



# Utah Division of **Arts & Museums**

## **FY24 Arts & Museums Project Grant Guidelines**

**Deadline: Friday, April 28, 2023 at 5:00 P.M. (MST)**

**Funding Request: \$1,500 - \$10,000**

Please read this entire document. The policies and procedures that follow the application questions are important. It is your responsibility to be aware of all information contained in these guidelines.

### **OVERVIEW**

**Utah Arts & Museums Project grants provide support for projects that are open and accessible to the general public, and that showcase the richness of our communities through arts and museums.** The following disciplines will be considered for funding:

- Arts - dance, folk arts, literary, media arts and film, performing arts, public art installations<sup>1</sup>, theater, visual arts
- Museums - anthropology/archaeology, arts, botanical gardens, children's, history, natural history, paleontology, science, zoological
- Applications from nonprofit organizations that do not have a cultural mission, but are producing significant arts or cultural activities.
- Festivals - a nonprofit or government entity can request funding to support the artistic part of a festival (for example but not limited to paying a performing artist or paying a professional artist to oversee a children's art yard). If a festival is an arts specific event, then the festival in its entirety can be applied for.

**Examples of Eligible Projects:** exhibitions, museum education activities, museum community history project (oral history, research, etc.), museum interpretation/signage/labeling, museum public events related to exhibitions or programs, workshops/classes led by a professional and open to the community; providing an artistic activity within a festival; fostering preservation of artistic traditions of a refugee or other historically underrepresented population; artistic endeavors tied to community revitalization; or other innovative projects that advance arts or museums in a community or geographic region, and **have a strong public component.**<sup>2</sup>

---

<sup>1</sup>Artistic works, such as murals or sculptures which are located in a public place and are **created or facilitated by a professional artist**. How the artist is selected should be included in the grant narrative.

<sup>2</sup> Exceptions may be made for protected classes and/or vulnerable populations.

- An organization may apply for a series of related public events or performances or a single project.
- Small Museums looking for funding to repair part of their museum building, or for direct collections care should apply for the **Small Museums Project** grant rather than this grant (opening June 1, 2023). Note: organizations cannot receive more than one grant in a year.
- **Community Murals:** If you are applying for funding for a community mural, we are requiring some additional information this year. Please see the end of this document for detailed information about murals and complete the separate mural section in the application.

If you have questions as to whether your proposed project might fit, please contact the grants office for guidance.

**The culminating performance, project, or presentation must take place between July 1, 2023 and June 30, 2024.**

Note: Organizations may only receive project support **or** general operating support in a fiscal year. If you would normally qualify for GOS, but did not apply for the FY24/25 grant cycle, this is the correct place for you to apply. With only a few specific exemptions UA&M has a one grant, one organization policy.

---

## WHO CAN APPLY?

- Utah based:
  - 501(c)(3) nonprofit organizations
  - Municipalities, government agencies
  - Federally recognized tribal communities or tribes
  - Correctional/juvenile facilities, social service agencies, libraries or community centers
  - [Fiscally sponsored projects](#) with a community focus

---

## WHAT THIS GRANT CAN FUND

- Expenses directly associated with the project (e.g. artist payments, staffing costs for time spent on the project, facility rental)
- Marketing, advertising

- o Supplies for the project, limited materials purchases that are not part of a capital investment (e.g. collections care materials for museum objects, costumes for a play, paint for a mural)
- o Our intent is to provide flexibility in what we will fund, but please pay attention to the specific list of items this grant cannot fund below. If you have questions, please contact a member of the grants team at [uamgrants@utah.gov](mailto:uamgrants@utah.gov).

## WHAT THIS GRANT CANNOT FUND

- o L3C, for-profit organizations (LLC), or individuals
- o Endowments
- o Activities that have already taken place
- o Programming that will be completed before July 1, 2023
- o Major capital expenses (such as roof repair or building renovation).
- o Direct funding to acquire, construct, renovate, or maintain a facility
- o Activities or materials which violate State or Federal laws
- o Travel outside of Utah for professional conferences or other reasons
- o Fundraising events/expenses or galas
- o Prizes, awards, or benefits
- o Hospitality (food, refreshments, etc.)
- o Deficit reduction
- o Scholarships for academic programs
- o Activities restricted to an organization's membership (see also education on page 10)
- o Employee or applicant's personal gain
- o Paid political advertising or lobbying expenses
- o Organizations that received a direct appropriation from the Utah State Legislature (see also legislative pass through on page 10).

