



Arts & Culture Relief Grant Program 2020  
**GUIDELINES and APPLICATION**

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**City of Pasadena**  
**Arts & Culture Relief Grant Program 2020**

**PROGRAM SUMMARY**

The City of Pasadena recognizes the devastating social and economic impact COVID-19 has had on our community. The arts and culture sector plays an important role in the economic recovery of Pasadena. The inability of these organizations to hold exhibitions, performances workshops, classes, events, and fundraisers since mid-March has had a profound, negative effect on their individual operations and the sustainability of their organizations, and has contributed to the economic losses of the City. In September 2020, the City Council approved the Arts & Culture Relief Grant Program and allocated at least \$550,000 to fund emergency support for eligible, Pasadena-based, arts and culture organizations that had losses, interruptions or required closures, cancellations, and costs incurred due to the COVID-19 pandemic. The City is grateful for the generosity of the Pasadena Community Foundation for its contribution of \$50,000 to this effort.

The Arts & Culture Relief Grant Program seeks to provide direct support to eligible Pasadena-based, non-profit, arts and culture organizations through a one-time grant of up to \$20,000 for operating costs based on demonstrated need related to Covid-19 impacts. Consideration will include an organization's assets and liabilities, estimated loss of revenue due to cancelled programs and events, costs of shifting operations and programming to a virtual format, and degree of personnel impacts.

The application process will be overseen by the Cultural Affairs Division and includes a two-week application window, a basic application form, evaluation by a peer review panel composed of individuals with subject matter expertise, and a simplified scoring and award process. Awards will be allocated on a sliding scale, based on the number of applicants, amount of funding requested, and Panel scores. Award recommendations will be presented to City Council for approval. Grantees will be required to submit a Final Report which documents how the grant funds were applied.

**GUIDELINES**

**ELIGIBILITY**

Organizations may apply for an Art & Culture Relief Grant if they meet the following eligibility requirements at the time of application:

- Have an identified and demonstrable financial need for immediate operating support based on Covid-19 impacts;
- Be a Pasadena-based★, federally designated, non-profit♦♦ arts or cultural organization, with a primary mission to provide arts programming, where more than 50% of the organization's budget is devoted to arts and/or cultural programming;
- Have been active within the City of Pasadena and have held at least one public program in the City during 2019;
- Have "ACTIVE" status and provide a Certificate of Good Standing from the California Secretary of State;
- Operate in compliance with the City's Codes and Ordinances

★ "Pasadena-based" is defined as maintaining principal offices or other facility within the boundaries of the City of Pasadena. Extant 501(c)(3) organizational address must be the same as the application address. City of Pasadena address must be listed on the IRS website for 501(c)(3) organizations <https://www.irs.gov/charities->

non-profits/exempt-organizations-business-master-file-extract-eo-bmf at the time of the application deadline. Post Office boxes alone are not sufficient.

♦♦Fiscally sponsored arts or cultural organizations may be considered.

**INELIGIBLE**

- Municipal, City, or County government agencies and departments.
- Educational institutions that lead to a degree or diploma, including but not limited to private or public schools, scholarship programs, colleges, and universities. This includes departments and programs therein, except for arts organizations that possess independent 501(c)(3) status.
- Religious or welfare organization; and organizations with programming not open to the general public.
- Projects or programs clearly intended for commercial gain.
- Organizations whose primary mission is to raise funds.

**TIMELINE**

The Arts & Culture Relief Grant Program 2020 will make one-time awards per this timeline:

<b>Guidelines/Application Opens:</b>	October 5, 2020
<b>Technical Assistance Workshop:</b>	October 13, 2020 2:30 pm virtual meeting
<b>Application Period:</b>	October 5 – 19, 2020 by 11:59PM PST
<b>Deadline:</b>	<b>October 19 by 11:59 pm PST</b>
<b>Review of applications and Panel process:</b>	October 2020
<b>Award notifications via email:</b>	November 2020

**TECHNICAL ASSISTANCE WORKSHOP**

An optional technical assistance workshop/phone meeting will be held on October 13, 2020 at 2:30 pm to review the application and to answer questions. Questions may also be sent by email before or after the meeting. Call in number: 1-213-493-7443 Conference ID: 467 626 472# or join via this link: [Join Microsoft Teams Meeting](#). This is a Microsoft Teams meeting. If you would to join via the Teams app or through your internet browser, send an email before October 13<sup>th</sup> to: [jfil-contractor@cityofpasadena.net](mailto:jfil-contractor@cityofpasadena.net) to be added to the meeting.

