ABC Arts Organization FY16 Final Report Letter copies

**Submitting the Application Support Materials via Dropbox (deadline 3 pm 10/18/16)**

**Step 1**

**Uploading Support Materials into Dropbox:**

Work samples (digital images, video and audio files), and all other materials that support your application should be submitted by using [Dropbox](#).

Applicants will upload files to a folder in Dropbox and then share that folder with the Arts Board. Here's how:

1. If your organization does not already utilize Dropbox, create a free account at [dropbox.com/register](http://dropbox.com/register). (Personal Dropbox accounts are not acceptable for this process.)
2. Once your Dropbox account has been created, go to the Dropbox home screen at [www.dropbox.com](http://www.dropbox.com).
3. To create a new folder, click on the icon of the folder with a (+), "New folder," at the top of the screen.
4. Title your new folder with your organization's complete name (no acronyms please), followed by your discipline (dance, theater, music, presenting, etc.). For example: "Applicant Name\_music"
5. Once this folder has been created, click on this folder to open it.
6. Click the icon that looks like a sheet of paper with a (+), "Upload..." at the top of the screen.
7. Click "Choose files"
8. Select files from your computer, making sure they are in pdf format (images are to be jpg), and that they are numbered and titled according to the instructions on p. 13 of these guidelines.
9. Click "Add more files" until all files are upload, then click "Done"

**Step 2**

**Sharing Dropbox Folder with the Arts Board**

1. Once you have created your new folder and have uploaded all desired files (all of which should be in pdf format, except the work sample), return to your Dropbox home screen (at the top of the page, click the name Dropbox or the blue box icon next to it).
2. Click on the side bar tab, "Sharing."
3. Click "New shared folder."
4. Click "I'd like to share an existing folder" – then click "Next"
5. Select your folder from the list that appears and click "Next"
6. Type in [artsboard@wisconsin.gov](mailto:artsboard@wisconsin.gov) after "To:" at the top of the form.
7. Leave all other setting at their default and click "Share"
8. Click here to see [Illustrated Steps](#).

## Required Financial Documentation

For applicants that received a FY16 Creation and Presentation grant:

- Very small organizations (budget revenues of \$50,000 and lower) that are only required to submit IRS Form 990-N must submit one copy of the organization's operational budget (revenues and expenses) from the most recently completed fiscal year.
- College/university/school applicants must submit one copy of the relevant arts program's budget (not the college/university/school's entire budget) from the most recently completed fiscal year.
- All other organizations must make certain that the IRS Form 990 from their most recently completed fiscal year is available on Guidestar.com. Alternatively, the applicant can include an electronic copy of that IRS Form 990 as part of its application support materials.

In cases where the IRS Form 990 from the applicant's most recently completed fiscal year is not yet submitted to the IRS by this application deadline, then applicants should use the IRS Form 990 from the previous year. Applicants should then include the numbers from that previous year, and the two years preceding it, in Section B of the eGrant application form. As always, call the WAB staff with any questions.

- Note: Large organizations (revenue over \$700,000) must also submit a copy of their most recent financial audit report/audit review/Financial Statement Review.

For **new applicants** to the Creation and Presentation program:

- New applicants must submit the appropriate financial documentation (see above) from the three most recently completed fiscal years. Failure to submit this financial documentation will result in an ineligible application.

## Work Sample Materials

Because panelists score applications in the area of Artistic Excellence, Educational Value and Community Value, all full year applicants (except those applying in the category of Presenting Organization) must submit a sampling of the artistic work that they create or produce, and complete the Work Sample Description page within eGrant. The work sample should reflect recent artistic activity (no more than three years old) and not serve as promotional work.

In full year applications, the work sample is a critical part of the support materials. An audio or video recording or collection of images can convey impressions about an organization that a written narrative cannot, and panelists often comment on how valuable work sample submissions are in their decision making process. Applicants are strongly encouraged to submit audio-visual materials that best document the strong artistic quality of their programming, according to the following guidelines. Please contact Arts Board staff if you have questions or concerns related to copyright or royalties. Work samples from all applicants must be no more than three years old at the time of submission.

One work sample is required per applicant. Up to two work samples may be submitted. Most work samples will consist of a digital file uploaded by the applicant to Dropbox. (See p.13 of these guidelines for details.) *If for some reason the applicant cannot use Dropbox, please contact Arts Board staff immediately. Under limited circumstances, applicants will be allowed to submit a physical work sample such as a CD or DVD (no originals please). Mailed work samples will not be returned to applicants, so return envelopes are not needed.*

During the panel meeting, total work sample review time is at the discretion of the panel and is often less than 3 minutes. Panels consist of experts who can quickly assess work samples and who will have several hours of work to review during the panel meeting. Applicants should keep this in mind as they select their work samples, and consider that the panel bases the majority of its Artistic Value score on the work sample. Panelists will have the opportunity to review prior to the panel meeting only those work samples that have been submitted via Dropbox.

To make this review as seamless as possible, it is critical that each organization complete the Work Sample Description page within eGrant, describing the content and format of its submission. On that page, please be sure to include information related to the “who, what, where and when” of the sample that you provide.

The following guidelines are provided for the technical preparation of your work sample.

### 1. Digital Images

Applicants may submit up to, but not more than, 10 digital images. This set of 10 images serves as one work sample. Each digital image should be submitted in the following format:

- Submit high quality JPEG/jpg files. Do not submit any other file type. Only JPEG/jpg files will be accepted. To maintain the highest quality, all editing should be done in full resolution and files should be saved using a lossless format like TIFF or PSD. Only after editing is complete should the applicant resize and save a copy to the JPEG/jpg format.

- Images should be in proper orientation for viewing (upright on monitor).

- Limit the file size to no more than 4MB per image.

- File name should be in the following format: number\_applicant name\_title.jpg.

- The “number” in the file name should be two digits with a leading 0 if under 10. This will allow for easy ordering of the images to match your Work Sample Description page submitted via eGrant. Use succinct file names. For example: 01\_(applicant name)\_SculptureWing.jpg or 02\_(applicant name)\_SculptureTorso.jpg. Please abbreviate or use initials if your organization has a long name.

Work sample images should be submitted by uploading the files to a Dropbox folder and sharing it with the Arts Board. (See p.13 of these guidelines for details.)

