



## **NORMAN ARTS COUNCIL HOTEL ROOM TAX GRANTS PROGRAM Grants for July 2022 – June 2023**

### **Application Guidelines**

**MISSION:** Ensuring a vibrant and growing arts community for Norman.

**ELIGIBILITY:** The Norman Arts Council (NAC) is calling for grant applications for Arts Program Support and Community Based Operational Support. Applicants must have non-profit tax-exempt 501(c)(3) or equivalent status and be located in Norman, Oklahoma. All projects must occur in Norman and take place in an American with Disabilities Act (ADA) compliant space.

**APPLICATIONS:** All applications will be submitted online at [www.http://normanarts.submittable.com/submit](http://www.normanarts.submittable.com/submit). Applications may be accessed at this website starting on November 22, 2021. It is encouraged that submitted application forms be printed and saved by the applicants.

**MANDATORY MEETING:** Organizations wishing to apply for Arts Program Grants OR Community Based Operational Support Grants MUST attend one of two Mandatory Grants Workshops: Monday, November 15, 2021 at 4:00pm or Wednesday, November 17, 2021 at 7:00pm.

**DEADLINE:** The deadline for 2022 – 2023 grant applications is 11:59pm, **Friday, January 21, 2022. Early submission is encouraged.** All questions should be addressed to the NAC office or at the mandatory training sessions. Individual help is available for applicants who request it prior to the deadline.

### **DEFINITIONS**

**ORGANIZATION:** The entity incorporated as a non-profit 501(c)(3) or equivalent

**COMMUNITY BASED ORGANIZATION:** An arts organization based in Norman, OK that is not University related

**ARTS PROGRAM:** 1.) a single event, performance, and/or work of art, or 2.) a series of events, performances, and/or works of art which are promoted and marketed as a single integrated program.

## **GRANT CATEGORIES**

### **I. ARTS PROGRAM SUPPORT (Maximum Total Request - \$21,000)**

**Applicants for this grant may not apply for the Community Based Organizational Support Grant.**

**ARTS PROGRAMS:** 1.) a single event, performance, and/or work of art, or 2.) a series of events, performances, and/or works of art which are promoted and marketed as a single integrated occurrence

**REVIEW CRITERIA:** The NAC is seeking applications for arts programs that are:

- **Equitable:** The NAC funds programs that seek diverse, equitable, and inclusive groups of artists and audiences, expanding the considerations of what “equity” means in the City of Norman, OK.
- **Excellent:** Program(s) are original, innovative, of exceptional quality, and of enduring value.
- **Experienced:** Organizations have a proven record of being able to successfully carry out programs of this scale or have successfully carried out these programs in the past. If organization/program is new, there are individuals involved with the experience needed.

- **Expansive:** Program(s) expand on past successes, move beyond past failures, or are new and expand the mission of the organization.
- **Educational:** Program(s) serve to educate the direct audience and wider community through outreach that goes beyond presentation.
- **Enticing:** Program(s) will attract visitors to Norman or entice new Norman audiences to participate/attend.

An applicant may apply for no more than three (3) Arts Program Grants not to exceed a total of \$21,000 combined. The amount requested for each grant is left to the discretion of the applicant. If multiple applicants apply using the same 501(c)(3), they will be counted as ONE ORGANIZATION and can receive no more than \$21,000 combined. The amount awarded for each grant will be determined by the review panel.

**MATCHING REQUIREMENTS, DURATION OF AWARDS AND FUNDING ALLOCATION:** The amount requested for each Arts Program grant may not exceed 50% of the total project budget. All grant monies must go directly to the activities of the program. Programs must be completed by June 30, 2023. **Applicants may request up to 50% of their award 90 days prior to the program date.** NAC withholds the balance of the award until the project's completion and the submission of an approved Final Report.

**FUNDS MAY NOT BE REQUESTED FOR:**

- Fund-raising events
- Grants to pay existing debts or for the purchase of capital improvements or equipment
- Programs not accessible to the general public
- Programs performed in direct conjunction with a religious service
- Indirect costs, other than administrative costs directly related to a program (not to exceed 50% of the requested funds).

**COMPLETE APPLICATION REQUIREMENTS FOR ARTS PROJECT SUPPORT:** Incomplete applications will not be accepted or reviewed.

