



**GREATER HARTFORD
ARTS COUNCIL**
**HARTFORD EVENTS GRANT
2020 PROGRAM GUIDELINES**

ABOUT THE HARTFORD EVENTS GRANT PROGRAM

NEW!

- **We've raised the maximum award amount to \$7,500**
- **Applicant match is reduced from 1:1 to 2:3 (two thirds)**
- **Quarterly deadlines allow more opportunities to apply for funding.**
- **No more Intent to Apply process.**

The Greater Hartford Art's Council's Hartford Events Grant program, made possible by support from the Hartford Foundation for Public Giving, supports and promotes arts-focused events that take place within the city of Hartford. While the definition of an event can be broad, projects funded through this program typically include concerts, festivals, parades, and public celebrations with clear arts connections such as music, spoken word, or visual arts; and similar activities. The arts must be the central focus of the event.

Grants are available from \$1,000 to \$7,500. Arts Council funding must be matched 2:3 (2 dollars for every 3 dollars of requested funding). At least half of the match must be in applicant cash. Projects must be accessible to the general public and have a clear connection to the Arts Council's Community Impact Goals. There are 4 deadlines per year.

Applicants with new projects are encouraged to speak with staff before submitting an application.

DEADLINES AND NOTIFICATION DATES

	Spring	Summer	Fall	Winter
Application Deadline	1/2/2020	4/1/2020	7/1/2020	10/1/2020
Award Notification	3/1/2020	6/3/2020	9/3/2020	12/2/2020
Event Dates	April-Jun	Jul-Sep	Oct-Dec	Jan-Mar 2021

ELIGIBILITY OF EVENTS

Funded activities must be open to the general public and not be restricted to a certain group (for example, students of a particular school or members of a club). Check with Arts Council staff if you are unsure if your activity is eligible for funding.

Examples of eligible activities include, but are not limited to:

- Dance, theater, music, visual arts, literature, combination or multiple art form performances.
- Concerts, parades, festivals, performances, celebrations of local artists, ethnic identity, social, or culturally specific traditions

Ineligible Activities include:

- Activities that are not open to the general public;
- Activities that are part of ongoing school-based educational programming
- Projects that replace school curriculums or funds for contracted school faculty
- Virtual events or static exhibitions
- Touring or the production of tours
- Conferences, symposia, etc.
- Events that are considered social or fundraising benefits or that use the proceeds for scholarships
- Individual fellowships, graduate education, or university-based projects that require participants to register for academic credit

ELIGIBILITY OF ORGANIZATIONS

To be eligible for consideration, applicant organizations must:

- Be a non-profit corporation registered in the State of Connecticut with 501(c)3 tax-exempt status from the Internal Revenue Service;
- Maintain a primary physical address within the Arts Council's service area (see map). The primary physical address is the address the organization uses on federal tax documents.
- Submit an application following the proper format as outlined in the grant guidelines and application, including required attachments;
- Apply for an event occurring between the event dates specified in the Deadlines and Notification Dates section above;
- Apply for an event physically occurring within the City of Hartford (including the University of Hartford grounds & Elizabeth Park);

The following entities are not eligible for Hartford Event Grant support:

- Organizations with a primary focus of school day programs for pre-K through 12th grade students that are not primarily arts based;
- Organizations whose primary programming focus is after school programs or summer camps that are not primarily arts based;
- Public broadcasting media, radio and television stations;
- Organizations that advocate a particular religious, social or political point of view;;

- Governmental institutions and agencies, e.g. park and recreational facilities, schools, etc.(excluding public libraries);
- Organizations that have been awarded Hartford Events Grant funding in the same calendar year;
- Organizations that have not fulfilled grantee obligations from prior Arts Council grants, including filing of final reports. No exceptions.

ELIGIBILITY OF EXPENSES

Eligible expenses directly related to the project include but are not limited to:

- Artist fees
- Art/production materials
- Salaries of staff directly involved in the project
- Event space rental fees
- Equipment rental
- Marketing/promotion costs
- Printing, photography, videography, and event supplies
- Appropriate 'fair market' value for in-kind contributors

The following are not eligible for Arts Council funding:

- Food or beverages
- Contingency funds
- Lobbying activities
- Undocumented expenses
- Retroactive funding (activities completed before the start of the proposed grant period)
- Salaries for new or expanded staff positions
- Contracted services of an organization's staff or board member
- Regularly contracted services such as a grant writer, accountant, attorney, advertising firm, or district curriculum supervisor
- Re-granting
- Grant administration, overhead or processing fees taken by an umbrella/parent organization as a percentage of the total award

All funded project expenses must be incurred within the grant period.. The grant period end date cannot be more that 30 days after the date of the last event funded by the grant.