### 2. Videos

Applicants may submit one video. Videos should not be a series of still images that plays automatically (if still images are preferred, they can be submitted as described under “Digital Images).” Videos can be submitted in one of two ways: a) by providing a link in the Work Sample Description page to a video on a website such as YouTube or Vimeo, to which the applicant has already uploaded the video – this link should also be embedded in a pdf document and uploaded to Dropbox, see p.13 of these guidelines for details; or b) by mailing a DVD or USB drive with the application package.

To submit a DVD, be certain that it can be played on a standard DVD player and television, not only on a computer. Label the DVD with the name of the applicant organization. *Note:* Panels typically view no more than 2-3 minutes of a video so make sure to identify the point at which you want the panel to begin viewing.

### 3. Audio Tracks

Applicants may submit one .mp3 audio track. The file should be of CD-quality with a bitrate of at least 128 kbps. The file name should be in the following format: applicant name\_title.mp3. Audio tracks can be submitted in one of three ways: a) by uploading the file to Dropbox, see p. 13 for details; b) by providing a link in the Work Sample Description page to an audio track on a website such as YouTube – this link should also be embedded in a pdf document and uploaded to Dropbox; or c) by mailing a CD with other Support Materials. *Note:* Panels typically listen to no more than 2 minutes of an audio track so make sure to identify the point at which you want the panel to begin listening.

### 4. Literary Works

Literary works can be submitted in one of three ways: a) by uploading the file to Dropbox, see below for details; b) by providing a link in the Work Sample Description page to a website on which the literary work is located– this link should also be embedded in a pdf document and uploaded to Dropbox, see p. 13 for details; or c) by mailing a hard copy with other Support Materials.

### 5. Web Links

Applicants may choose to submit a work sample that is on a website by providing a link to that work sample (such as a video posted on an organization’s YouTube channel). Submit the website address by typing the web link into the Work Sample Description page in eGrant and by uploading a pdf document with the website address typed on the first line to Dropbox, see p. 13 for details. Make sure to submit a site/work sample that conveys the artistic quality of the work related to the proposed project. Do not submit a link to general marketing material or to the applicant’s homepage (which you provide elsewhere in the application).

*See p. 13 for instructions on “How to Submit Support Materials (work samples) via Dropbox.”*

## **Final Report Summary for Full Year Applicants**

In order to simplify the reporting process for Creation and Presentation grant recipients, the final report for the previous year’s grant is now contained within the current year’s application material as one of the Support Materials. Full Year applicants will upload to Dropbox a pdf document containing their FY16 Final Report Summary, wherein they copy the following questions and provide the answers *in no more than two pages*:

### **1. Last Year’s Creation and Presentation Grant Award**

- A. Our FY16 C&P grant award was \$\_\_\_\_\_.
- B. What did the grant allow us to do that we would not otherwise have done?
- C. Below is(are) the specific expense item(s) on which our organization spent its FY15 WAB grant funds, and the amount spent out of the grant award for that expense (each of those expenses). *Example:*

<u>Expense Item:</u>	<u>Amount of WAB funds spent on that item:</u>
Musicians fees for Spree concert on 3/3/16	\$1,000
- D. Did we have any significant board or staff turnover during the grant period?(describe)
- E. Opportunities that we provided to involve legislators further in our activities, such as thanking them at performances or event openings, inviting them to educational outreach activities, etc. included:

2. Upload to Dropbox three high quality JPG images that illustrate your artistic activities from the time period covered by the FY16 grant.
3. Upload to Dropbox a pdf document that provides - for each image – a short description of the subject matter, the date the image was taken, and the photographer’s name.  
*Note: By submitting these images, you agree that you have obtained permission to take and share these images for documentation purposes; and that you give permission to the Wisconsin Arts Board to use these images in our reports and electronic media.*
4. In a fourth document uploaded to Dropbox, include copies of your correspondence with your legislators and Governor:
  - a. a copy of one of the letters that you sent to your legislators and Governor acknowledging their support of the Wisconsin Arts Board and thanking them for this grant.
  - b. a copy of one of the invitations that you sent to your legislators and Governor (if different than above) to attend/participate in your programs.
  - c. If applicable, include a copy of one of the letters that you sent to Wisconsin’s U.S. Senators and your organization’s U.S. Congressperson.

### **Application Evaluation Criteria**

The peer review panel will evaluate each **full** year application based on the purpose and goals of the Creation and Presentation program, and specifically on the following four criteria areas:

1. Artistic/Educational/Cultural Value (“What have you done?”)  
(The highest score for this category is 25 points.)
  - Activities to date in the current and most recently completed fiscal year demonstrate artistic, cultural and/or educational value for the community being served.
  - Activities to date in the current and most recently completed fiscal years advance the organization’s artistic mission.
  - Programming continues to evolve and demonstrate creativity.
  - Qualified persons, including board, staff (when applicable), and community members, are involved in the design and implementation of activities.
  - If applicable, lifelong learning activities are appropriate to the community that the applicant serves.
  - If applicable, Kindergarten–12<sup>th</sup> grade in-school educational programming meets the Wisconsin Department of Public Instruction’s Arts Education Standards in one or more of the following areas: [art and design education](#), [dance](#), [literary](#) (within the English language arts standards), [music](#), or [theater](#).
2. Organizational and Financial Management (“How did you do it?”)  
(The highest score for this category is 25 points.)
  - Applicant demonstrates ability to complete quality programming.
  - Appropriate persons, including staff (when applicable), board and committee members, are involved and have clearly defined roles.
  - Past budgets correlate to the applicant’s narrative.
  - Broad base of financial support includes public and private sources.
  - Applicant demonstrates ability to develop and manage resources appropriately. If there is a deficit, applicant has a plan to reduce it.

3. Community Participation & Accessibility (“What difference did you make?”)  
(The highest score for this category is 25 points.)
  - Activities address the community’s artistic, educational, economic and/or social needs.
  - Activities indicate understanding of and responsiveness to the diverse interests and needs of the community.
  - Applicant has forged partnerships with a variety of public and private organizations, the quality and number of which is appropriate to the size of the applicant organization.
  - Applicant has taken appropriate steps to broaden, deepen and/or diversify participation in its activities.
  - Applicant has shown that audience participation in and/or appreciation of its programs has increased over the past two years.
  - Applicant has identified and minimized barriers to participation in its activities.
  - Applicant acts as an advocate for the public value of the arts in the community, and articulates the value of the organization’s work.
  
