BELOW YOU WILL FIND SPECIFIC DIRECTIONS FOR THE QUESTIONS IN THE GOS APPLICATION WITH BUDGETS OVER $300,000.

These instructions are to be used in combination with the FY21 GOS Master Instructions; please review the instructions for detailed information regarding:

- Utah Arts & Museums Grant Policies and Eligibility
- Grant Process Timeline
- Grant Review Process
- Award Notification
- Grant-Writing Tips
- Two Year Grant Cycle
- Grantee Responsibilities

WHO CAN APPLY (MUST MEET ALL REQUIREMENTS BELOW)

- Arts organizations, certified Museums, and designated Local Arts Agencies with operating budgets **over $300,000**
- Arts organizations, certified Museums, and designated Local Arts Agencies open to the public for at least one year prior to application
  - Must be a 501(c)(3) nonprofit or government agency
  - Fiscally sponsored organizations are not eligible to apply
  - Organizations that do not have a three-year history of programming prior to July 1, 2020 will receive additional review
- Arts organizations, certified Museums, and designated Local Arts Agencies must have completed a final report for funds awarded in FY19 (for period of performance July 1, 2018 to June 30, 2019). If your organization fails to file a final report to the division, the following year, the organization may be required to return funds or may be deemed ineligible for future funding. Delinquent final reports must be filed in order to be considered eligible again.
- Museums with current Certified Utah Museum status with the Utah Division of Arts & Museums and are open more than 1,000 hours annually (average more than 20 hours per week). *Museums that are open fewer than 1,000 hours annually must apply for a Small Museum Project Grant.*
- Designated Local Arts Agency with a current LAA designation from the Utah Division of Arts & Museums open to the public for at least one year prior to application.

THIS GRANT CAN FUND

- o Program support
- o Staff or intern salaries
- o Consultant fees
- o Professional development training
- o Purchase of materials/equipment
- o Marketing
- o Specific activities directly related to the general function of the organization
- o Facility rental
- o Building maintenance
- o Utility costs

For Museums:

- o Purchase of materials/equipment needed for conservation, storage, or exhibition of collections
- o Marketing
- o Specific activities directly related to the general function of the museum
- o Historic building maintenance

This list is not comprehensive, but should give you a good indication of the kinds of things that General Operating Support grants can be used to support.

THIS GRANT CANNOT FUND

- o Endowments
- o Building renovation or capital expenditures (including capital improvement, purchase, or long-term lease of property; museums see below)
- o Out-of-state travel
- o Programming completed prior to July 1, 2020
- o Direct fundraising events/expenses or galas, including prizes, awards, or benefits
- o Hospitality (food, alcohol, refreshments, etc.)
- o Deficit reduction
- o Scholarships or tuition for academic programs
- o Activities restricted to an organization's membership
- o Employee or applicant's personal gain
- o Paid political advertising or lobbying expenses
- o For-profit ventures

For Museums:

- o Acquisition of objects for a collection
- o New capital projects (building modifications for collections-care purposes or building maintenance projects that <u>directly</u> affect the long-term care of museum collections <u>are</u> allowed. We encourage you to contact the Museum Services staff regarding building modifications prior to submitting an application.)
- o Historical markers, monuments, or plaques

SCORED SECTIONS OF THE APPLICATION

If you are applying as an organization with a budget OVER $300,000, we would like to see robust narrative answers to the application questions outlined below. You will notice that the narrative text questions have a character limit of 3,000. You are not required to use the full limit, but it is our intent that these larger character limits will provide you the space to elaborate and include details, in your own voice, that you normally would leave out.

==Please note: some questions will apply to all applicants, and some will be specific to either arts organizations, local arts agencies, or museums. If there is NOT a notation before the question, the question requires a response from all applicants.==

ARTISTIC EXCELLENCE (35%) – Arts Organizations & Local Arts Agencies

Artistic excellence demonstrates the organization's potential to create art that meets the highest standards of excellence, engage the public with diverse art forms, enable participants to acquire knowledge or skills in the arts, and/or strengthen communities through the arts. What constitutes artistic excellence may vary in relation to the organization's mission, audience and community. Artistic excellence and artistic merit are the criteria by which artwork will be considered, taking into account general standards of decency and respect for the diverse beliefs and values of the people of this state.

-OR-

MUSEUM BEST PRACTICES (35%) - Museums

The panel will review the grant based on the evidence the application provides about how this funding will help the museum care for and manage its collections, develop quality educational resources such as exhibitions and publications, and provide access to its collections.

