

COVID-19 CARES Grants - Create in Utah, Phase 3



The Division of Arts & Museums within the Department of Heritage and Arts is administering this \$5 million grant program for Utah arts organizations and museums including cultural, zoological, and botanical organizations that have been impacted by the COVID-19 pandemic. This funding was generously provided by the Utah State Legislature to assist the cultural organizations that have been most deeply affected by the shutdowns due to the pandemic.

Grants will be provided to nonprofit organizations in Utah whose businesses have been adversely affected by the pandemic. These guidelines and this process is for nonprofit organizations only. A for-profit process will be available after the nonprofit grant process has taken place. If you are intending to apply for a for-profit, please notify one of the members of the grants team (contact information at the bottom of these guidelines).

Applications will be available beginning Friday, April 16, 2021 and the application period will close on Friday, April 30, 2021 at 5:00 p.m.

Eligibility Criteria:

- Organization is based in and primarily serves the residents of Utah
- Organization is an arts or cultural nonprofit organization, government agency, or tribal government
- Organization's **primary mission** is cultural, artistic, botanical, or zoological
- Organization is currently operating with plans to continue operations and has not started bankruptcy proceedings
- Organization must have a current DUNS Number
- Organization must have submitted the "expense final report" for any funds they received in Create in Utah, Phase 1 or 2 (or have a valid amendment from the state of Utah)

Review Criteria:

- Demonstrated organizational financial need
- Demonstrated impact of COVID-19 to the organization's finances

- Budget and supporting grant request documentation
- Good explanation for strategic use of funds
- Projected impact of these funds on the health and sustainability of the organization
- Organizations that have been unable to access other COVID-19 relief dollars may be given preference

Application Review:

Division of Arts & Museums staff, board members, professional financial review, and volunteers from the cultural community

Timeline (nonprofit):

Application opens: Friday, April 16, 2021

Application closes: Friday, April 30, 2021 at 5:00 p.m.

Awards announced mid-June

Distribution of funds will begin upon the processing of the contract

How to Apply:

Organizations must apply through the website uamgrants.utah.gov. It can take up to two days to create a portal account, so please plan accordingly. This grant is only open for 2 weeks.

Grant Information:

Much of the funding that has been provided to date has been focused on lost revenues that occurred between March 2020-2021. The focus of this one-time relief funding is on creating a bridge into the next six months (now through December 31, 2021) to help make the leap from pandemic closure or reduction in programming to organizational recovery. If you feel your organization has “closed the gap” with the existing relief funds that have come to your organization and you have adequate operating funds for the next 6 months you may choose not to apply. Our intention with these funds is to help those organizations that are still seeing considerable loss in their budget, or organizations that need help with future programming costs while they are working to reopen to the public. We are asking applicants to identify specific costs/expenditures/budget projections that your organization currently has, or will have, in order to remain viable during COVID-19 and in the future. Please DO NOT propose starting a new program or project with these funds. We will consider projects/programs/initiatives that are creative pivots or innovations geared towards organizational stability and growth during this time; please be prepared to make a compelling case, and please do not create programming specifically to make your grant

application more compelling. These funds are meant to provide support for operational expenses that are otherwise not being covered due to pandemic related losses.

The goal of this grant is to provide much needed financial assistance with flexibility in the application and transparency in the awarding of grants. **Please make your requests reasonable and appropriately proportional to your budget.** We want to get a good picture of what the needs are currently, but we anticipate receiving far more in requested assistance than we have available in funding. We will review the proposal for use of funds as well as the budget files provided by your organization. Award amounts will be contingent upon several factors: operating budget size, COVID-19 impact on budget to date, amount of relief funds awarded to date, number of eligible applicants in the grant pool, access to additional relief funds, consideration for rural organizations, and organizations working with historically marginalized communities/constituents. Based on the information that we have at this point, awards will not be greater than \$150,000 for the organizations that can show the current greatest needs. If additional funds become available, or if fewer applications are received than we expected, we will adjust awards accordingly.

