2024 Arts & Culture Event Grants

SUMMARY:

The City of Reno Arts & Culture Event Grants are awarded to nonprofit arts and culture and non-arts organizations for one-time arts & culture events. The events may be anywhere within the Reno city limits. All events must be **free and open to the general public**. Events should be designed to attract the maximum number of people, as appropriate for the event and site. Funds may be used to support community festivals, special performances, exhibitions, concerts and other events. (One-time events include weekend festivals or events that take place over the course of one week. Recurring events over a longer period do not qualify as a one-time event).

Allowable event costs include: personnel, artistic and production fees, space rental, travel, marketing and advertising, and other event-related expenses. Event Grants may NOT be used for the following: capital improvements or acquisition of equipment or property, projects which further the aims of religious organizations, fundraising, prizes, projects which involve touring outside of Reno, indirect costs, general operating costs, and scholarships or research stipends.

A competitive application will demonstrate social impact beyond a traditional audience experience, as well as a plan to reach diverse and underserved populations in the following ways:

- Engages participants through a variety of means
- Project times, locations, facilities, and technology are accessible to the public
- Understands the community it services (geographical, cultural, economic, racial, educational relevance, etc.)
- Collects participant feedback and uses the results to improve community-focused programming
- Demonstrates social, educational, cultural, and/or economic relevance for the community
- Contributes to vibrant, creative neighborhoods

ELIGIBILITY:

- Non-profit organizations or public institutions under chapter 501(c) (3) of the Internal Revenue Code or qualified educational institutions. Grants will not be awarded to individuals.
- Applicants may apply for a City of Reno Project Grant as well but may only be considered for one depending on amount of funding requests. Project Grant programming must be different than a grant request for an Event Grant.
- Non-profit organizations or public institutions can only apply for one Event Grant.
- **10% cash match of requested funds.**

Event Grant applications will be evaluated based on the following:

1. **Organization Profile**: This section is provides an overview of the nonprofit that includes its mission, background, recent accomplishments, program descriptions, governance, senior leadership, and financial history. This section asks questions about the organization's overall health as a nonprofit. Areas that influence the overall health of a nonprofit are the size and make-up of the governing board of directors, qualifications and abilities of staff, leadership demographics in relation to the population being served, regular organizational assessment, and short and long-term goal setting. Note: No scoring will be put on the organizational profile part of this grant however the questions are on this grant so organizations know what to expect for future grant processes.

2. **The Event**: All answers in this section address artistic and cultural merit. Components discussed here should include the artistic genres that will be used in programming, qualifications of the lead artist(s), how standards will be defined, and what artistic goals/outcomes the program will produce.

3. **The Community**: Questions in this section describe the organization's ability to engage the community effectively. Answers should include evidence that the organization understands the community it is trying to serve, program offerings are something that fills an artistic/cultural need, and the program has been developed with a focus on arts access.

4. **Inclusion, Diversity, Equity & Access (IDEA)**: This section seeks to understand how your organization works to identify and address issues related to IDEA through your proposed event. Answers should explain how your event demonstrates social, education, cultural and/or economic relevance for the community, how you plan to identify and connect with underserved communities, what strategies you will put in place to overcome barriers to audience participation, and how you plan to meet physical and programmatic accessibility requirements.

5. **Budget:** This section will address the specific budget for the event or project. Show realistic numbers for costs related to the event or project and show that artists and personnel are being paid fair wages.

Download our Grant Writing Tips.

Download the Grant Review Guidelines.

FUNDING: $7,000 maximum (10% cash match)

TIMELINE: Event grants must take place from January 1, 2024 and December 31, 2024.

DEADLINE: *APPLICATIONS MUST BE RECEIVED before midnight on Saturday, September 30, 2023.*

FINAL REPORTING: <u>Grant funds will not be dispersed until final reporting is complete.</u> Organizations must submit a final budget for the project to show total expenses and revenues and demonstrate that the match was met. They must also fill out a final report that includes whether the project/event met the anticipated goals, outline the total number of personnel that worked on the project/event, the total number of volunteers on the project/event, an example from the project/event that strengthens the case for increased funding in the arts, and three photographs from the project.

<u>There is an audience survey component that is required.</u> Forms will be supplied to organizations for audience survey. This survey gathers important data for the City to ensure equitable funding and assess and identify areas for improvement. If this component is not met, funding will not be released.

Please reach out to Anza Jarschke at jarschkea@reno.gov if you have any questions.

*If you would like assistance in Spanish, please contact staff at (775) 326-6333. *Si desea asistencia en español o para asistir a un taller de becas en español, comuníquese con el personal al (775) 326-6333.