

Clifton Swanson Community Access to the PAC Fund

2018-2019
Grant Application



FOUNDATION *for the*
PERFORMING
ARTS
CENTER

Subsidizing direct costs for SLO County's arts groups performing in
the Cohan Center during the 2018-19 season

Deadline for submission: Monday April 2, 2018 — 5:00 PM

Contact: Erika Neel, Development Manager
(805) 541-5401 ext. 1301
erika@fpacslo.org

The Foundation for the Performing Arts Center's Clifton Swanson Community Access to the PAC Fund

About the Foundation

In 1986, The Foundation for the Performing Arts Center was established by a committed group of SLO County residents who envisioned the creation of a world-class venue that would serve as the "hub of the performing arts" for the Central Coast region.

For thirty years, the Foundation has been committed to supporting the performing arts in SLO County. Our mission is to ensure that the PAC remains affordable and accessible for not only patrons, but for local performing arts groups who utilize the world-class venue for their performances.

The 2018-19 season will mark the third year of grant awards provided by the Clifton Swanson Community Access to the PAC Fund. Established in 2015, the grant program is the realization of a long-term goal to increase support for our local community nonprofits who perform in the Cohan Center at the PAC.

General Information for Applicants

The Swanson Fund is open to all eligible non-profit arts organizations who have booked or plan to book a date to perform on stage in the PAC's Cohan Center over the course of the 2018-19 season. **For information on how to book a date, please contact Managing Director Chris Miller at (805) 756-6557 or by email at cmill102@calpoly.edu.**

The minimum Swanson Fund grant award for 2018-19 will be \$2,000. All funding requests must be made for direct costs that accrue from utilizing the PAC (rental, technical and other costs).

All funded activities must take place between the dates of July 1, 2018 and June 30, 2019. Organizations that are awarded a grant and do not subsequently present a 2018-19 performance in the Cohan Center will not receive grant funds. Funds will be paid directly to the PAC when the funded organization receives its final show settlement from the PAC.

Eligible applicants will:

- Be a non-profit organization with 501(c)3 status.
- Perform or plan to perform in the Cohan Center on dates between **July 1, 2018 and June 30, 2019.**
- Host a performance or showcase that is **ticketed and open to the public.**
- Demonstrate financial need for their direct PAC costs. Examples of costs include:
 - Show labor
 - Tech costs
 - Equipment rental
 - Additional rehearsal time
- Demonstrate, per the grant application, fiscal capacity of organization to support both artistic and administrative activities.

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- Demonstrate evidence of organizational leadership and historical ability to produce financially sustainable and successful programs.
- Submit the completed Swanson Fund Application by the due date of **April 2, 2018** in person at the FPAC offices or electronically to **erika@fpacslo.org**.
- Comply to the award follow-up and reporting requirements as specified in the application contract.

Exclusions:

In general, the Foundation for the Performing Arts Center does not make grants to/for:

- Organizations that discriminate on the basis of age, disability, ethnic origin, gender, sexual orientation, gender identity, race or religion
- Individuals
- Fraternal Organizations, unless in support of a specific program open to or benefiting the entire community
- Governmental Organizations
- Fundraising events such as annual campaigns, tournaments, fashion shows, auctions or dinners
- Organizations with religious affiliations unless the program is open to the entire community without regard to religious beliefs
- Organizations and programs designed to elect candidates to public office
- Organizations located outside SLO County unless for a specific program benefiting residents of-and conducted within-San Luis Obispo County
- Pay off past debts or existing obligations
- Endowment funds
- Private events

The Foundation will follow these basic procedures in relation to grant requests:

- We will provide all grant application guidelines upon request. Guidelines will also be available at fpacslo.org/swanson-fund/.
- Provide additional assistance, answer questions and address concerns regarding the application and process. Please contact Development Manager Erika Neel, at (805) 541-5401 for further assistance or to request a meeting.
- Host a grant information session on **February 20, 2018** in the PAC Founder's Room at 3:00 PM. We will notify all potential applicants regarding details of the session. We highly recommend that a representative of your organization attends the information session.
- The Swanson Fund Grant Committee will screen and fairly review all completed grant applications.
- We will notify all agencies of award decisions in a timely manner.

**The Foundation for the Performing Arts Center's
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Grant Application Instructions and Requirements

Complete the grant package and submit all required documents as specified below.

We will accept either hard copies or electronic versions of the grant package. Grants can be mailed or hand-delivered to the FPAC offices—755 Santa Rosa St. Ste. 301, SLO CA or emailed to erika@fpacslo.org.

Applications must be received by the Foundation no later than 5:00 PM on April 2, 2018.