4. Planning, Evaluation and Documentation (“How did you know?”)  
(The highest score for this category is 25 points.)
  - Planning procedures are comprehensive and clearly described.
  - Appropriate persons, including board, staff (when applicable), artists and community members, are involved in planning, documentation and evaluation and have clearly defined roles.
  - Organization engages in appropriate planning that addresses artistic, educational and community development goals.
  - For organizations with budgets of more than \$225,000: Organization engages in short- and long-range planning that addresses artistic, educational and community development goals, with clearly defined strategies and a budget for achieving those goals.
  - Evaluation strategies are appropriate for the participants and the activity; results are used to guide current and future planning and programming. ([Click here for a list of sample evaluation tools.](#))
  - For organizations with budgets of more than \$225,000: An appropriate marketing/promotional plan is outlined.
  - The organization is involved in its community in a leadership role and participates in dialog and networking among its statewide, regional, national, or international peers.

**Interim** year applications will be evaluated based on the purpose and goals of the Creation and Presentation program, and specifically on the following:

1. Artistic/Educational/Cultural Value (“What do you do?”)
  - Applicant fully answered the narrative question; provided required support materials.
  - Applicant continues to do essentially the same kind of work that it outlined in its Full Year proposal, with essentially the same organizational structure.
  - Applicant provided the name and contact information for the board member responsible for the public value related required activities (see p. 5 of guidelines).

## Narrative Questions for Full Year Applicants

The eGrant application will instruct applicants to upload a word document that addresses each of the following questions. A list of "[elements to consider](#)" is available for each question there as well.

The length/page limit of the narrative depends upon the organization's budget size.

**Small** organizations (revenue under \$225,000): Up to 3 pages maximum

**Mid-size** organizations (revenue between \$225,000 & \$700,000): Up to 5 pages maximum

**Large** organizations (revenue above \$700,000): Up to 6 pages maximum

### 1. What Have You Done?

Briefly describe your organization in concrete terms:

- o How many events do you produce/present each year (not including rentals)?
- o Do you pay the vast majority of the artists who perform in your productions or whose work you exhibit?
- o How many administrative staff people do you pay, if any?
- o How many board/advisory committee members do you have and how often do they meet?
- o Provide an overview of your work to date over your three most recently completed fiscal years.

### 2. How Did You Do It?

Describe your organization's strengths and weaknesses, as well as the opportunities and threats that might affect your organization.

### 3. What Difference Did You Make?

Describe your organization's public value to your community members, and your efforts to broaden, deepen and/or diversify participation in your activities.

### 4. How Did You Know?

Describe the ways in which your organization plans, and then evaluates, its work as an arts organization.

## Narrative Questions for Interim Year Applicants

Within the eGrant application, applicants will be asked to submit a narrative update of up to one page that responds to the following questions.

### What Have You Done?

1. Looking back over the past twelve months, briefly describe:
  - o the changes (if any) within your organization, its staff and board, its planning/evaluation processes, and its artistic direction;
  - o an overview of your artistic and organizational work;
  - o the achievements of which you are most proud (share a story or two);
  - o your greatest challenge, and how you handled it.
2. Below is(are) the specific expense item(s) on which our organization spent its FY16 WAB grant funds, and the amount spent out of the grant award for that expense (each of those expenses).

*Example:*

Expense Item:

*Musicians fees for Spree concert on 3/3/16*

Amount of WAB funds spent on that item:

*\$1,000*

3. One goal of the Creation and Presentation grant program is to increase community participation in, and support of, your organization. How has your organization worked to expand or intensify your connections with your community during this grant period?
4. During the current fiscal year, will your organization's work or mission fundamentally change from that which you described in your most recent Full Year application?
5. How did you involve legislators further in your activities over the past year (such as thanking them at performances or event openings, inviting them to educational outreach activities, etc.)?
6. Provide the name and email address of the board member who will meet the public value requirements listed on page 5 of these guidelines in the coming year.

## Review Process

The Arts Board uses peer advisory panels to review grant applications and make recommendations for the Board's consideration. The Board, in turn, makes final funding decisions. The Arts Board strives to select panelists who represent various geographic areas and diverse aesthetic and cultural perspectives. The panels, chaired by members of the Board who serve as non-voting facilitators, are comprised of arts administrators, artists, educators and other professionals and volunteers knowledgeable in the arts. Membership on panels rotates so applicants should not assume that the panelists have any prior knowledge of the applicant.

### Note:

- The information provided in the application is the principal source of information for panel review. Therefore, applications should be clear, complete, concise, and compelling in presenting all information.
- The responsibility for making a compelling case for state government support rests entirely with the applicant.
- Only the information required or suggested by the Arts Board will be presented to the panel. Therefore, applicants must adhere to the limits on support materials and work samples.
- The panel may recommend little or no support if information is missing, incorrect or unclear.

### Steps of the Review Process

1. Arts Board staff reviews applications to determine compliance with basic eligibility requirements.
2. Copies of the applications are provided to the peer advisory panel which is comprised of 5 panelists, and chaired by a member of the Board who serves as a nonvoting facilitator. Panelists' names will not be released to the public until the day of the panel meeting, as exempted from the open meeting law according to Wisconsin Statutes s.19.85(1)(e).
3. Panelists review all applications prior to the panel meeting. In addition, each panelist is assigned specific applications to study in-depth and present during the meeting. Panelists are instructed not to contact or discuss pending applications with applicants prior to the panel meeting.
4. Panel meeting arrangements are made, to be held in Madison over a one-and-a-half-day period in November, and open to the public. Applicants are encouraged to attend.

5. At the panel meetings, panelists score applications based on evaluation criteria established by the Board (see Application Evaluation Criteria on pp. 17-18 of these guidelines). The panel makes qualitative recommendations to the Board.
6. The recommendations of the peer advisory panel are reviewed and accepted or denied by the Board members prior to making all awards.

### Funding Process

The Arts Board uses a formula to determine funding for Creation and Presentation grants. The formula incorporates average fiscal size of organizations and panel scores. For Interim Year applications, grants will be awarded in approximately the same amount as the previous year, pending available funds. While Arts Board staff is available throughout the application process to advise applicants, this advice does not represent the decision of the panel or the Board, nor bind the Board in future determinations. Once the Board has determined the awards, the Arts Board will notify the Legislature of the Board's decisions prior to applicant notification.