Examples of what may be requested:

- **Limited Admission Revenue Loss:** A performing arts company may not be able to sell enough tickets to justify a performance, yet they want to be available to those patrons comfortable to attend in person events. Funds can be used to help offset the reduced ticket sales.
- **Furloughed Employees:** Funds may be used to rehire furloughed employees to allow the organization to resume important functions.
- **Remote Services Equipment:** With shifts to virtual programming and work, limited requests can be made for necessary computer or videography equipment to facilitate providing ongoing virtual content and/or remote work. This cannot include any capital facilities requests.
- **Ticket/Subscription/Season Pass Liabilities:** An organization may have a season subscription or annual membership program and may have either not renewed subscribers or had to offer credit. The loss of 2020 revenue which creates a revenue gap and encumbrances in 2021.
- **Marketing:** Assistance for running a marketing campaign tied to reopening or helping communicate how patrons can safely reengage with your organization.
- **Projected Income Loss:** a museum may typically make a large percentage of their operating revenue from sales of gift store items, but without normal foot traffic, revenue may be significantly down. (This does not include projected fundraising revenue loss)

- **Personal Protective Equipment:** Additional supplies, including air filtration, sanitizing sprayers, crowd stanchions, etc.

If you have questions about a concept that you would like to request funding for that is not listed in the examples of how award funds can be used, please contact Laurel Cannon Alder at lalder@utah.gov or Racquel Cornali at rcornali@utah.gov. *Because we are still working remotely, email is the best way to contact us.

This Grant Cannot Fund:

- Organizations whose primary purpose or mission is not artistic or cultural in nature
- Projected revenue loss from future fundraising events
- Funds may not be used for endowment campaigns or for fundraising campaigns
- New projects. This grant is specifically intended to assist with existing program-related, not for the creation of a new project or program. Please see above for exception.
- This grant cannot fund ANY need that has already been funded by other COVID-19 relief
- Capital expenditures or related improvements that are not directly related to providing COVID-19 safety for patrons or constituents.
- Funds may not be used for hospitality (food, alcohol, etc.)
- Scholarships, prizes, regrants, or awards
- Membership only activities for an organization
- These funds cannot be regranted or used for fiscally sponsored organizations
- Grant cannot be used for employee or applicant's personal gain
- Grant cannot be used for paid political advertising or lobbying expenses
- The UA&M may recapture grant funds if, after audit, UA&M determines that:
 - If revenue numbers are found to be inaccurate or fraudulent
 - A qualified organization that is subject to recapture shall pay to the State of Utah Division of Finance a penalty equal to the amount of the grant recaptured multiplied by the applicable income tax rate in Section 59-7-104 or 59-10-104
 - The Division of Finance shall deposit the penalty into the Education Fund

Application Questions:

We have made every possible effort to make this application efficient. The application consists of four narrative questions and a thorough budget form. If you have not received funding previously from Utah Arts & Museums, the grants office may contact you to request additional information, such as audited financial statements, annual reports, etc.

1. What specific need(s) does your organization have that this one-time relief grant can strategically address? (narrative)
2. In a list format, break down the projected cost for each of the needs specified in the previous question.
3. Total amount requested.
4. If this request is not fully funded, how do you plan to adjust the plan or raise money elsewhere? (narrative)
5. Briefly describe how these funds will improve the health and sustainability of the organization? (narrative)
6. Are you considering and/or have you begun bankruptcy proceedings or work to shutter the organization?
7. Have there been COVID-19 relief opportunities that you have been unable to access and why? (narrative)
8. Operating Budget form upload. Please use the form on our [website](#).
 - a. Please also refer to the “Budget Cheat Sheet” which provides some helpful tips on using the budget form. This can also be found on our [website](#).
9. Grant request justification: Please upload equipment bids, a budget for a specific project, payroll records, etc. to justify the amount of request.
10. Revenue total from budget sheet column C
11. Revenue total from budget sheet column D
12. Revenue total from budget sheet column E
13. Revenue total from budget sheet column F
14. Which column (C,D,E, or F) in the budget sheet represents the fiscal year that was most impacted by COVID-19? (This should match the yellow highlighted row that asks you to identify with an “x” the year most impacted by the pandemic).