**DEADLINE**

Guidelines and application availability will be announced and posted on October 5, 2020, providing applicants 14 days to review and apply. The deadline to submit the application by email to: [jfil-contractor@cityofpasadena.net](mailto:jfil-contractor@cityofpasadena.net) is **October 19 by 11:59 pm PST**.

**ALLOWABLE ACTIVITIES and EXPENSES**

Activities eligible for the Pasadena Arts & Culture Relief Grant Program funding must be related to losses, interruptions or required closures, cancellations, and costs incurred March 1 through December 30, 2020 specifically due to the COVID-19 pandemic. Grants cannot be used for future program activities, costs, or operations. Arts & Culture Relief Grants may be used for economic support if such expenditures are determined to be necessary.

Expenses eligible for support may include:

- Operating expenses
- Staff salaries and benefits

- Artist/Contractor fees (e.g. web and graphic designers, videographers, video editors, sound and lighting engineers, etc.)
- Facility (e.g. rent, utilities, cleaning, insurance)
- New equipment/software/subscriptions necessary to shift to online and virtual programming
- Remote educational programming costs
- Content for online programming
- Costs for telecommuting and maintaining a home office
- Communication costs (e.g. phone, internet, web-based platforms)
- Development/fundraising expenses (online events or activities)
- Unrecoverable expenses related to rescheduled or cancelled exhibitions/programming during eligible period
- Personal Protective Equipment (PPE)
- Accounts Payable, Inventory, Other

### **INELIGIBLE EXPENSES**

Ineligible expenditures include, but are not limited to:

- Damages covered by insurance
- Expenses that have been or will be reimbursed under another assistance program
- Workforce bonuses other than hazard pay or overtime
- Severance pay
- Legal settlements
- Capital Projects
- Retirement of debt incurred prior to March 1

### **APPLICATION SUBMISSION and REQUIRED DOCUMENTATION**

The Application is provided on page 6-7 of this document and available on the website:

<https://www.cityofpasadena.net/planning/arts-and-cultural-affairs/>. Applicants must submit applications and support materials before the deadline via email to: [jfil-contractor@cityofpasadena.net](mailto:jfil-contractor@cityofpasadena.net)  
**Late applications will not be accepted.**

#### **Documents required:**

1. A complete application
2. FY 2019-2020 Operating Budget
3. Current Balance Sheet or Profit and Loss Statement
4. Federal Form 990 (2018 or 2019). Applicants with budgets less than \$25,000 should submit their 990-N or 990-EZ (most recently completed 2018 or 2019).
5. State of California Certificate of Good Standing from the California Secretary of State \*
6. Screenshot from the California Secretary of State showing "ACTIVE" Status. \*
7. 501(c)(3) determination letter with Federal Employee Identification Number (EIN)

\*Applicants may find and download Certificate of Good Standing and Active status screenshot at:  
<https://businesssearch.sos.ca.gov/>

### **REVIEW PROCESS and SCORING CRITERIA**

Applications will be audited for completeness by the Cultural Affairs Division. Consistent with the City's Annual Grants Program review process, applications will be reviewed by a three-five member panel with subject matter expertise in the areas of non-profit arts and culture. The peer panel review process is

established at the national, regional, and local arts funding levels and has been a fixture of the City’s Annual Grants Program for more than 20 years.

Applications will be reviewed and scored by the Panel according to the criteria below.

<b>Scoring Criteria</b>	<b>Point(s)</b>
Eligible organization with demonstrated need	8
Complete application submitted	1
All required additional documentation submitted	1
<b>TOTAL POSSIBLE SCORE</b>	<b>10</b>

Eligible organization scores will be based on completeness of application and demonstrated need. Consideration will include organization’s assets (including endowments and restricted funds) and liabilities; the estimated Covid-10 related loss of revenue due to cancelled events and performances; the extent to which, if any, a virtual format has been utilized and the associated costs; and the degree of personnel impacts (layoffs and/or furloughs).

