FY22 GOS QUESTION GUIDELINES

Organizations with budgets <u>UNDER</u> $300K

These instructions are to be used in combination with the **FY22 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

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WHO CAN APPLY? (Must meet <u>all</u> requirements below)

◊ **In order to receive general operating support, the applicant must be primarily an arts organization or museum.** An arts and cultural organization is defined as an entity with a primary purpose of providing arts, creative, or cultural programming/services. A museum must have a physical location in Utah that is open to the public and maintain an active collection. UA&M staff may assess this according to the organization's mission, purpose statement, and/or by its summary of core organizational programs and services. Organizations must be based in Utah.

   o *If you are applying for an organization that has a much broader mission, please apply for a* **Cultural Vibrancy Grant** *instead.*

◊ Arts organizations, Museums, and designated Local Arts Agencies with operating budgets **under $300,000.**

◊ Arts organizations, Museums, and designated Local Arts Agencies fully functioning for at least one year prior to application:

   ▪ *Must be a 501(c)(3) nonprofit, tribal, or government agency*
   ▪ *Must be in full legal compliance (including the Charitable Solicitation Permit) at the time of application*
   ▪ *Fiscally sponsored organizations are not eligible to apply*

◊ Arts organizations, museums, and designated Local Arts Agencies **must be in compliance with all reporting.** If you received Create In Utah, Phase 2, please remember that Project Reports are due August 31, 2021).

   ▪ *If your organization fails to file a final report to the division, 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.

◊ Designated Local Arts Agency with a [current LAA designation](#) from the Utah Division of Arts & Museums.

◊ Organizations that do not have a three-year history of programming prior to July 1, 2021 will receive additional review.

ELIGIBLE EXPENSES:

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.

- Program support
- Staff or intern salaries
- Consultant fees
- Professional development training
- Purchase of materials/equipment
- Utility costs

- Marketing
- Specific activities directly related to the general function of the organization.
- Facility rental
- Building maintenance

For Museums (all of the above, and the following):

- Purchase of materials/equipment needed for conservation, storage, or exhibition of collections

- Specific activities directly related to the general function of the museum

- Building modifications for collections care purposes or building maintenance projects that directly affect the long-term care of museum collections are allowed. We encourage you to contact the [Museum Services](#) staff regarding building modifications prior to submitting an application.

- Historic building maintenance

INELIGIBLE EXPENSES:

- Endowments
- Building renovation or capital expenditures (including capital improvement, purchase, or long-term lease of property; museums see notes both above and below)
- Out-of-state travel

- Hospitality (food, alcohol, refreshments, etc.)
- Deficit reduction
- Scholarships or tuition for academic programs
- Activities restricted to an organization's membership

- Programming completed prior to July 1, 2021
- Direct fundraising events/expenses or galas, including prizes, awards, or benefits
- Employee or applicant's personal gain
- Paid political advertising or lobbying expenses
- For-profit ventures

For Museums (all of the above, and the following):
- Historical markers, monuments, or plaques
- Acquisition of objects for a collection
- Building modifications for collections care purposes or building maintenance
  - *Exception: projects that directly affect the long-term care of museum collections are allowed. We encourage you to contact the Museum Services staff regarding building modifications prior to submitting an application.*

UNSCORED QUESTIONS/GENERAL INFORMATION SECTION:

The General Organizational Information section will not be scored. These questions will ask for basic contact information, total revenue, organizational compliance questions, etc. We will also be asking a few questions related to economic contribution in conjunction with our partnership with the Kem C. Gardner Institute. These questions will ask for the following:

- Total Number of Paid Employees
- Total Payroll

HELPFUL TIP:

*Look for "help text" by **hovering** your cursor over the question mark icon on the application (don't click on the question mark) for tips such as "see line C34 of the budget form."*

APPLICATION QUESTIONS | *SCORED SECTIONS*

If you are applying as an organization with a budget under $300,000, **we are requiring shorter answers to the questions.** You will notice that the narrative text questions have **character limits**. You are not required to use the full limit, but it is our intent that these character limits will provide you with some direction about the amount of information that is being requested.