A special permit is required from the City of Hartford for any event held on City property, City buildings and/or private property that requires specific City or State permits or authorizations, as well as the use of City services and assets. Please contact Kylah Hudson at (860) 757-9526 or Kylah.hudson@hartford.gov.

COMMUNITY IMPACT

The Arts Council invests in organizations whose programs and initiatives are strongly aligned with the Arts Council's community impact goals. Community Impact is strongly considered by the panel when making award decisions. Applicants are required to demonstrate significant impact in one or more of the five core goal areas in order to receive funding.

1. **Promote intercultural understanding** by supporting arts experiences that include, represent, and engage all populations regardless of their ethnic, cultural, social, economic, and ability backgrounds.
2. Utilize the arts to **cultivate the creative talents of school-aged (pre-K through grade 12) youth in the region**, especially those whose economic conditions present a barrier to access.
3. **Enhance the vibrancy of communities that have been historically unserved or underserved** by increasing members' access to arts experiences and institutions.
4. Engage members of diverse communities to **explore social issues of broad public concern together through the arts**.
5. **Increase Greater Hartford's ability to attract and retain talent** by promoting the region's rich arts offerings.

IMPORTANT! Refer to the Community Impact Goals & Indicators for examples of ways to demonstrate impact. The list can be found at LetsGoArts.org/Community-impact-goals/.

SERVICE AREA MAP



REVIEW CRITERIA

All eligible applications are evaluated by a volunteer panel from the Greater Hartford community. **Staff does not make granting decisions.** Evaluations include an analysis of the quality of work, strength of the project's arts focus, alignment with the Arts Council's Community Impact Goals, clarity and feasibility of the project's design and budget, qualifications of key personnel, the potential for the project to serve a range of constituents, the projects potential to enrich lives through the arts, and quality and creativity of the project's design. The panel presents its recommendations to the Greater Hartford Arts Council's Board of Directors for final review and ratification.

GRANT CONDITIONS

The Grantee receives 80% of the grant award upon receipt of the executed contract. The signed contract is due within 30 days of the contract date. A scan of the original contract is acceptable and must be sent to Grants@LetsGoArts.org. The remaining 20% of the grant award is released upon acceptance of the final report, which is due 30 days after the grant period end date. **Late submissions of contracts or final reports may result in the forfeiture of grant funds.**

The Grantee is required to acknowledge the support of the Greater Hartford Arts Council in print, social media platforms, websites, press releases and public presentations.

Where appropriate, the Grantee may be asked to participate in the Greater Hartford Arts Council's United Arts Campaign. This may include participating in the Let's GO Arts! program and/or providing guest passes or tickets at no charge for demonstrations, exhibition tours, performances, and other incentives which can be used at United Arts Campaign events.

Outside of required reporting, the Grantee must report significant changes in their project's scope, timeline, key personnel or budget to Arts Council staff (grants@letsgoarts.org) in a timely manner or face the possibility of forfeiture of grant funds. Print or email is acceptable but all submitted changes must be approved in writing

REQUIRED ATTACHMENTS

The following materials are required, in addition to the completed application form:

Attachment A	Budget Form	(Download at https://letsgoarts.org/heg/)
Attachment B	Letter confirming collaboration <i>*only for events with collaborators</i>	If you are collaborating with a school you <i>must</i> have a letter of collaboration confirming the commitment to the project and reason for support from the school or school district administrator. Please plan accordingly.
Attachment C	Board List	Provide names, professional affiliations, and board roles.
Attachment D	Most recent Form 990 or 990-EZ tax filing OR most recent 990-N ePostcard confirmation	Organizations that submit a 990-N (“ePostcard”) MUST ALSO submit corresponding Board-approved yearend financial statements (Profit & Loss and Balance Sheet).
Attachment E	Copy of 501(c)(3) Letter of Determination.	Applicants who have NOT applied for an Arts Council grant in the past two calendar years must submit a copy of the Letter of Determination from the IRS.

CONTACT INFORMATION

Questions? Contact us at Grants@letsgoarts.org, 860-525-8629 x224

The Hartford Events Grant program is made possible through the Greater Hartford Arts Council's United Arts Campaign with major support from the Hartford Foundation for Public Giving.