What We Ask	What We Are Looking For
Provide an executive summary of your organization's programming and services.	Describe the programs and services your organization provides to the community. This will look different for

	each organization because each organization is unique. In order to save you time, there is no character limit for this question because we want you to be able to provide your standard executive summary. However, do NOT use this to answer things that do not fit under other questions or indulge in unnecessary verbosity.
For Arts Organizations & Local Arts Agencies*: Describe what artistic excellence means in relation to your programming and mission. How do you ensure high artistic excellence? **-OR-** **For Museums:** Describe what museum best practices mean to you in relation to the programming and services your museum provides. ***Local Arts Agencies will be contacted to provide additional documentation.**	**For Arts Organizations & Local Arts Agencies:** As a state arts agency, we will be funding organizations that demonstrate high artistic excellence. What does your organization do that shows you provide quality arts programming? Please provide proof that the arts are the primary focus of your mission. Is your commitment to artistic excellence demonstrated through how you fulfill your mission? How do you choose what to offer to your community, select teaching artists, follow certain artistic standards, etc. The shift to two year grants will influence how you answer this question. We do not expect that you will have your seasons or schedules planned for two years, but we want to understand your artistic process (up to 3,000 characters). **-OR-** **For Museums:** As the state museum service agency, we will be funding museum that are preserving, protecting, and sharing collections with the public. Use this section to describe how you are meeting

	museum best practices as they relate to caring for your collections; developing quality educational resources (such as exhibitions and publications); and providing access to your museum's collections. We want to read about how you serve your community in the context of the items listed above. Tell us how you are doing a great job of being a museum that is modeling best practices (up to 3,000 characters).
For Arts Organizations & Local Arts Agencies: Please upload current supporting documentation to demonstrate the artistic merit of recent work (MP3s, video clips, images, PDF with web links, letters of support, etc.) Maximum of 3 representative samples. (Required) **-OR-** **For Museums:** Please upload examples of your most recent annual report, current museum programming, community outreach, or other documentation to support your best practices. Provide up to 3 samples. (Required)	**For Arts Organizations & Local Arts Agencies:** The artistic samples should reflect the ideas, concepts, or quality of the organization's work. You can submit a maximum of 3 work samples (links, uploads, or a combination of both). If you would like to submit web links, please create a PDF document with the web links and a brief description of the work sample as well as a time stamp for where the panel should begin viewing if you upload a long sample. No more than 3 samples total, and each sample should be no more than a few minutes long. The samples should be reflective of the type of work that you are doing, for example if you are a theatre company, a short video of your work will be much more useful to the panel than a past program. Please put all uploaded materials in PDF format. <u>Do not provide more than three TOTAL samples.</u> **-OR-**

	For Museums: Documents such as annual reports, photos, and web links can convey messages that words cannot. Use this upload tool to support the claims that you make in the answers to the first two questions in this section. You can only submit 3 samples. These samples should reflect current programs, educational offerings, marketing material, or instances of best practice, such as a newly revised collections policy. Make sure any links you submit work correctly and are as high-quality as possible. If you want to provide web links, attach a PDF document with the URL link(s) and a brief description of each link. A weblink counts as a sample, and remember that you may not provide more than 3 samples.

COMMUNITY ENGAGEMENT (35%)

Community engagement demonstrates the organization's efforts to understand and serve its community, its efforts to be inclusive of individuals, the community's support of the organization, and why the organization deserves public funding.

Note: Our agency has adopted the following definitions for I.D.E.A from the American Alliance of Museums as described below. Please refer to these definitions as you answer the questions in the Community Engagement Section.

> INCLUSION refers to the intentional, ongoing effort to ensure that diverse individuals fully participate in all aspects of organizational work, including decision-making processes. It also refers to the ways that diverse participants are valued as respected members of an organization and/or community.

> DIVERSITY is all the ways that people are different and the same at the individual and group levels. Even when people appear the same, they are different. Organizational diversity requires examining and questioning the makeup of a group to ensure that multiple perspectives are represented.

EQUITY is the fair and just treatment of all members of a community. Equity requires commitment to strategic priorities, resources, respect, and civility, as well as ongoing action and assessment of progress toward achieving specified goals.

ACCESSIBILITY is giving equitable access to everyone along the continuum of human ability and experience. Accessibility encompasses the broader meanings of compliance and refers to how organizations make space for the characteristics that each person brings.

What We Ask	What We Are Looking For
Describe the community or communities you are serving. What values do these communities receive from your organization? Why does your organization merit public funding from the state?	Help the panel members understand who is in your community or communities, including defining your target audiences. Your communities could be geographic or represent other demographics. Provide a description of the services you provide that bring value to your communities. UA&M grants come from taxpayer dollars. These grants are intended to provide all Utah residents with opportunities to participate in cultural activities. Discuss how your target communities will benefit from and engage with your programming (up to 3,000 characters).
Please tell us about the efforts you are making to serve diverse audiences and to be equitable.	Discuss any policies, initiatives, outreach, etc., that your organization has implemented in order to engage audience members who you do not normally serve. (up to 3,000 characters) Some ideas include: • Considering diversity and equity when you plan your programming • Planning programs with partners from or primarily serving under-served communities