## CASH MATCH FOR APPLICANTS

This grant requires a **minimum of a 1:1 match**, but you can also show **more** than a 1:1 match. **This grant may be matched by an all cash match, or up to 25% of the match may come from in-kind contributions.** This means that if you are applying for \$2,000, your organization will need to have either a minimum of \$2,000 in funding from other sources (cash match) or \$1,500 in a cash match (such as earned revenue, or a grant from another source) and \$500 in verifiable in-kind contributions of volunteer time or supplies. A cash match can be used to pay for items that UA&M is unable to fund. The match must be directly related to this project. Please note that there is no guarantee that requests will be fully funded.

**All applications must be created and submitted online by Friday, April 28, 2023 at 5:00 p.m. (MST) on our grant portal: [uamgrants.utah.gov](http://uamgrants.utah.gov).**

All applications must be submitted online through the [grant application portal](#). If you do not currently have access to the portal, it can take **up to two days** to receive a portal account. Also, if there has been a change in staff at your organization, please contact us so we can set up the correct account for access to our portal. This will ensure your organization has access to the portal in the future.

## **APPLICATION CONTENT**

### **General Information (not scored):**

We ask you to provide general information such as contact information, your Federal Tax ID or EIN, [UEI number](#), etc.

**GRANT WRITER'S TIP:** Each of these sections has a number of characters listed. We use this to tip you off about how much you can and should write. Use your characters wisely to tell your story. Don't skimp on the details and don't repeat yourself.

### **Application Section - Project Plan (40%):**

This section will be reviewed based on the project that is being proposed. Does the project align with the fundable priorities defined on the first page of the grant guidelines? Does the project have a clear community/public focus (required)? Is the project well planned and will it be carefully executed? We will prioritize projects that meet the highest standards of excellence, engage the public, and enable participants to acquire knowledge or skills, and strengthen communities. We understand that the types of projects will vary in relation to the organization's mission, audience and community. All funded projects must be accessible to a general population, not limited to a membership or closed community.

#### **Question 1 - Provide a detailed explanation of your proposed project.**

Assume the panel knows nothing about this project. Write a brief narrative that provides specific details about the project so that someone unfamiliar with it can understand all aspects of the project (what will take place, the purpose of the project, admission/ticket costs, etc.) (up to 3,000 characters)

#### **Question 2 - When and where will the project take place?**

Tell the panel the date and time for your project as well as the proposed location. The project that is funded by this grant should have a clear start and end date (between July 2023 and June 2024).

### Question 3 -

- **If you are applying for an arts organization, how will your proposed project incorporate arts or culture into a public facing opportunity?**
- **If you are applying for a museum, how will the proposed project provide a public-facing opportunity for your community?**

Remember that the purpose of this grant is to create projects that infuse the community with excellent artistic opportunities, and/or allow community members to have quality engagements with local museums. You may talk about the uniqueness or value of your proposed work. Grant writer's tip: reread the overview section, and if you still have questions about whether or not your grant is a good fit, email a member of the grants office. (up to 2,000 characters)

### Question 4 - Provide 1-3 work samples.

Please provide proof of the merit of your project with work samples. You can submit a *maximum* of 3 work samples for your project (links, uploads, or a combination of both). If you would like to submit weblinks, please create a PDF document with the links, a brief description of what the reviewer will see, and if needed, the time marking for the panel member to watch. We recommend that each sample focus on no more than 3-5 minutes of material. Attach the documents as an upload. You can also submit photos, programs, or other printed material in PDF format. These samples should reflect the ideas, concepts, or quality of the proposed project.

For example:

- If you are proposing a music project, your sample should include samples of the music.
- If you are installing a piece of public art, submit photos of the artist's work samples.
- If you are creating an exhibit, submit photos of your basic concepts and designs, including a description of the exhibit interpretation and scope.
- If you are developing a public workshop or learning opportunity, include examples from the expert instructors you will be utilizing, or photos and materials from previous, similar events.

