



The Arts & Culture Alliance
**Ann and Steve Bailey Opportunity Grants
for Organizations, Fiscal Year 2021**

OBJECTIVES

Through the generosity of Ann and Steve Bailey, the Arts & Culture Alliance offers Bailey Opportunity Grants, which are a part of the Arts & Heritage Fund. Bailey Grants provide financial and technical support to individual artists and small, professionally-oriented arts and culture organizations. The goal of Bailey Opportunity Grants for Organizations is to create a more vital creative community in Knoxville by:

- Encouraging contributions to the city's economy and quality of life by arts and history organizations
- Positioning Knoxville as a community that honors arts and culture and supports the industry's efforts to achieve excellence
- Raising the public profile of arts and culture within the city and beyond

The mission of the Arts & Culture Alliance is to serve and support a diverse community of artists and arts and culture organizations.

DESCRIPTION

Opportunity grants are designed to spur continued artistic and administrative growth in innovative, entrepreneurial organizations at any stage in their development. The eligibility criteria and support structure is geared toward organizations that can demonstrate they are solid and healthy and have clear goals that can be reached with financial and professional development support. Projects that allow organizations to explore new avenues of creativity, wrestle with new ideas that can advance their work, strengthen their business practices, broaden their reach, or deepen their impact are encouraged.

Applicants may apply for a maximum of \$75,000 in support. The entire Bailey Opportunity Grants budget for FY2020 for both Individuals and Organizations combined is \$100,000.

Matching funds are not required.

Awards may include a combination of cash support, in-kind services, mentoring, workshops/seminars, and special opportunities.

Collaborative organization teams are eligible to apply, however any organization may be included in only one application for funding per grant cycle.

APPLICATION DEADLINE

Applications must be received by midnight (EST) on Sunday, March 22. Electronic submissions to LZ@knoxalliance.com are strongly preferred.

USE OF FUNDS

Grant funds must be used between July 1, 2020 and June 30, 2021.

Bailey Opportunity Grants for Organizations may be designated for (but not limited to):

- Administrative or artistic development
- Mentor relationships

- Arts- or history-related travel (conferences, workshops, gatherings)
- Conference, training, and workshop fees directly related to the organization's work
- Equipment
- Marketing and publicity efforts
- Website design or improvement
- Computer software or hardware
- Other resources for all artistic and historical disciplines

Funds may not be used for such things as:

- Tuition expenses toward a degree
- General travel; personal or staff vacations
- Items not directly related to the organization's administrative or artistic growth and institutional development
- Retiring debts from current or past performances or exhibitions
- Production or exhibition expenses for specific projects

ELIGIBILITY

1. Organizations must be legally domiciled within about 50 miles of downtown Knoxville.
2. Organizations must have exhibited, performed, presented and/or published artistic or historical work in a public context in Knox County within the last 24 months (2018-2020).
3. Applicant organizations must have attained 501(c)(3) status or be non-profit in nature. No applications from nonprofessional (pastime/hobby) organizations will be accepted at this time.
4. The organization's annual budget may not have exceeded \$100,000 in any of the past five years.
5. The organization's main mission must be directly concerned with arts or history.
6. Established as well as emerging organizations are eligible to apply. Work which pushes and expands the boundaries of your field is particularly sought.
7. Organization must be a member of the Arts & Culture Alliance at the time of the application and throughout grant period (see www.knoxalliance.com/join-renew).
8. Requested funds must be for eligible expenses (see Use of Funds).
9. Organizations managed by staff, board, and relatives of staff or board members of the Arts & Culture Alliance are not eligible to apply.
10. Collaborative organization teams are eligible to apply with cash awards shared equally among team members. Organizations may be included in only one application for funding per grant cycle.

Any question of eligibility should be directed to the Arts & Culture Alliance before the application is made.

All applicants are strongly encouraged to meet with Liza Zenni to discuss projects prior to submission of a grant request.

GRANTEE REQUIREMENTS

Selected organizations will be required to make biannual reports to the Arts & Culture Alliance which may be written or conducted via one-on-one meetings with Alliance staff. Final reports, which may include an exhibition or performance of work completed during the grant period, are required in order for the organization to be considered for any future grant and program opportunities through the Alliance.

If selected as a grantee, organizations may be required to participate in Alliance-sponsored meetings, workshops, or public events. For instance, the Alliance may require organizational representatives of grantee organizations to meet, present their work/challenges, brainstorm with colleagues and presenters, and participate in formal and informal workshops and seminars.

GRANT REVIEW PROCESS

Grants will be reviewed by a three-person panel. Panel members will use an evaluation criteria, examining:

- Artistic excellence, historical scholarliness, quality or merit
- Creativity in concept and use of available resources
- Potential for the grant to provide significant returns in relation to the organization's mission
- Commitment to deepening and expanding the quality of the organization's output
- Clarity of the application
- Artistic or cultural achievements/history/activity
- Timeframe of project

The panel will refer a list of finalists to the Arts & Culture Alliance board. Selected grantees must commit to remaining in the Greater Knoxville area for the period of the grant (usually one year).

EVALUATION CRITERIA

The application for Bailey Opportunity Grants for Organizations includes five items.

I. **Application**

This includes your organization's contact information and the questions:

- Give a brief description of the organization's history, and state its mission.
- What was/is the annual budget of the organization for FY 2017, 2018, 2019, 2020 and 2021?
- What is the project, opportunity, or need for which you are requesting support? What are the obstacles to your organization's success? (Is it the professionalism of the staff or access to programmatic resources?)
- Describe how you see this opportunity improving the quality of the artistic or historical output of the organization.
- How will the grant funds further the administrative effectiveness of the organization?
- What are the desired outcomes of the project, opportunity, or fulfillment of need? (i.e. Define success in terms of this grant: Increased ticket sales; more visitation/audiences; more positive media coverage; more contributed support; more and better programs).
- What is the timeline? When does it start, and what are important points in the progress of the project?
- What, if any, will be the community benefits of this project or opportunity?

II. **Programmatic Activities**

Please submit as a one-page PDF representing documentation of the organization's programs, activities, and accomplishments. This document should include a current listing of your organizational activities including dates and locations. The document should be neatly organized.

III. **Support Materials**

Include 3 – 5 support pieces. The purpose of these materials is to help the panel understand the kind of work you do. Please contact Liza at the Arts & Culture Alliance (lz@knoxalliance.com) if you would like to submit something that cannot be uploaded.

IV. **Budget**

Outline expenses related to improving the quality of your organization's artistic or administrative output (see list of eligible expenses in Use of Funds). Expenses for travel or research must be specifically related to the proposal and should be quantified by how they will further the organization's work or administrative capacity.

V. **Most Recent 990**

Attach your organization's most recently completed 990 (or other required organizational tax return form) and one page financial statements for FY 2018 and FY 2019.

REMEMBER: Write clearly. Be concise. Be creative in your thinking. Demonstrate that the grant will allow you to push the boundaries of your artistic or business practice in a significant way. Follow directions.

TIMELINE

Sunday, March 22, 2020 at midnight: Bailey Opportunity Grants for Organizations Application Receipt Deadline
(electronic submissions are strongly preferred)

Mid-May 2020: Awards Announced

Wednesday, July 1, 2020: Funds available for use

CONTACT INFORMATION

The Arts & Culture Alliance is a service organization: we exist to help artists and organizations. All interested organizations are encouraged to contact Liza Zenni at 865-523-7543 or LZ@knoxalliance.com if they have questions.



Arts & Culture Alliance
PO Box 2506
Knoxville, TN 37901-2506