	• If you present work(s) that portray a cultural community, seeking guidance from an appropriate representative of that community • Providing outreach to historically underserved populations • Recruiting board members who represent diverse populations • Hiring staff or key volunteers who represent diverse populations • Providing translation of signage and printed materials in a language other than English
Please tell us about your efforts to make your programming and services inclusive and accessible to individuals with disabilities. Your answer may include specific steps you have taken to be compliant with Federal Regulations Section 504.	Describe how your organization is inclusive for people with disabilities. (up to 3,000 characters) Talk about any efforts your organization has made, such as: • Wheelchair accessibility • Providing free or discounted admission for historically underserved populations • Large-print signs, labels, programs or other materials • Braille materials • Assistive listening devices • Touch tours or tactile exhibits • Accommodations for low-sight individuals • ASL interpretation • Completion of the [Federal 504 Self-Evaluation Workbook](#) • Special programming for veterans • Bringing together community members to discuss accessibility/inclusion • Accommodations for those on the autism spectrum or with sensory sensitivities

	• Creative aging programs/services • Digital materials in advance of show/workshop/exhibit • Website accessibility

SOUND MANAGEMENT (30%)

Sound management demonstrates the organization's ability to carry out its proposed activities, including administrative support, use of resources, evaluation methods, and plans for improvement.

What We Ask	What We Are Looking For
Explain your organizational structure, including board make-up/selection, staff make-up and responsibilities, and consistent volunteer involvement over the last completed fiscal year.	Tell us about your board and staff—their background, responsibilities, demographics, etc. Also, tell us if you use volunteers. If you do, tell us what they do, if they are repeat volunteers, and how they help your organization (up to 3,000 characters).
What are you evaluating and how are you conducting your evaluations (qualitative and quantitative)? What are you doing with the information you gather? Does it influence your planning?	The panel wants to know what methods you will use to evaluate your programs and activities. How have you implemented ideas from previous evaluations? The best applications will provide a combination of qualitative and quantitative methods, as well as an inclination of how you will implement what you learn (up to 3,000 characters).
Please upload your completed FY21 UA&M General Operating Support Budget Form.	Follow the link for the General Operating Support Budget. Download this to your computer, complete the form with numbers accurate for your organization, and upload the new file to this question. **Keep a copy of this budget form for your records, because if you receive funding, you will need to update the budget with**

	actual income and expenditures and upload the form in your final report.

UA&M PRIORITY HIGHLIGHT QUESTION (ADDITIONAL CONSIDERATION)

Question Asked: Please tell us about exceptional work that your organization has done within the past two years in **one or two** of UA&M's strategic target areas (listed below; up to 2,000 characters).

What We Are Looking For:
We hope you will brag about something you are particularly proud of in your work!

Please only write about **one or two** of the target areas (below). We want to know about your best work, and if you try to cover all six areas, you are likely to dilute your story. This section will be ranked. Additional funds may be added to a base award to help you with the good work that you are doing. Even though there may be some overlap in how you describe the work you are doing from any of the earlier questions in this grant, we hope that you will thoughtfully answer this question and not just copy and paste from your previous responses. Please be specific in your answer and support your narrative with evidence. You may upload additional documentation to support your narrative in the subsequent question.

Target Areas:

- Services in, and to, rural Utah (all counties but Weber, Davis, Salt Lake, and Utah)
- Programming to serve those from culturally/ethnically diverse populations, new Americans, senior citizens, etc.
- Contributions to the economy: You may provide evidence of economic contributions. The grants staff will also be using an economic contribution evaluation tool that was designed for UA&M by the Kem C. Gardner Institute. This tool uses a national tool called the IMPLAN multiplier, county information, and employment information. The Kem Gardner Technical Memo is available to our constituents upon request.
- Accommodations to provide greater access to your programming to those with disabilities (cognitive and physical).

- Demonstrating a commitment to providing fair access to your programs and services.
- Creating inclusive programming where those invited actively participate in the planning and enjoyment of the activities.

Why are we asking this question?

Arts organizations, Museums, and Local Arts Agencies are a vital part of a healthy economy, and as Utahns, we are proud of our cultural landscape. Making organizations accessible to Utahns of all cultures and abilities is a priority for UA&M, as outlined in our Strategic Plan. The priority to serve all people represents best practices. Involving individuals from varied or historically underserved populations and/or organizations in the planning, implementation, evaluation, and follow-up of your programs helps ensure relevance and increases your audience participation. By making Utah's cultural programs, activities, information, and facilities usable by all people, we open the doors to new and expanded audiences. Providing opportunities in rural areas is also vitally important, and is a priority of Governor Herbert and our legislators. Organizations that are doing good work in any of these target areas may receive additional money to support this work.

NEED HELP?

Please review the Master GOS Instructions for additional information regarding our grants.

For assistance with the application or the online grants portal:
Laurel Cannon Alder, Grants Manager, lalder@utah.gov , 801.236.7550
Racquel Cornali, Grants Coordinator, rcornali@utah.gov, 801.236.7541