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 <u>NOT</u> a notation before the question, the question requires a response from <u>all</u> applicants.

Scored Sections Include:
- Artistic Excellence/Museum Best Practices (35%)
- Community Engagement (35%)
- Sound Management (35%)
- Target Priority Question

ARTISTIC EXCELLENCE (35%)

Arts Organizations & Local Arts Agencies | *Artistic Excellence*

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-

Museums | *Museum Best Practices*
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.

Question 1. Summarize your organization's work in 140 characters or less.

Tell us about your organization's mission, and the core of your programming/ services in 140 characters or less.

Question 2. Artistic Excellence <u>or</u> Museum Best Practices

Using the information below, provide an answer based on whether you are applying as an Arts Organization, Local Agency, or Museum.

For Arts Orgs & LAA's: **Describe how you strive for excellence in relation to your programming and mission.**	Museums: **Describe what museum best practices mean to you in relation to the programming and services your museum provides.**
As the state arts agency, we will be funding organizations that demonstrate high artistic excellence. 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 1,500 characters).** ● 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.	*As the state museum service agency, we will be funding museums 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 1,500 characters).**

Question 3. **Please upload current supporting documentation to demonstrate the quality of your recent work/institution.**

Using the information below, provide an answer based on whether you are applying as an Arts Organization, Local Agency, or Museum.

Arts orgs & LAAs: The samples should reflect the ideas, concepts, or quality of the organization's	Museums: Please upload examples of your most recent annual report, current museum programming,

work. Take care to select a good representation of your work for the panel. You can submit a maximum of 3 work samples (links, uploads, or a combination of both). If you would like to submit weblinks, please create a PDF document with the weblinks and a brief description of the work sample as well as a timestamp 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 latest production will be much more useful to the panel than a past program.	community outreach, or other documentation to support your best practices. (Provide up to 3 samples.) If you would like to submit weblinks, please create a PDF document with the weblinks and a brief description of the documentation. No more than 3 samples total.

Question 4. All: How does your organization uniquely contribute to an artistically/culturally vibrant community? Explain what makes your organization unique in your discipline and how you are doing it well (up to 1,500 characters).

> Utah has a long history of rich artistic and cultural heritage, and the Utah Division of Arts & Museums exists to support that vibrancy. Tell the panel why your organization is unique in the arts or museums field here in Utah--are you one of a only handful of organizations that exists in a particular community? Do you provide unique services and programs? How are you successful in providing the community with these programs?

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.

PLEASE 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.

Question 1. **Briefly describe/define the community or communities you are serving (up to 500 characters).**

Help the panel members understand who is in your community or communities, including defining your target audiences. These grants are intended to provide all Utah residents with opportunities to participate in cultural activities, and understanding who you consider to be in your community is the first step to understanding your services. Your communities could be geographic or represent other demographics.

Question 2. **Imagine you have an audience with a legislator. What would you tell them about the value that the community receives from your organization and why does your organization merit public funding from the state? (up to 1,500 characters)**

Think of this as your "elevator speech". If you were asked by a legislator to talk about why your organization is important to the residents of Utah, what would you tell them? 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.

Question 3. Please describe how you have partnered, collaborated, or engaged with historically underrepresented communities in the past two years. (up to 1,500 characters)

Show the panel that you are finding ways to make connections and meaningful relationships with different historically underrepresented communities (BIPOC, LGBTQ+, senior populations, etc.) We want to see that your organization is not just reaching out to these communities, but that you are actively including members from these communities in the planning and implementation of your programs and services.

Question 4. Describe how people with varying disabilities can access or request accommodations to participate in your organization's programs. (up to 1,500 characters)

Part of being inclusive means that your organization's programs can be made accessible to people with disabilities. For example, has your staff taken accessibility training? Other questions to consider: how would a patron request accommodations? Is this listed on your website or marketing materials? Is it easy for a patron to figure out whom to contact with accommodation requests? What accommodations do you offer that are standard for each event? For example, does every event have an ASL translator? Is the event located in a space that is easily accessible for people with physical disabilities? Are all of your printed materials available in a large-print format? Other accommodations?