### Grant Contract

The grant award agreement/service contract is part of the application form. This saves time and resources for both applicant and the Arts Board, and allows the Arts Board to mail the grant check as soon as possible after the board votes on panel recommendations, without waiting for additional paper-work from the applicant. The terms and conditions included in the grant award contract are [here](#).

### Timeline

Full and Interim Year Applications:

Intent to Apply submitted (first time applicants only) -	September 30, 2016
Draft application submitted for narrative review ( <i>optional</i> ) -	October 3, 2016
Draft application submitted for general review ( <i>optional</i> ) -	October 10, 2016
Final eGrant application deadline -	October 17, 2016
Postmark deadline for required hard copy Support Materials and Application -	October 18, 2016
Panel Meetings -	November, 2016
Arts Board Grant Determination Meeting -	December 2, 2016
Grant award announcement (via email) –	December 9, 2016 (approximate)
Legislators notified -	December 12, 2016
Check mailed -	December 20, 2016 (approximate)
Activities on which grant can be spent, begin (no earlier than) -	July 1, 2016
Activities on which grant can be spent end (no later than) -	June 30, 2017
The Final Report for this FY16 grant is part of next year's FY17 Creation and Presentation application. Deadline -	October 16, 2017

### **Acknowledgment of Arts Board Support**

Each grantee must give credit for grant-supported activities in all printed, online, and broadcast promotion, publicity, advertising, and printed programs by including the following credit line: *"This (project/performance/exhibit/event) was supported in part by a grant from the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts."* The Wisconsin Arts Board logo must also be used on the grantee's website and in all printed materials. A camera-ready copy of the [logo](#) can be found on our website, together with specific size and color requirements. In order to demonstrate the public value of the partnership between the Arts Board and the grantee through this grant, the Arts Board requests that grantees place the logo on their website's home page. If that is in conflict with the policy of the grantee organization, place it where mention of funded activities occurs.

In addition, applicants are required to inform their State Representative, State Senator and the Governor of the importance of the arts to Wisconsin's economy and quality of life – especially of those activities funded by this grant. See "Articulating the Public Value of Creation and Presentation Grants" on page 5 of these guidelines.

### **Final Report Requirements**

A Final Report must be submitted for this grant. For most applicants, the next year's application will include the final report. However, for those which do not choose to submit a Creation and Presentation grant application in the year following receipt of a grant, a separate final report is required – in this case, by July 31, 2017. Please contact Arts Board staff for more information.

### **Retention of Records**

Grant recipients may be subject to an audit by the Arts Board or the National Endowment for the Arts. Organizations must retain financial records, including supporting documents, and all other information pertinent to an Arts Board grant for six years after the receipt of the award. This includes invoices, canceled checks, receipts, itemization of in-kind contributions, and general ledger records.

### **Accessibility, Compliance, and Documentation**

All Wisconsinites should have access to the arts, both as audience members and artists. In order to comply with state and federal laws prohibiting the Wisconsin Arts Board, as a recipient of federal funds, from providing support to people or entities that discriminate against individuals with disabilities, each grantee is required to provide assurances that it will comply with Section 504 of the Rehabilitation Act of 1973 ("Section 504") and the Americans with Disabilities Act of 1990 ("ADA"), in making its programs and activities accessible to individuals with disabilities.

By signing the Arts Board application and contracts, grantees acknowledge that their programs, services, and facilities should be accessible to people with disabilities. Monies will not be granted and the Arts Board's endorsement or sponsorship will not be provided unless the applicants are able, upon request, to provide documentation of their efforts to be in compliance. Such documentation might include, but is not limited to, records of accessibility efforts completed to date, readily achievable facility access changes which have been accomplished, provision for maintaining accessibility features, training or education efforts designed to improve accessibility by individuals with disabilities, and efforts to involve such individuals in planning and achieving access to facilities and programs. Please visit the National Endowment for the Arts' website for more information: <http://arts.gov/accessibility/accessibility-resources>.

### **Affirmative Action Plan**

The Arts Board encourages all organizations to be as inclusive as possible in their hiring practices. In addition to this, it is a requirement of the State of Wisconsin that organizations with ten or more employees that receive grants of \$25,000 or more must submit a written affirmative action plan acceptable under Wisconsin Statutes and Administrative Code within fifteen working days after the contract is awarded. Some exemptions apply. Arts Board staff will contact your organization should it be required to submit an affirmative action plan.

### **Appeals**

The Arts Board recognizes that errors may occur in its application process and is committed to acknowledging any such errors and responding to rectify the effects of an error. The following appeals process enables applicants to identify these errors and omissions, and bring them to the attention of the Board, if the applicant can satisfactorily document that the application was misrepresented or improperly reviewed through no fault of the applicant.

Applicants may appeal the Board's funding decision only on the following grounds:

- a) The Arts Board has made a procedural error in handling the application; or
- b) A member of the staff, peer advisory review panel, or the Board violated the conflict of interest policy of the Board. Board decisions are subject to reversal or modification solely on these grounds.

The appeal must be made exclusively on the basis of materials submitted at the time of application. Changes in the applicant's situation after submittal cannot be considered. Evaluations of artistic quality or merit, including artistic excellence and leadership, the quality of the artistic activity, or the artistic work of an individual artist are not subject to appeal. The amount of the grant may not be appealed. No interpretation or judgment of relevant peer review panels may be appealed.

Any appeal must be submitted in writing to the Arts Board's Chairperson and postmarked no later than thirty (30) calendar days after the sent date of the written notification of the Board's decision. The appeal letter should identify the error or omission and the effect such error had on the recommendation of the advisory panel.

The Board Chairperson will review each appeal in consultation with the Executive Director to determine whether grounds for an appeal exist based on the above criteria. If such grounds are determined to exist, the appeal will be forwarded to the Executive Committee of the Board for consideration. The Executive Committee will solicit staff comment, review records and otherwise seek information pertaining to the case, and then will formulate a recommendation for action to the entire Board. If the appeal is supported by the Board, funds will be awarded only if they are available.

## GLOSSARY OF TERMS

**Academic Standards** - the Wisconsin Department of Public Instruction has adopted Academic Standards in a variety of [artistic disciplines](#). For kindergarten through grade 12, these standards clearly determine what students should know and be able to do in these disciplines. They provide a comprehensive and sequential guide for student progress in these disciplines.