Please Note: The next application that our office will be administering is the General Operating Support (GOS) grant for organizations whose mission is either as a museum or primarily artistic. If you are applying for both grants, you will upload the same budget to both applications (to make things more simple). Create in Utah, Phase 3 does not require a match but the General Operating Grant will require a match. The GOS application questions will not be the same as the Create in Utah, Phase 3 questions,

though you may see some similarities/overlap. Organizations must submit a separate grant application for each grant opportunity (Create in Utah, General Operating Support, etc) in order to be considered for funding. Each application will be reviewed—and if applicable, funded—on its own merits. Funding through Create in Utah does not guarantee funding in the General Operating Support grant or vice-versa.

Declaration of Truth and Accuracy:

Each applicant will be asked to sign this declaration of truth and accuracy:

I declare under penalty of perjury that I am an authorized representative of the business named above and the representations herein and documentation provided complete, true, and correct. Any misrepresentation or fraud made in connection with this application may result in criminal prosecution, civil liability, and/or other penalties, including disqualification from this program. The electronic signature below indicates my intent to be bound by the terms of this program and has the same force and effect of a non-electronic signature (see Utah Code § 46-4-201).

Questions?

We have added some grant FAQ's to the end of these guidelines. Please review these as they may answer some of your questions. If you would like to contact the Utah Arts & Museums Grants Team email is the best way to contact us as we are still working remotely. If you would like to schedule a time to speak by phone, please email your phone number and the best time for one of us to call you back.

Laurel: lalder@utah.gov

Racquel: rcornali@utah.gov

Frequently Asked Questions:

The following questions have come from community representatives who have counseled with our agency in the process of opening these grants. We will add to these questions and answers if needed after the grant has opened.

- 1) **Is there a limit to how much we can request?** We have not put a limit on the request amount because we want to know what your needs look like. We anticipate that the amount of need will be enormous and some organizations have been more deeply impacted than others. We have put in place a funding limit so that no organization can receive more than \$150,000 regardless of the requested amount. It is possible that awards may change depending on number of applicants, amount of need, etc. We recognize that this is tricky to navigate. We trust that organizations will exercise wisdom, intelligence, and a spirit of generosity in deciding how much to request.
- 2) **The application asks for specific need(s), how many things can we reasonably ask for?** We want to know what your organization really needs (not wants) in order to reopen and remain viable over the course of the next year. We know that there will be many needs but please pick a few needs that are the most significant rather than an exhaustive laundry list of needs.
- 3) **We would like to start a new seasonal performance to help boost our revenue. Is this considered a new program/project?** If this is a continuation of something your organization already produces or is an auxiliary program that you believe will help with the long-term sustainability of your organization, we would welcome this request. Additionally, if your institution has adapted your programming due to COVID-19 or used the past year to innovate, you may ask for assistance with this new innovation. However, you should be prepared to make a strong case for why your organization has chosen to take on a “new” program and demonstrate how your budget can support this long-term.
- 4) **We don't have great financial needs. Should we apply?** We have talked to a number of organizations that either cut programming significantly and/or received adequate support from previous COVID-19 relief programs. This will show up in your budgets. If you do not have significant need, please cede the funds to organizations that are in the greatest distress. Utah Arts & Museums will be opening the General Operating Support grant in mid to late May and we look forward to serving all arts and museums mission specific institutions with those funds.
- 5) **What if the organization has a cultural mission, but the organization provides a large variety of services?** If your organization provides a variety of services but the majority is not cultural, we may consider a proportional grant. For example, if the organization serves an ethnic population with health and

human services primarily, as well as cultural offerings, the funds may be available for specific cultural purposes only. For our agency to take this into consideration in the grant review, the requesting organization's cultural offerings should constitute a reasonably significant portion (roughly 40% or more) of the organization's activities. We may require additional documentation for this consideration. If you have questions about this, please contact the grants team with questions.

- 6) **Can we apply for this grant if we received Create in Utah Phase 1 or 2?** Yes, you may apply as long as you have submitted the required "expense report" for Create in Utah or received an amendment.
- 7) **Can we apply for this grant and the FY22 GOS grant?** Yes, you may apply for both though we cannot guarantee you will be awarded funding for either.