Applicants will be required to submit the following during the application process:

**1. Non-University Applicants or University Applicants with their own independent 501(c)(3) status:**

- Online Grant Application/Narrative
- NAC Project Budget Form
- Be prepared to upload the following documents:
  - Copy of the applicant's federal non-profit 501(c)(3) exemption status letter – 1<sup>st</sup> time applicants only
  - Applicant's last Form 990 or Form 990-EZ. If Form 990-EZ is used most recent end-of-year financial statement must also be submitted.
  - Current annual budget
  - Current list of board of directors and officers with assigned responsibilities (if applicable) and terms.
  - Current organization bylaws
  - Copy of Secretary of State Charitable Organization Registration Certificate reflecting active status. For more information on this, visit: <https://occf.org/documents/SB1070HowToComply.pdf>

**2. University applicants:**

- Online Grant Application/Narrative
- NAC Project Budget Form
- Be prepared to upload the following documents:
  - Copy of the departmental description (or equivalent) as found in the University Handbook of the department (or equivalent) overseeing the project.

**REPORTING AND RECORDS: The Final Report is due Forty-Five (45) days after completion of the project.**

In the final report, grantees will be asked to report on the programs related to criteria responded to in the original application as well as provide program-related data. Grant recipients must retain accounting records and supporting documents for three years following the completion of the project. NAC shall have access to these records as necessary for audits, examinations, and other purposes.

**Remaining award funds will automatically be forfeited by any organization that fails to submit a final report by the above deadline. Failure to submit the final report will be noted in the organization's file and will be taken into consideration by the Grants Award Panel during the next granting cycle. If extenuating circumstances make it impossible for an organization to meet this deadline, the organization must contact the NAC prior to the deadline.**

**MODIFICATIONS TO PROGRAMS:** Any modifications or alterations in the programs, including start and end dates, scale/scope, and major changes in staff or artists involved, must be submitted in writing to the NAC office and must be approved by the NAC Grants committee. Failure to contact the NAC regarding program changes will result in forfeiture of funds for this project.

**LIABILITIES, ACKNOWLEDGMENTS, PENALTIES, AND APPEALS:** See sections at the end of these guidelines.

## **II. COMMUNITY BASED ORGANIZATIONAL SUPPORT** **(Maximum award - \$25,000)**

**Applicants for this grant may not apply for Arts Program Grants.**

**COMMUNITY BASED ORGANIZATION:** *An arts organization based in Norman, OK that is not university related.*

NOTE: Organizations applying in this category for the first time must receive approval from the Norman Arts Council before applying.

A community based arts organization may apply for organizational support for the year-round activities of the organization. A potential award will not exceed \$25,000 for the fiscal year and will not exceed 15% of the organization's current yearly budget in Norman. The Grants Review Panel will recommend the award amounts up to the allowable amount.

*Organizations in this category will be awarded their grant funding for two years. This grant application will only be available every other year. In the event that the funds available for the grant is reduced or cancelled by the City of Norman, the parties will agree in their contract that the amount of granted may be reduced accordingly or the agreement may be cancelled in its entirety upon written notice of the Norman Arts Council.*

**REVIEW CRITERIA:** The NAC is seeking applications for operational support from organizations that are:

- **Equitable:** The NAC funds organizations that seek diverse, equitable, and inclusive groups of artists and audiences, expanding the considerations of what "equity" means in the City of Norman, OK.
- **Expansive:** Grant funds will expand on past successes, move beyond past failures, and will expand the mission of the organization.
- **Excellent:** Grant funds will support work that is original, innovative, of exceptional quality, and of enduring value of the programs and mission of the organization
- **Experienced:** Organizations have a proven themselves to fill a unique and vital role in the community through their arts missions.
- **Educational:** Organizations serve to educate their direct audience and wider community through outreach that goes beyond art presentation.
- **Enticing:** Organizations' programs and mission will attract visitors to Norman or entice new Norman audiences to participate/attend.

**COMPLETE APPLICATION REQUIREMENTS FOR ORGANIZATIONAL SUPPORT:** Incomplete applications will not be accepted or reviewed.