Question 5. Please describe any plans that your organization has to <u>increase</u> inclusion, diversity, equity and access this coming year. (up to 1,500 characters)

Looking ahead, has your organization created any internal goals or policies to work with more diverse communities? Are you starting (or do you already have) an accessibility plan? If you are in a strategic planning phase, are the principles of I.D.E.A being incorporated into your organization's programs?

SOUND MANAGEMENT (35%)

Sound management demonstrates the organization's ability to carry out its proposed activities, including a budget that shows administrative support, and careful use of finite resources.

Question 1. What adaptations did you make for COVID-19 (staff reduction, program reduction, online content creation, etc.) that you anticipate you will keep, or get rid of, and why? (up to 1,500 characters)

The pandemic forced many organizations to rethink how they did their work, whether that was how to present an engaging exhibit, how to do socially distanced performances, or even adapting business processes for efficiency, ease of use, or lower costs. What changes have you made to either your programming or processes that you anticipate you will continue moving forward? Is there something that you tried that did not work? Why are you keeping these adaptations or why are you not holding onto them?

Question 2. Please upload your completed [FY22 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 accurate numbers 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 interim report next summer.

If you applied for Create in Utah, Phase 3 - please upload the budget form you submitted with that grant. Please make any updates to the budget form to ensure accuracy at time of grant submission.

Question 3. Related to the budget form you uploaded, repeat your budget narrative here. Include any information that will help the review panelists understand your budget.

Previous panel members have repeatedly expressed how difficult it is to guess what is happening in your budgets. Rember, the panelists are not familiar with your operating budget, so the narrative allows you to explain to them what they are seeing. Use this space to explain any increases or decreases to certain line items, or any surplus/deficit that is showing up in your budget. This is also a good space to tell us which grants are showing up as requested vs. awarded in your revenue section.

UA&M PRIORITY HIGHLIGHT QUESTION (For 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 1,500 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 in your own words. If you try to cover all six areas, you are likely to dilute your story. This section will be ranked in comparison to other applicants. Additional funds may be added to a base award to help to support your exceptional work. 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 any 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:
- **Rural Services:** Services in and to rural Utah (all counties but Weber, Davis, Salt Lake, and Utah)
- **Diversity:** Programming to serve those from culturally/ethnically diverse populations, new Americans, senior citizens, etc.
- **Economic Contribution:** 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.
- **Access:** Accommodations to provide greater access to your programming to those with disabilities (cognitive and physical).
- **Equity:** Demonstrating a commitment to providing fair access to your programs and services.
- **Inclusion:** 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 underrepresented 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 Cox and our legislators. Organizations that are doing exceptional work in any of these target areas may receive additional money to support this work.

FY21 GOS FINAL REPORT (NEW SECTION):

In order to streamline the process, we have included the final report for FY21 within this application. **Final Report Questions:** The funds for Arts & Museums grants come from both the State of Utah and the National Endowment for the Arts. **The Final Report information that you provide to us is required by our funders.** If you did not receive a general operating grant in FY21, you can answer the two required questions and leave the remaining questions blank.

If you did not receive a general operating grant in FY21, you can answer the four required questions and leave the remaining questions blank. If you received FY21 GOS funding, we expect all grantees to complete the final report. Non-art museums will notice that not all questions will apply to their organization. If there is a question that does not align with your organization, you may indicate that it is not applicable (N/A), choose non-arts, non-humanities, or leave blank. **However, we do expect ALL organizations to complete the "Project Activity Location" question/request.** If you have questions about any part of the report, please contact our staff.

Project Activity Location Instructions: Please refer to the instructions on our final report page: https://artsandmuseums.utah.gov/final-reports/

NEED ASSISTANCE?

Please be sure to review the **Master GOS Instructions** for additional information regarding our grants. If you need assistance with any portion of the grant, including accessing the grant portal, please contact the grants staff listed below.

If you are having issues with the online grant application or are getting an error message, please refer to our portal troubleshooting document.

The preferred way to reach us is via email, but you may also leave a message by phone.

UA&M Grants Team:
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