**Decision to fund applications will be based on a point system:**

- 1-3 points: Not recommended for funding
- 4-6 points: May be recommended for funding, for 2<sup>nd</sup> round discussion
- 7-10 points: Recommended for funding

**AWARDS**

The maximum award per organization is \$20,000. Awards will be allocated on a sliding scale, based on the number of applications, the amount of funding requested, and Panel scores. Award recommendations will be presented to City Council for approval.

**GRANTEE REQUIREMENTS**

Grantees are required to adhere to all local, state, and federal laws. All information submitted in conjunction with a grant application becomes public record at the time the application is submitted.

**Cash Match** - No cash match is required.

**Reporting** - Grantees are required to submit a Final Report on the use of funds by January 15, 2021.

**CONTACT INFORMATION and QUESTIONS**

Questions may be asked by email during the application period October 5 to 19, 2020. **Email questions to:** [jfil-contractor@cityofpasadena.net](mailto:jfil-contractor@cityofpasadena.net)

Cultural Affairs Division  
175 N. Garfield Ave.  
Pasadena, CA 91101  
626-744-7062  
Website: [cityofpasadena.net/arts](http://cityofpasadena.net/arts)



## Arts & Culture Relief Grant Program 2020

### APPLICATION

**“Pasadena-based” is defined as maintaining principal offices or other facility within the boundaries of the City of Pasadena.** Extant 501(c)(3) organizational address must be the same as the application address. City of Pasadena address must be listed on the IRS website for 501(c)(3) organizations <https://www.irs.gov/charities-non-profits/exempt-organizations-business-master-file-extract-eo-bmf> at the time of the application deadline. Post Office boxes alone are not sufficient.

1. **Organization Name:**
2. **Contact Person:** **Phone Number:**
3. **Email Address:** **Org website:**
4. **Organization Address:**
5. **Eligibility:** Does your arts or cultural organization meet the City’s Pasadena-based eligibility requirements? What programming has your organization produced in Pasadena in the past 2 years (January 2018-January 2020)?
6. **Mission:** What is the Mission Statement for your organization? How do you serve Pasadena audiences?
7. **COVID-19 Impact on Programming:** Describe the impact that the COVID-19 pandemic has had on your organization’s programs. Have you cancelled events/programs as a result of the COVID-19 Public Health orders? Have you been able to reschedule events/programs? Have you lost funding? What was the estimated loss of revenue due to cancelled programming, events, and performances? Please describe the extent to which, if any, a virtual format for your programming has been utilized and indicate the associated costs. What is the degree of personnel impact? Did/does your organization have layoffs and/or furloughs?
8. **Budget:** Attach your FY 2019-2020 Operating Budget, to include total expenses for personnel, rent/lease, mortgage, utilities, debt service, etc. What is your total revenue from earned and contributed income? What are your fixed assets? What are your liabilities? What is your endowment? What are your restricted funds?
9. **Funds Requested:** The maximum request per applicant organization is \$20,000. What is your funding request? How and when do you plan to use these funds?  
*Note: Funding requests greater than organization budget will not be considered. Please do not request funds for expenses that have been or will be reimbursed under another assistance program.*
10. **Attach copies of the following documents:**
  - a. FY 2019-2020 Operating Budget
  - b. Current Balance Sheet or Profit and Loss Statement

- c. Federal Form 990 (2018 or 2019). Applicants with budgets less than \$25,000 should submit their 990-N or 990-EZ (most recently completed 2018 or 2019)
- d. State of California Certificate of Good Standing from the California Secretary of State \*
- e. Screenshot from the California Secretary of State showing "ACTIVE" Status \*
- f. 501(c)(3) determination letter with Federal Employee Identification Number (EIN)

\*Applicants may find and download Certificate of Good Standing and Active status screenshot at:  
<https://businesssearch.sos.ca.gov/>

The undersigned hereby acknowledges that the information provided in this application and attachments is true and accurate.

\_\_\_\_\_

**Signature**

\_\_\_\_\_

**Date**

**Printed Name:** \_\_\_\_\_ **Executive Director/CEO**