**Applicants will be required to submit the following during the application process:**

- a) Online Grant Application
- b) Be prepared to upload the following documents:
  - Copy of current strategic plan for the organization
  - Copy of the applicant's federal non-profit 501 (c)(3) exemption status letter – 1<sup>st</sup> time applicants only
  - List of current Board of Directors and Officers
  - Copy of the current year's budget
  - Applicant's last Form 990 or Form 990-EZ. If Form 990-EZ is used most recent end-of-year financial statement must also be submitted.
  - List of employees and/or contract positions with job descriptions
  - Copy of the organization's history
  - Copy of Organization Bylaws
  - Copy of Secretary of State Charitable Organization Registration Certificate reflecting active status

**DURATION OF AWARDS:** The Organizational Support covers the fiscal year of July 1 through June 30 annually for two consecutive years.

**REPORTING and RECORDS:** Applications may request up to 50% of their award when submitting their mid-year report (due December 31), which summarizes any major changes to their original application criteria responses. NAC withholds the balance of the award until the submission of an approved Final Report, due by August 15.

In the final report, grantees will be asked to respond to successes of criteria as responded to in original application as well as provide program-related data. Grant recipients must retain accounting records and supporting documents for three years following the completion of the project. NAC shall have access to these records as necessary for audits, examinations, and other purposes.

**Remaining award funds will automatically be forfeited by any organization that fails to submit a final report by the above deadline. Failure to submit the final report will be noted in the organization's file and will be taken into consideration by the Grants Award Panel during the next granting cycle. If extenuating circumstances make it impossible for an organization to meet this deadline, the organization must contact the NAC prior to the deadline.**

### **ADDITIONAL REQUIREMENTS FOR ALL GRANTS**

**LIABILITY:** Award recipients agree to indemnify and hold harmless the NAC, its employees, its agents, and its Board of Directors, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action in State or Federal Court, or before any State or Federal agency, which is made or brought against recipients, NAC, and/or any of NAC's employees, agents, or board members, by any person or entity, based upon and/or arising out of a recipient's use of the funds provided to the recipient by NAC pursuant to this contract.

**ACKNOWLEDGMENTS:** The Hotel Tax Grants Program is administered by the Norman Arts Council. For this program to continue to grow, it is imperative that grant recipients give proper acknowledgment to the Norman Arts Council for administering the granting of these funds. The NAC's ability to raise funds to administer these programs is directly related to the acknowledgments provided. Organizations must comply with the following acknowledgment requirements if awarded a grant:

1. Grant recipients must include the Norman Arts Council logo on all promotional materials. Press releases must include the acknowledgement, "This project was made possible, in part, by a grant from the Norman Arts Council Hotel Tax Grant Program. The logo is downloaded from the Norman Arts Council website: [www.normanarts.org/grants](http://www.normanarts.org/grants). The logo must appear no smaller than 1/2" x 1/2". If you have questions about complying with requirements, call the NAC to have your publication reviewed. Failure to follow these acknowledgment requirements may invoke the penalty clause listed below.
2. Events including announcements from the organization to the audience must include an announcement using the line "This project was made possible, in part, by a grant from the Norman Arts Council Hotel Tax Grant Program."
3. All promotional pieces for a Hotel Tax Grant supported event submitted to media outlets must also be submitted contemporaneously to the NAC at [pr@normanarts.org](mailto:pr@normanarts.org).
4. Each promotional piece for a project sponsored by NAC funds must have an organization telephone number that can be called for more information. Organizations are also encouraged to provide a website address for those seeking more information.

**PENALTY:** Failure to comply with these requirements may result in the forfeiture of final payments, required reimbursement of funds previously awarded by NAC to the organization for the specific project, and/or disqualification from consideration of future applications. If you have further questions regarding any aspect of the NAC Hotel Tax Grant Program, call (405) 360-1162.

**APPEALS:** Any applicant who is denied a grant in whole or in part may only appeal directly to the NAC Grants Committee on the following grounds: 1) discrimination against the applicant or its membership on the basis of: race, color, national origin, gender, religion, age, or disability, which is shown to have materially and adversely affected the outcome of their application; 2) illegal activity on the part of the awards panel or a member of the awards panel, which is shown to have materially and adversely affected the outcome of their application.

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