**Accessible to people with disabilities** – facilities that are in compliance with [Title VI, of the Civil Rights Act of 1964](#); [Section 504, of the Rehabilitation Act of 1973](#); the [Age Discrimination Act](#); [Title IX of the Education Amendments of 1972](#); and the [Americans with Disabilities Act of 1990](#); programs that provide interpreters for people with hearing disabilities, Braille versions of printed materials, audio description services for people with visual disabilities, etc.

**Activity dates** – the dates of activities for which grant assistance is provided. Dates must fall within the Arts Board grant year (i.e., July 1 - June 30).

**Applicant** – the organization submitting a grant application, even if a fiscal receiver is used.

**Artists participating** – the number of artists directly involved in providing art or artistic services specifically identified with the application.

**Arts Festival** - public event that features the presentation or performance of a variety of art forms and involves community members and professional artists in planning, possibly jurying, and presentation.

**Arts Interest/Affiliation** - the art form and/or organization (not including the applicant organization) with which this particular board member is most closely affiliated.

**Audio description** - a term typically used to describe the descriptive narration of key visual elements in a video, multimedia product, or live theater performance. This process allows individuals who are blind to access content that is not otherwise accessible simply by listening to the audio. In audio description, narrators typically describe actions, gestures, scene changes, and other visual information. For projects involving video, they also describe titles, speaker names, and other text that may appear on the screen.

**Authorizing official** – the person with authority to obligate an applicant legally, usually the executive director or the president of the board of directors.

**Brick and mortar activities** - any major construction or capital improvement; for example, a new building, a new wing of a building or a ramp for persons with disabilities.

**Broadening participation** - attracting more of the kind of participants already taking part in your organization's programs/activities (for example, you already served inner city youth, but this past year you served a larger number.)

**Children to benefit** – children and youth that are expected to benefit directly from activities. This should reflect a portion of the total "Individuals to benefit."

**Collaborations** - usually are short-term or temporary arrangements between two or more entities to work on specific projects. Collaborating entities may share costs and contribute resources to the specific projects.

**Contact person** – the person to contact for additional information about an application, usually the project director or person responsible for implementing proposed activities.

**“Creating” organization** – as opposed to “presenting” organization; an organization that creates and produces work in-house, as opposed to presenting artists on tour performing work developed and produced elsewhere.

**Criteria** - minimum standards organizations and individuals must comply with to be considered for funding. Meeting specific criteria does not guarantee a grant award because WAB programs are competitive.

**Current fiscal year** – the organization’s present, active fiscal year at the time of application.

**Deepening participation** - increasing the engagement of participants already taking part in your organization’s programs/activities (for example, if you converted casual ticket buyers to season ticket holders, or season ticket holders to volunteers, or provided pre- or post-performance/event activities for audience members).

**Demographics** - information from a variety of sources used to create a broad profile of any community. May include population trends, age, gender, race or ethnicity, education, income, crime rates, voting statistics and occupations. Obtain this information through U.S. Census Bureau, Chamber of Commerce, development offices or the U.S. Postal Service.

**Diversifying participation** - attracting new participants from populations different from those already taking part in your organization’s programs/activities (for example, you already attracted many retirees to your programs, but this past year you attracted more families and children).

**Diversity** - participation within an organization that reflects a broad mix of persons from various demographic, socioeconomic, ethnic and cultural backgrounds.

**Draft application** - proposed application including narrative submitted at least two weeks before the deadline to Arts Board staff for review.

**DUNS number** - DUNS stands for “data universal numbering system,” a coding method developed by Dun and Bradstreet (D&B) to track businesses (including nonprofit organizations) in its database. Many state and national arts groups, including the Wisconsin Arts Board, use a powerful advocacy tool (the Creative Industries project) that in turn uses DUNS numbers to identify each for-profit and nonprofit arts-related business in the country. The more accurate the information is, the more successful our combined efforts to increase awareness of the national scope and importance of the arts industry will be. For more information regarding this financial history “DUNS” number, please click [here](#). Applicants must have a DUNS number before they can receive an Arts Board grant, with a few exceptions. *Please note: Dun and Bradstreet sales people may follow up and seek to sell their products and services to your organization. Applicants are under no obligation to purchase anything; this is simply standard procedure on their part.*

**Evaluation criteria** – specific standards by which an application, project, program or organization will be evaluated.

**Evaluation methodology and tools** – (click [here](#) for a list of sample evaluation tools) a logical, structured way to determine if the goals of the organization and its activities were met, and measure success in serving constituents and fulfilling its mission. Evaluation requires addressing three things: 1) Who was changed? 2) In what way were these people changed? and 3) How will you know that this change occurred? Often, the hoped-for change may not be known for many years, but there probably are things that you can notice now that suggest that people are, at least, on the path towards this change. Examples of evaluation/assessment methods and tools that you can use to suggest that people are moving toward change include: attendee surveys, polls and questionnaires, interviews, discussion/focus groups, evaluation forms, critical reviews, documented observations, internal evaluations or other forms of feedback.

**Expenses (expenditures)** – certain categories of costs required to implement the activities.

**Experiential barriers to participation** – a reference to the Rand Corporation's Study [A New Framework for Building Participation in the Arts](#), examples could include the following. "I didn't enjoy my last visit." "The seating is too cramped." "I received poor customer service the last time I visited." "There was no explanation available to help me understand the art activity."

**Fiscal receiver/agent** – an incorporated, nonprofit, tax-exempt organization that provides administrative and financial services for projects initiated by unincorporated, nonprofit organizations – or by incorporated, nonprofit organizations that do not have financial or administrative capability. The fiscal receiver accepts responsibility for administering paperwork and project funds throughout the Arts Board's grant process. The unincorporated group or organization completes the project activity.

**Fiscal year** – any 12-month period used for financial record-keeping and reporting suited to the organization's operating cycle or programming season.

**Folk and traditional arts** – grassroots artistic expressions which have been created and passed on through the generations in groups which are defined by a common ethnic, regional, religious or occupational heritage. Normally, the skills are learned from older community members, without the benefit of formal institutions.

**Full Year** – the year an applicant submits a full, multi-page narrative application to the Arts Board, together with all required support materials.

**Fundraiser** - an activity or event whose sole purpose is to generate money to support a nonprofit organization.

**Indirect costs/administrative fees** - costs a university or college assigns to a project as a percentage of the direct project cost. These include items such as operation and maintenance expenses, depreciation, interest on capital debt, general administration expenses and project administration expenses. For Arts Board purposes, indirect costs may not be used as a match.