Make sure any links you submit work correctly. Samples should be as high-quality as possible. Maximum upload size is 25MB per attachment so typically web links are best. Grant writer's tip: take care in choosing your material wisely because this section tells the reviewer a lot about your project.

## **Application Section - Community Involvement and Access (30%):**

Community involvement demonstrates the organization's efforts to understand and serve its community, its efforts to be inclusive of individuals from all demographic backgrounds, physical and cognitive abilities, as well as the community's support of the organization.

### **Question 5: How will the project engage or involve the community and who is in the target community that you are hoping to serve? Each project must include a public or community engagement aspect.**

Because each project must include a public or community engagement aspect, please be thoughtful about your answer to this question. How will members of the community be invited to participate in your project or event? Can people be involved in the process, for example, of creating a mural? Will there be a public performance, workshop, or other activity that is open to the community? Include a description of your target community in your answer to this question. Grant writer's tip: all of our grants are intended to serve the community in some way. It is helpful if you describe the community that you plan to serve because the review team may have never visited your community. You may consider using public census information in your description as well. (up to 2,000 characters)

### **Question 6: Please tell us about the efforts that you are making to serve different audiences through this project. Please see the guidelines for a list of ideas that you may focus your answer on.**

Some great ways to reach a variety of audiences and to include many voices are listed below. Please think about these ideas as you are planning your project. (up to 1,500 characters)

- Actively plan projects with various partners from the community
- If a project aims to serve a historically underrepresented group or it provides outreach opportunities to specific populations you should include language in your marketing that communicates that the project is available to all
- If presenting work that portrays a cultural community, seek guidance from an appropriate representative of that community
- Provide large print options, and translation of signage and printed materials in a language other than English
- Hire staff or engage key volunteers who represent different groups/populations.

Grant writers tip: this is a great way to expand your audience and your reach, as well as ensure that your project is accessible to many different audiences.

**Question 7: Does your project comply with ADA and Section 504 accessibility requirements (accommodations for people with a disability)?**

This is a “Yes” or “No” question. Please review the [504 Accessibility Workbook](#) to read more about the requirement and whether your project complies.

**Application Section - Sound Management (30%):**

Sound management demonstrates the organization's ability to carry out its proposed activities, including administrative support, finances, resources, and implementation of evaluations and improvement plans. Project budgets should be for the project, not the whole organization. If you are asking for a series, the budget can include the entire series of events or activities as long as the narrative description supports a request for more than one related project.

**Question 8: Please upload a screenshot of your event or organization listing on NowPlayingUtah.com.**

Think of [NowPlayingUtah.com](#) as a free (and required) marketing tool for your organization. You will need to add your event to NowPlayingUtah.com and then upload a screenshot of this event.

**Question 9: Tell us, specifically, how the grant money will be used.**

Tell the panel exactly what you will use the money for, whether that is to pay artists, create new panels in a museum, rent a venue, pay for marketing materials, etc. This is a narrative answer, you will also need to upload the project budget later on in the application. Pay attention to ineligible expenses. (up to 1,000 characters)

**Question 10: Provide a narrative description of your project's expected income and in-kind support.**

This description should outline your sources of income, including how the community will support your proposed project. Don't forget this grant requires a 1:1 match (a minimum of 75% cash and optional 25% in-kind are allowed). Please provide information on other partners and funding sources that you are expecting besides the UA&M grant. (up to 1,500 characters) **Grant writer's tip: if you don't show the required amount of funding to match your request, your grant request will be reduced to the allowable match.** If you have questions, please reach out to the grants team.

**Question 11: Upload your FY24 Arts & Museums Project Budget (found at [ArtsAndMuseums.utah.gov](#)).**

Please fill out this budget form for the entirety of your project, not just the portion of your project that you are requesting from Arts & Museums.

Follow the link and download the FY24 Arts & Museums Project Budget to your computer, update with your numbers, and upload the updated file to this question. Be sure to include any/all anticipated (or actual) income or expenses for your proposed project. Include your request in the appropriate box. Income and expense totals should match. Use the narrative box to explain anything about your budget to the panel. The narrative is required because we find that applications that have a written narrative do better in the review process. Applications using a budget form other than the one available on the Utah Arts & Museums grants page will be considered incomplete and may be disqualified. Grant writer's tip: keep a copy of this budget form for your records because you will need it for your final report if your project is funded.

