

Clifton Swanson Community Access to the PAC Fund

2019-2020
Grant Application



FOUNDATION *for the*
PERFORMING
ARTS
CENTER

Subsidizing direct costs for SLO County's arts groups performing at
the PAC in the 2019-20 Season

Deadline for submission: Friday, April 5, 2019 at 5 P.M.

Contact: Erika Neel, Development Manager
(805) 541-5401
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 patrons and for local performing arts groups who utilize the world-class venue for their performances.

The 2019-20 season will mark the fourth year of the Swanson Fund.

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 Harold Miozzi Hall or the Pavilion in the 2019-2020 season. **For information on booking a date in the PAC, please contact Chris Miller, Managing Director at (805) 756-6557.**

The minimum Swanson Fund grant award for 2019-20 will be \$2,000.

Swanson Fund grants are one-year awards. Funded activities must take place in the fiscal year 2019-20, between July 1, 2019- June 30, 2020.

Eligible applicants will:

- Be a non-profit organization with 501(c)3 status
- Host a performance in the Performing Arts Center (Harold Miozzi Hall and the Pavilion) on dates between **July 1, 2019 and June 30, 2020**
- 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 their grant application, fiscal capacity of organization to support both artistic and administrative activities
- Demonstrate evidence of organizational leadership and historical ability to produce financially sustainable and successful programs
- Submit the completed Swanson Fund Application by 5 P.M. on the due date of **April 5, 2019** in person at the FPAC offices or electronically to the appropriate contact
- Comply to the award follow-up and reporting requirements as specified in the application contract

Exclusions:

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

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 Monday, March 4, 2019 at 3:00 PM. We will notify all potential applicants regarding details of the 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 Guidelines and Requirements

Complete the grant package and submit an original plus additional copy of appendices 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 Friday, April 5, 2019.

Grant Package Requirements (Checklist)

The following documents are provided by the Foundation for applicant organization to complete:

- Application Cover Sheet (submit 5 copies)
- Grant Narrative (submit 5 copies)
- Performance/Event Budget Sheet (submit 5 copies)

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

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



Application Information

| | |
|--|------------------------|
| Name of Organization: | |
| Name of Performance: | |
| Date of performance (between July 1, 2019 and June 30, 2020): | |
| 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: _____ Name of Committee 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 to support both artistic and administrative activities is proven. | Budget is complete but may not effectively allocate resources (insufficient use of resources or insufficient estimation of needed resources). | Budget lacks required information and/or is wasteful in some areas. | | |

| | | | | | |
|---|---|---|--|--|------------|
| 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 |