**Individuals that benefited** – the persons who benefited directly from activities (e.g., audience, participants, students, etc.). Large public events will require an estimate of the number of persons who benefited.

**In-kind investments** – goods or services invested in the applicant organization by individuals, other agencies, or businesses that have a demonstrable cash value. These may include items such as donated or discounted space and equipment rental, printing,

advertising costs, professional services and other labor, etc. In-kind investments are valued at fair market price and must be capable of being verified upon request.

**Intent to apply** – a written document from an organization indicating that it intends to apply for funding. Its purpose is to alert Arts Board staff who can then clarify guidelines and address eligibility questions before the applicant invests time in developing the application.

**Interdisciplinary** - an art form that crosses two or more disciplines to create a new work; for example, a project that contains elements of visual arts, media and performance art might be interdisciplinary.

**Interim Year** – the year an applicant submits an interim application with a one page narrative to the Arts Board.

**IRS Form 990** – the Internal Revenue Service form 990 (and 990-EZ and 990-PF) are information returns or reporting forms. The organizations that file these forms do not pay federal tax on income related to their exempt purposes and programs, although many private foundations do pay an excise tax based on their investment income. Some nonprofits have additional income not related to their exempt purpose; this unrelated business income is reported on Form 990-T.

**Key Artistic and Administrative Personnel** – the artistic and administrative paid staff or volunteers of your organization who are pivotal in developing and implementing your artistic programming and in the overall operation of the organization, and whose background experience will influence panel opinion.

**Letter of Commitment** - these letters should be not longer than one typewritten page, and should directly affirm that the partnering or collaborating entity a) intends to support the proposed project as stated in the Creative Communities application's budget pages and/or narrative ; OR b) has supported the applicant organization as stated in the Creation and Presentation application. It should be clear that the writers of the letters are familiar with the application to the Wisconsin Arts Board. Letters should be addressed to the Wisconsin Arts Board. (See definition of "Significant Partner" below.)

**Marketing Plan Synopsis** – this document should be no more than four pages and should summarize the marketing plan under which the applicant operated over the past two years. The range of years covered by the plan should be noted on the plan's front page.

**Matching funds** – the portion of the activity costs not borne by the Wisconsin Arts Board. Matching funds shall amount to at least 50 percent of total costs.

**Multidisciplinary** - a combination of two or more artistic areas; for example, a project that combines visual arts with music is multidisciplinary.

**Next fiscal year** – an organization's upcoming fiscal year for which proposed activities are planned. Next year's financial figures are projected amounts based on budgets which have been approved by an organization's board of directors or governing authority at the time of application.

**Organizational plan** - a document that describes where an organization is going and how it is going to get there; used by an organization to align its organization and budget structure with organizational priorities, missions, and objectives.

**Paid Artistic Staff** – organizations that pay the artists—in addition to an Artistic Director—who perform and/or exhibit in their season of activities are so designated.

**Panelists** – peer experts in a particular arts discipline who make funding recommendations to the Board. A panelist may be an artist, arts administrator, board member, educator, or someone closely associated with the arts. (*The Wisconsin Arts Board is looking for people to serve on advisory panels to review grant applications. The first step to becoming a panelist is to complete a [panelist application form](#).*)

**Partnerships** - usually are characterized by a long-term (one year or longer) working relationship between two or more entities. Members of partnerships are often involved in planning and decision-making for multiple programs and projects over an extended period of time. All entities within a partnership share costs and contribute resources to the programs or projects. Partners share a vision, goals, strategies and financial resources.

**Perceptual barriers to participation** – a reference to the Rand Corporation’s Study [A New Framework for Building Participation in the Arts](#), examples could include: “I didn’t think I would fit in.” “The arts aren’t for people like me.” “I wouldn’t know how to dress.”

**Practical barriers to participation** - a reference to the Rand Corporation’s Study [A New Framework for Building Participation in the Arts](#), examples could include: “I didn’t have child care.” “I couldn’t afford a ticket.” “I didn’t want to come downtown after dark.” “Parking is too difficult there.”

**Presenting organization** - a nonprofit organization that serves its community primarily by brokering relationships between touring performing artists and the presenter’s community. It does so by acting as the catalyst to bring those artists from outside of the presenter’s communities into that community, to perform in concerts and/or residencies.

**Prior fiscal year** - an organization’s most recently completed fiscal year. The financial figures that are included are confirmed, “real” numbers, not estimated.

**Professional artists** - persons who devote a major portion of their time to practicing, performing or teaching any of the arts.

**Public value** - an organization’s public value is most easily expressed as its impact on, or value to, its community; literally, its value to its public. Each organization creates value by making a positive difference to individuals or the community at large through the arts and its own mission. Public value is different from value created in the private sector (either returns for shareholders or products for consumers); it is created at the highest levels when the most possible citizens are impacted in the most possible locations, and they are affected in the most positive and profound manner.

**Revenue** – present or anticipated funds and resources required to accomplish activities (e.g., revenues which are earned income, support which is unearned income, such as cash contributions or grants).

**Significant Partner** – an organization that partners with you by providing key resources (volunteers, staff, marketing, etc. ) to your work, and without whom you would not have the capacity to provide certain programs. In this definition, a significant partner is not an entity that only provides funding for your work.

**Strengths/Assets** - examples of organizational strengths or assets could include: particularly skilled staff, board members or volunteers, financial stability or consistency, outside partnerships, physical facilities, or other factors or resources that speak to your organization's capacity to carry out your programs effectively.

**Support material** - supplemental material that must be supplied with an application to document artistic merit, programming, community involvement and financial responsibility.

**Technical assistance** - advice or information given to people or organizations to help them acquire management or artistic skills. At the Arts Board, technical assistance most often is provided through staff, but also through consultants, advisors, workshops and written materials.

**Total operating budget** – all funds budgeted for an organization's operations, activities, programs, and services during a fiscal year. Operating expenses do not include capital funds, endowment funds, reserve funds, or any other funds not allocated to the annual operating cycle of the organization.

**Volunteer Artistic Staff** – organizations that pay only an Artistic Director, if that, and do not pay the artists who perform and/or exhibit in their season of activities are so designated.