### **Application Section - MURAL Requirements (not scored)**

If your organization is applying for a mural you will be required to complete this section. Community murals are an increasingly popular way to add character and interest to a public space. Any murals funded through this grant should not be primarily used as signage or advertising. The process of choosing an artist to create the mural, involving the building owner, satisfying public code, and choosing the right materials for the project are all important. We are providing a [useful reference document](#) that is commonly used by preservation offices to consider prior to creating a mural. For informational purposes only, Salt Lake City Arts Council has vetted a [roster of public artists](#). If you have follow-up questions about murals, contact us via email at [uamgrants@utah.gov](mailto:uamgrants@utah.gov).

**Question:** What is the location of the building that will house the mural?

**Question:** Has your organization obtained permission from the building owner to paint the mural?

Please upload a letter stating permission for the mural installation from the owner of the building or public space. The upload should establish proof of ownership of the land as well as projected expectation of care for the mural.

**Question:** How will the mural be applied (direct paint to brick, canvas attached to brick, mosaic installation, etc.)? <sup>3</sup>

---

<sup>3</sup> It is important to choose paint that will not damage brick by sealing water in behind the paint. If using paint on brick, there are types of paint that are specifically formulated to cover brick without damaging it. Silica-based paints, or silicate paints, are generally the best option. Please contact Jansen Bennett, SHPO's historical architect, with any questions.



**Question:** What is the anticipated lifespan of the proposed mural?

**Question:** Who will assume care of the mural once it has been completed? (If there is vandalism, if the ownership of the building changes, etc.)

---

## REVIEW PROCESS

Grants (funding awards) made by the Utah Division of Arts & Museums (UA&M) support arts, museums, and cultural experiences in communities statewide. Grants are intended to provide Utah residents with opportunities to participate in cultural activities. Grant panels work diligently to evaluate grants based on artistry that is appropriately representative of the community it serves, museums that provide appropriate care for their collections, community engagement, sound fiscal management, and the ability to reach a broad community.

Eligible applications will be reviewed by UA&M staff and a panel of community professionals. (We welcome community members to participate in an upcoming panel review; [apply to be a panel member](#)). Each review panel will evaluate applications based on the criteria outlined in the guidelines. All grant allocations are approved by either the Utah Museums Advisory board or the Utah Arts Advisory board. The appropriate board will review and approve final funding recommendations, and may consider a special exception to these guidelines based on agency priorities. UA&M is a state agency that provides public funding for arts and museums. As a public entity, it reserves the right to make final decisions about the use of public funds for projects, programs, acquisitions, commissions, or other activities as deemed appropriate by the Division and/or board. No organization or individual is guaranteed funding from one year to the next. Funding levels are contingent on many factors, including resources available, number of applications, a written application, and meeting specified criteria.

UA&M takes the responsibility of awarding public funding seriously. UA&M carefully follows grant review and award procedures as permitted by statute and board policies. UA&M reserves the right to revoke awarded public funds (current,

multi-year, and/or future) as deemed necessary. The revocation of any public funds will be taken under consideration by the appropriate state board.