**Grant Package Requirements
Checklist**

Complete and submit the following:

- Application Cover Sheet
- Grant Narratives
- Performance/Event Budget Sheet

In addition, applicants must provide each of the following required documents:

- IRS 501(c)3 Determination Letter
- Board of Directors/ Leadership List
- Organization Operating budget from most recently completed fiscal year
- Any relevant financial statements from most recently completed year

Follow Up and Reporting Requirements

- Funded activities must take place by the date of June 30, 2019.
- Grantees **must include the Foundation for the Performing Arts Center logo on all marketing materials**, playbills, programs, exhibits, etc. related to their funded activities, when applicable and appropriate. Grantees will use language of “supported by the Foundation for the Performing Arts Center’s Swanson Community Access Fund” whenever applicable and appropriate.
- Grantees must participate in any arts surveys conducted by the Foundation.
- Within thirty days of the funded performance, successful grantees will be **required to provide a one to two-page narrative on how the funds were used** and the benefits to your organization and the community. Reports should include:
 - Completed final performance budget
 - Performance attendance numbers
 - Event photographs, to be used by FPAC
 - Copies of press releases and/or media contacts resulting from the grant award
- Failure to submit the required report may disqualify the grantee from future funding.



Date:

Application Information

Name of Organization:	
Name of Performance:	
Date of performance (between July 1, 2018 and June 30, 2019):	
Grant Request Amount: \$	Performance Budget: \$
Organization Budget: \$	

Organization Information

Address:	City, State:	Zip Code:
Website:		
Organization EIN #:	Year Established:	

Contact Information

President/ Exec. Dir.:	Title:
Phone:	Email:
Contact Person (If Different):	Title:
Phone:	Email:

Authorizing Signature

I certify that the information in this application is to the best of our knowledge true and accurate and is submitted with our Board of Directors'/ Governing Body's full knowledge and endorsement.

Signature
Print Name
Title
Date



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Swanson Fund Grant Application Grant Narratives

1. Tell us about your organization. Provide mission statement, history and accomplishments as applicable.
300 words max.
2. Tell us about the performance for which you are requesting funding. How many performers will be involved? Describe the production.
300 words max.
3. Briefly describe how you intend to use the Swanson Fund award if received.
250 words max.
4. Has your company received a Swanson Fund grant award in the past? If so, please describe how the funds were used and how the company benefitted from the funds.
250 words max.
5. Describe how your organization will market the performance. How do you intend to advertise the performance to the public? What is your ticket sales goal and how do you intend on seeing that the goal is met? Who is your target audience, and do you intend on drawing interest from outside the area?
500 words max.



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Swanson Fund Grant Application
Line- Item Performance/Event Budget

Please complete the following including as much detail as possible.

Projected Expenses	Amount	FPAC Grant	Item Description
Marketing Expenses			
Artist Salaries			
Venue Rental (Harman Hall/ Pavilion)			
Rehearsal costs (i.e. Pavilion rental, etc.)			
Show Labor			
Production Expenses			
Development Expenses			
Administrative Expenses			
Other			
Total Projected Expenses			

Projected Income	Amount	Source Description
Ticket Sales		
Donations/Sponsorships		
Playbill Advertising		
Grants		
FPAC Grant		
Other		
Total Projected Income		

Clifton Swanson PAC Community Access Fund Evaluation Rubric

Applicant Organization: _____

Reviewer: _____

Name of Performance: _____

Date of Performance: _____

				Score	Comments
Narratives	6	4	2		
Organization Information	Organization has clear vision of high quality. Organization demonstrates evidence of strong leadership and historical ability to produce financially sustainable and successful programs. Plan for future sustainability and mission is clear.	Organization lacks slightly in vision and mission is unclear. Leadership and plans for sustainability are demonstrated.	Organization lacks mission and/or necessary leadership. Evidence for sustainability is unclear.		
Performance Quality	Engaging performance to be presented, including content of performance and number of performers.	Organization has concept of performance, but is vague or lacking information in some areas.	Organization is unclear or vague on multiple details.		
Marketing Plan and Ticket Sales Goal	Marketing plan is comprehensive in relation to budget size, and ticket sales goal is well thought out and attainable.	Marketing is not given adequate attention, and ticket sales goal needs more detail.	Marketing plan is minimal, and ticket sales goal is an unsupported guess.		
Engagement of Artists/Community	Organization demonstrates strong commitment to engaging its performers and helping them to grow artistically. Strong engagement of the community is demonstrated.	Organization is committed to its event and to developing engagement with its community.	Organization is solely focused on its event and does not address community engagement.		
Budget	6	4	2		
Overall Budget	Budget for performance is detailed and complete, and linked to performance quality and desired outcomes. Fiscal capacity	Budget is complete but may not effectively allocate resources (insufficient use of resources or insufficient	Budget lacks required information and/or is wasteful in some areas.		

	to support both artistic and administrative activities is proven.	estimation of needed resources).			
Outside Support	Organization has strong sponsor support from individuals and businesses in the community.	Organization has some sponsor support in the community.	Organization is lacking/has very little sponsor support, or support is unsustainable.		
Overall	3	2	1		
Conscientiousness of Application	Application is complete, well thought out, and clearly describes organization and its need for funding.	Application is complete, but is vague or lacking concrete information in some areas.	Application is complete, but is not very clear in regards to the organization or its need for funding.		
Evaluation/Metrics	Organization has a clear plan to evaluate the success of its production and all that it entails (marketing, ticket sales, sponsor interest, community engagement, etc.)	Organization desires to evaluate the success of its production, but lacks clear metrics for evaluation.	Organization does not demonstrate the ability and/or desire to evaluate the success of its production.		
			Total Score		/42