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## FY17 Creation and Presentation (C&P) Application Master Checklist:

For **Small Organizations** (under \$225,000) submitting a Full Year Application

### Checklist for Print Materials (postmark and hand delivery deadline for print materials is 10/18/16)

<input type="checkbox"/>	Signed and Dated Contract (last two pages of the eGrant Application Form pdf)	
<input type="checkbox"/>	Application Form pdf (pdf generated and printed from eGrant <u>after</u> submitting the application through eGrant)	
<input type="checkbox"/>	Application Narrative	
<input type="checkbox"/>	Most Recent and Current Season/Exhibit Brochures (if you choose to submit these in hard copy instead of electronic versions)	
<input type="checkbox"/>	This checklist, filled out in ink.	
<input type="checkbox"/>	W-9 Form (from Arts Board <a href="#">website</a> )	First time applicants

### Checklist for Materials Uploaded to Dropbox (deadline for Dropbox Materials is 3 pm 10/18/16)

<input type="checkbox"/>	Work sample - or document containing web link to work sample	All applicants <u>except</u> Presenting Organizations
<input type="checkbox"/>	Application Narrative (copy of the Narrative that was uploaded to eGrant)	
<input type="checkbox"/>	Required Financial Documentation (see <u>p.14</u> of the Guidelines) - IRS Form 990 from most recently completed fiscal year <i>If most recent year's 990 is not yet available, submit the 990 from the prior year. Ensure that the information in the eGrant "Operating Budget" section matches the 990 information that you submit.</i> <i>NOTE: Organizations with budgets below \$50,000 that are only required to submit IRS Form 990-N, must submit one copy of the organization's operational budget (revenues and expenses) from the most recently completed fiscal year.</i>	First time applicants must submit three years of financial documentation.
<input type="checkbox"/>	Board of Directors List - or document containing web link to the list	
<input type="checkbox"/>	Staff Members List - or document containing web link to the list	Applicants with paid staff
<input type="checkbox"/>	Key Artistic & Administration Personnel Biographical Paragraphs (2 pages)	
<input type="checkbox"/>	Organizational Mission Statement - or document containing web link to the mission statement	
<input type="checkbox"/>	History of Your Organization (one page) - or document containing web link to the history	
<input type="checkbox"/>	Document containing link to Your Community's Demographics (one source is <a href="http://quickfacts.census.gov/qfd/states/55000.html">http://quickfacts.census.gov/qfd/states/55000.html</a> )	
<input type="checkbox"/>	Community Description (one paragraph that addresses what the demographics do not say about your community, current issues facing the community, etc., to deepen panel's understanding of your programming's value)	
<input type="checkbox"/>	Most Recent and Current Season/Exhibit Brochures (if you choose to submit electronic instead of hard copy)	
<input type="checkbox"/>	Letter of Commitment from Significant Partner Organizations (see <a href="#">Glossary of Terms</a> on C&P website); up to 3 letters may be submitted in one document	Applicants with Significant Partners only
<input type="checkbox"/>	Organizational Plan (at least a one page summary of your organization's current goals and objectives)	
<input type="checkbox"/>	Sample Evaluation Tool from Current or Most Recently Completed Season (survey form, notes from post-event meeting, etc.); click <a href="#">here</a> for samples	
<input type="checkbox"/>	IRS Proof of Nonprofit Status	First Time Applicants
<input type="checkbox"/>	Final Report for FY16 C&P Grant (see p.16 of the Guidelines)	FY16 Grant Recipients only
<input type="checkbox"/>	Final Report IMAGES & image description document for FY16 C&P Grant (see p.17 of the Guidelines)	FY16 Grant Recipients only
<input type="checkbox"/>	Final Report Letters to Legislators and Governor for FY 16 C&P Grant (p.17)	FY16 Grant Recipients only

## Optional Support Materials Checklist

Small Organization Applicants may choose to Upload up to four of the following to Dropbox:

<input type="checkbox"/>	Up to 3 Examples of Educational Materials from Current or Most Recently Completed Season	
<input type="checkbox"/>	Marketing Plan (one page summary of your marketing plan)	
<input type="checkbox"/>	Annual Report	
<input type="checkbox"/>	Critical Review	
<input type="checkbox"/>	Exhibition Catalog	
<input type="checkbox"/>	Newsletter	

## FY17 Creation and Presentation (C&P) Application Master Checklist:

For Mid-Size Organizations (\$225,000 to \$700,000) submitting a Full Year Application

### Checklist for Print Materials (postmark and hand delivery deadline for print materials is 10/18/16)

<input type="checkbox"/>	Signed and Dated Contract (last two pages of the eGrant Application Form pdf)	
<input type="checkbox"/>	Application Form pdf (pdf generated and printed from eGrant <u>after</u> submitting the application through eGrant)	
<input type="checkbox"/>	Application Narrative	
<input type="checkbox"/>	Most Recent and Current Season/Exhibit Brochures (if you choose to submit these in hard copy instead of electronic versions)	
<input type="checkbox"/>	This checklist, filled out in ink.	
<input type="checkbox"/>	W-9 Form (from Arts Board <a href="#">website</a> )	First time applicants

### Checklist for Materials Uploaded to Dropbox (deadline for Dropbox Materials is 3 pm 10/18/16)

<input type="checkbox"/>	Work sample - or document containing web link to work sample	All applicants <u>except</u> Presenting Organizations
<input type="checkbox"/>	Application Narrative (copy of the Narrative that was uploaded to eGrant)	
<input type="checkbox"/>	Required Financial Documentation (see <u>p.14</u> of the Guidelines) - IRS Form 990 from most recently completed fiscal year <i>If most recent year's 990 is not yet available, submit the 990 from the prior year. Ensure that the information in the eGrant "Operating Budget" section matches the 990 information that you submit.</i>	First time applicants must submit three years of financial documentation.
<input type="checkbox"/>	Board of Directors List - or document containing web link to the list	
<input type="checkbox"/>	Staff Members List - or document containing web link to the list	
<input type="checkbox"/>	Key Artistic & Administration Personnel Biographical Paragraphs (2 pages)	
<input type="checkbox"/>	Organizational Mission Statement - or document containing web link to the mission statement	
<input type="checkbox"/>	History of Your Organization (one page) - or document containing web link to the history	
<input type="checkbox"/>	Document containing link to Your Community's Demographics (one source is <a href="http://quickfacts.census.gov/qfd/states/55000.html">http://quickfacts.census.gov/qfd/states/55000.html</a> )	
<input type="checkbox"/>	Community Description (one paragraph that addresses what the demographics do not say about your community, current issues facing the community, etc., to deepen panel's understanding of your programming's value)	
<input type="checkbox"/>	Most Recent and Current Season/Exhibit Brochures (if you choose to submit electronic instead of hard copy)	
<input type="checkbox"/>	Letter of Commitment from Significant Partner Organizations (see <a href="#">Glossary of Terms</a> on C&P website); up to 3 letters may be submitted in one document	Applicants with Significant Partners only
<input type="checkbox"/>	Organizational Plan - or document containing web link to the plan (see <a href="#">Glossary of Terms</a> on C&P website)	
<input type="checkbox"/>	Up to 3 Sample Evaluation Tools from Current/Most Recent Season (surveys, post-event notes, etc.)—or web links to the tools; click <a href="#">here</a> for samples	
<input type="checkbox"/>	Up to 3 Samples of Educational Material from Current/Most Recent Season – or web links to the material	
<input type="checkbox"/>	Marketing Plan Synopsis (up to 4 pages total)	
<input type="checkbox"/>	IRS Proof of Nonprofit Status	First Time Applicants only
<input type="checkbox"/>	Final Report for FY16 C&P Grant (see p.16 of the Guidelines)	FY16 Grant Recipients only
<input type="checkbox"/>	Final Report IMAGES & image description document for FY16 C&P Grant (see p.17 of the Guidelines)	FY16 Grant Recipients only
<input type="checkbox"/>	Final Report Letters to Legislators and Governor for FY 16 C&P Grant (see p.17 of the Guidelines)	FY16 Grant Recipients only