## GRANT TIMELINE

Grant Opens: Monday, April 3, 2023

Grant Closes: Friday, April 28, 2023 at 5:00 p.m. MST

Panel Review: May 2023

Funding Notification: Before July 1, 2023

Payment Disbursed: After July 20, 2023 and receipt of signed contract

Project Completion: By June 30, 2024

Final Report on Funded Projects: August 1, 2024

---

## ELIGIBILITY POLICIES

- UA&M funding received from this FY24 grant must be spent between July 1, 2023 and June 30, 2024.
  - Utah Arts & Museums has a one organization, one grant policy per fiscal year.
  - Utah Arts & Museums restricts its funding to organizations based in, and primarily serving, the residents of or visitors to Utah.
  - Charitable Solicitations Permit OR screenshot of your business listing on the [Utah Business Entity website](#) OR screenshot of your organization's listing on the [IRS Tax Exempt Organization](#) website
  - All organizations applying for grants must have a Unique Entity Identifier (UEI) number. For more information on applying for a UEI number, visit [Sam.gov](#). The UEI is a 12-digit alpha numeric number that replaces the previously required DUNS number. If you do not have one, go to Sam.gov to register. **Grant writer's tip: please remember that Sam.gov is always FREE.** There are unfortunately some predatory businesses that try to charge to do the registration for you. The preference is to have you submit the UEI with your application, however we will know that this can take a little time to acquire. Please keep in close contact with our office if you are in the process of obtaining your UEI because we will not provide funding to any organization that does not have their UEI at the time that funding recommendations are made to the board.
  - Indirect costs for facilities, administration, or other overhead are restricted to the federal de minimis cost rate not to exceed 10% of request, or the federally-negotiated indirect cost rate.
-

**Educational Institution Eligibility. K-12, universities, colleges, and other educational institutions are subject to the following restrictions:**

- Programming for which grant funding is sought must be open to the general public and easily accessible. The public (meaning those outside the institution) must compose a significant percentage of those involved in or served by the activities.
- Academic awards and/or work, including fellowships, scholarships, or tuition fees for student work, are not allowed.
- Events and services funded by the grant must be supplementary to regular curriculum. Grant funds cannot be used to support projects involving classes or workshops for which college credit is given.
- Overhead expenses must follow the federal funding guidelines set by the Federal Office of Management and Budget.
- Institutions are limited to no more than one grant to the same academic department in any given fiscal year.

**Legislative Pass-Through/Direct Line-Item Funding.** The following criteria apply to organizations receiving pass-through or direct line-item funding (also known as legislative appropriations).

- Organizations that receive ongoing legislative pass-through funding for general operating support are not eligible for UA&M grant funding.
- POPS, iSEE, and State Museum Funding are not considered pass-through funding that is a duplication of funding by UA&M grants. Organizations receiving this type of funding may also apply for UA&M grants.
- Organizations that receive one-time legislative pass-through funding for operating expenses shall not receive UA&M funding in the same year they receive legislative pass-through.
- Grant requests from organizations that receive one-time pass-through funding for a specific project may be subject to review for eligibility by the Executive Committee of the Utah Arts Advisory Board or Utah Museums Advisory Board.
- Funds allocated by line-item pass-through from the legislature and UA&M competitive grants shall not be for similar activities.
- Organizations that receive a pass-through allocation from a department other than Cultural and Community Engagement may be subject to review by the Executive Committee of the Utah Arts Advisory Board or Utah Museum Services Advisory Board if the activities seem similar to a grant application in the same year as the allocation.

- Organizations that receive pass-through funding for capital projects are eligible for UA&M funding.
- 

## WHAT IF MY ORGANIZATION RECEIVES A GRANT?

All grantees will receive an email notifying them of their grant award. The email will contain a copy of the State of Utah Grant Contract. The grantee should read and sign the contract and then send the entire contract via postal mail or email to our office for processing. Payment will be disbursed after we process the signed contract.

As a grantee, you will need to ensure you do the following:

- Give credit to the Utah Division of Arts & Museums (UA&M) on all publicity (online or print). "This project is made possible, in part, by a grant from the Utah Division of Arts & Museums"
- Please use the most current logos, which can be found on the [logos page](#) of our website. Please use the logo that includes the image of the Capitol and the UA&M "swish."
- Ensure all grant funds are spent before June 30, 2024.
- Organizations must list their organization name and event information on [NowPlayingUtah.com](#).
- Complete a final report form online at [uamgrants.utah.gov](#) by August 1, 2024.
  - Write a letter of appreciation to your legislator(s) thanking them for the grant funding. Include a copy of your legislative thank-you letter(s).
  - Include an updated copy of your budget with actual numbers.
  - Include a photo of the project. Unless otherwise indicated, UA&M may use submitted text and images in reports and publications. Please include photo credit information. .

## CONTACT THE GRANTS STAFF WITH QUESTIONS

Racquel Cornali or Laurel Cannon Alder: [uamgrants@utah.gov](mailto:uamgrants@utah.gov)