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## Optional Support Materials Checklist

**Mid-Size Organization Applicants may also choose to upload the following to Dropbox:**

<input type="checkbox"/>	Annual Report – or document containing web link to the report	
<input type="checkbox"/>	Critical Review – or document containing web link to the review	
<input type="checkbox"/>	Exhibition Catalog – or document containing web link to the online catalog	
<input type="checkbox"/>	Newsletter – or document containing web link to the newsletter	

## FY17 Creation and Presentation (C&P) Application Master Checklist:

For **Large Organizations** (\$700,000 and above) submitting a Full Year Application

### Checklist for Print Materials (postmark and hand delivery deadline for print materials is 10/18/16)

<input type="checkbox"/>	Signed and Dated Contract (last two pages of the eGrant Application Form pdf)	
<input type="checkbox"/>	Application Form pdf (pdf generated and printed from eGrant <u>after</u> submitting the application through eGrant)	
<input type="checkbox"/>	Application Narrative	
<input type="checkbox"/>	Most Recent and Current Season/Exhibit Brochures (if you choose to submit these in hard copy instead of electronic versions)	
<input type="checkbox"/>	This checklist, filled out in ink.	
<input type="checkbox"/>	W-9 Form (from Arts Board <a href="#">website</a> )	First time applicants

### Checklist for Materials Uploaded to Dropbox (deadline for Dropbox Materials is 3 pm 10/18/16)

<input type="checkbox"/>	Work sample - or document containing web link to work sample	All applicants <u>except</u> Presenting Organizations
<input type="checkbox"/>	Application Narrative (copy of the Narrative that was uploaded to eGrant)	
<input type="checkbox"/>	Required Financial Documentation (p.14 of the Guidelines) <ul style="list-style-type: none"> <li>- IRS Form 990 <u>and</u> audit report from most recently completed fiscal year <ul style="list-style-type: none"> <li>• <i>Ensure that the information in the eGrant "Operating Budget" section matches the 990 that you submit.</i></li> <li>• <i>If 990 and/or audit is not yet available from most recently completed fiscal year, then submit the 990 and/or audit from the prior year. Please note that the submitted 990 and audit must be from the same fiscal year.</i></li> <li>• <i>Attach an explanation for any discrepancies between the 990 and audit.</i></li> </ul> </li> </ul>	First time applicants must submit three years of financial documentation.
<input type="checkbox"/>	Board of Directors List - or document containing web link to the list	
<input type="checkbox"/>	Staff Members List - or document containing web link to the list	
<input type="checkbox"/>	Key Artistic & Administration Personnel Biographical Paragraphs (2 pages)	
<input type="checkbox"/>	Organizational Mission Statement - or document containing web link to the mission statement	
<input type="checkbox"/>	History of Your Organization (1 page) – or document containing link to history	
<input type="checkbox"/>	Document containing link to Your Community's Demographics (one source is <a href="http://quickfacts.census.gov/qfd/states/55000.html">http://quickfacts.census.gov/qfd/states/55000.html</a> )	
<input type="checkbox"/>	Community Description (one paragraph that addresses what the demographics do not say about your community, current issues facing the community, etc., to deepen panel's understanding of your programming's value)	
<input type="checkbox"/>	Most Recent and Current Season/Exhibit Brochures (if you choose to submit electronic instead of hard copy)	
<input type="checkbox"/>	Letter of Commitment from Significant Partner Organizations (see <a href="#">Glossary of Terms</a> on C&P website); up to 3 letters may be submitted in one document	Applicants with Significant Partners only
<input type="checkbox"/>	Organizational Plan - or document containing web link to the plan (see <a href="#">Glossary of Terms</a> on C&P website)	
<input type="checkbox"/>	Up to 3 Sample Evaluation Tools from Current/Most Recent Season (survey, notes from post-event meeting, etc.) – or web links to the tools	
<input type="checkbox"/>	Up to 3 Samples of Educational Material from Current/Most Recent Season – or web links to the material	
<input type="checkbox"/>	Marketing Plan Synopsis (up to 4 pages total)	
<input type="checkbox"/>	IRS Proof of Nonprofit Status	First Time Applicants only
<input type="checkbox"/>	Final Report for FY16 C&P Grant (see p.16 of the Guidelines)	FY16 Grant Recipients only
<input type="checkbox"/>	Final Report IMAGES & image description document for FY16 C&P Grant (see p.17 of the Guidelines)	FY16 Grant Recipients only
<input type="checkbox"/>	Final Report Letters to Legislators and Governor for FY 16 C&P Grant (p.17)	FY16 Grant Recipients only

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## Optional Support Materials Checklist

**Large Organization Applicants may also choose to upload the following to Dropbox:**

<input type="checkbox"/>	Annual Report – or weblink to the report	
<input type="checkbox"/>	Critical Review – or weblink to the review	
<input type="checkbox"/>	Exhibition Catalog – or weblink to the online catalog	
<input type="checkbox"/>	Newsletter – or weblink to the newsletter	