Dear Grant Applicants:

As the April 14, 2020 Workshop for the FY21 grant process has been cancelled, we have created these instructions for you to help you in the process of filling out your grant application. The remainder of the FY21 grant application schedule will remain as currently stated. Please email Lynn.Goodwin@stpete.org if you have any questions as you are filling out the application or would like to request a virtual meeting with us.

Please note: The grant application process will not be completed through the Jot Form database this year. The FY20/21 applications have been created as .pdf files and can be downloaded and saved directly to your computer. It is our hope that this will be an easier method without the database glitches some of you have experienced in the past. Safety for all is a top priority right now so we have changed the method in which the grants will be received by our office. The submittal method will be via OneDrive, you will be sent instructions on that process by email. YOU MUST CONTACT OUR OFFICE VIA EMAIL TO REQUEST THE SUBMITTAL INSTRUCTIONS. NO PAPER COPIES WILL BE ACCEPTED.

SUMMARY
Questions 1 - 3 are specific to your program/discipline and will be used to categorize your level, discipline and the synopsis of the program/specific project you are seeking a grant for.

ELIGIBILITY
Questions 1 - 10 are straight forward, they will be used to determine your eligibility for this grant. If you have answered all of these favorably toward your organization’s eligibility, please proceed to the remainder of the grant application.

EXCELLENCE
Question 1: is your mission statement only. You are allotted 3,500 characters in the event that your organization’s mission statement is lengthy. Please limit this answer to your mission statement only, no additional narrative is necessary in this question.

Question 2: is your proposal description. Please describe in 5,250 characters or less what your organization proposes to utilize the grant funds for. Include goals, fully measurable objectives, activities, and education/outreach plans. Although the field for this question appears to be static, the box will change to a scroll box when you type further than what appears to be the end of the page.
Question 3: is for museum applicants only. Is self-explanatory in the museum information that is requested. Although the field for this question appears to be static, the box will change to a scroll box when you type further than what appears to be the end of the page.

IMPACT

Question 1: number of overall events and how many of those events are in the city limits for St. Petersburg. Note: a series of the same event (i.e., a one month run of a play with 6 shows per week) would count as one event. You can elaborate more on this in question 5 where you are given more space to do so.

Question 2: how many opportunities will your organization (program) allow for public participation in St. Petersburg? You can elaborate more on this in question 5 where you are given more space to do so.

Question 3: please note how many overall individuals will benefit and of that number, how many are citizens of the city of St. Petersburg. Questions 3a. thru 3e. are asking you to be more specific about the demographics of these numbers. Many of you pull zip code information and a reasonable estimation based on that for city residents is acceptable. You can elaborate more on this in question 5 where you are given more space to do so.

Question 4: in showing this number, please note the method of media utilized. For example: 435,000 which includes unique visitors to the website, Facebook/Instagram followers, and earned media through public relations efforts. You can elaborate more on this in question 5 where you are given more space to do so.

Question 5: please use this space to further explain/describe your answers in questions 1 thru 4 of this section.

Question 6: please be specific in as in areas/locations of the city(ies) you note. What districts/neighborhoods in the city of St. Petersburg does your programming take place and if there is some outside the city, what cities?

Question 7: this question is self-explanatory.

Question 8: please outline the plans as requested for marketing, promotion and audience expansion as it relates to your organization’s proposal.

ACCESSIBILITY
All questions in this section are direct and self-explanatory, please answer as it pertains to your organization.
MANAGEMENT

Question 1: please describe the sustainability and financial stability of your organization especially in cases where your balance sheet or income statements might suggest problems.

Question 2: as stated in question, describe how your organization gathers and uses data to aid in making future decisions.

Question 3: is direct and self-explanatory.

Question 4-6: please refer to the budget definitions at the end of this document when filling out the budget portion of the application.

CONTACTS AND SUPPORT MATERIALS

Your grant contact name will be the individual that is listed for all communications throughout the year when it pertains to contract signatures and reimbursement requests as well as any other communications that the city may need to have with your organization. Please make sure this is the individual that will be most responsive for these tasks.

Your additional grant contact will at times be copied on any communications in the event that the primary source is non-responsive.

Your authorized official is that individual that is authorized to legally sign for your organization in signing the agreement as well as the request for reimbursement.

Required back-up materials: There are nine items on this list and all nine (9) MUST be attached for your grant to be considered. As we are not submitting grants online this year, please make sure that all nine of these items are properly named and organized for the grant coordinator to locate on your thumb drive. It is suggested that you create a folder on your thumb drive titled “Required attachments” and save all nine in that folder.

Optional attachments: You may include optional attachments at your discretion. Please keep your attachment file sizes to a minimum. It is also suggested that you create a separate folder on your thumb drive titled, “Optional attachments,” and save these files in that folder.

Budget Definitions

Applicant Cash ($)
Funds from "Applicant's" present and/or anticipated resources.

For the Operating Budget purposes, this line-item represents withdrawal from savings. This line item is often used to "balance the budget" when expenses exceed other revenues. It shows the applicant's ability to "pay the bills" for all expense items. If there are excess revenues,
reduce this line to zero or only the amount needed to balance the budget. Negative numbers cannot be used to balance the budget.

**Cash Reserves ($)**

For most organizations, this will be your savings account, other cash reserves or investments that are available to spend on general operations or programs. The "reserve" will usually increase when there are excess revenues for the year, and decrease if there was a deficit. This is more a year end accounting function than actual day to day activity.

**Government Support: Federal ($)**

Cash support derived from grants or appropriations given for this project (other than this grant request) by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to this project.

**Government Support: Local/County ($)**

Cash support derived from grants or appropriations given for this project by agencies of the local or county government, or a proportionate share of such grants or appropriations allocated to this project.

**Government Support: State Regional ($)**

Cash support derived from grants or appropriations given for this project by agencies of the state government and/or multi-state consortiums of state agencies, or a proportionate share of such grants or appropriations allocated to this project.

**In-Kind Contribution ($)**

The documented fair market value of non-cash contributions provided by the grantee or third parties which consist of real property or the value of goods and services directly benefiting and specifically identifiable to the project.

**Matching Funds**

The portion of the project costs not borne by the City of St. Petersburg’s Office of Cultural Affairs.

**Outside Fees and Services: Programmatic ($)**

Payments to firms or persons for the programmatic services of individuals who are not normally considered employees of “Applicant,” but consultants or the employees of other organizations, whose services are specifically identified with the project or programming. Include artistic directors, directors, conductors, conservators, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc. serving in non-employee/non-staff capacities.

**Personnel: Administrative ($)**

Payments for salaries, wages, fees, and benefits specifically identified with the project or programming, for executive and supervisory administrative staff, program directors, educational administrators, managing directors, business managers, press and agents, fund raisers, clerical staff such as secretaries, typists, bookkeepers; and supportive personnel such as maintenance and security staff, ushers and other front-of-the-house and box office personnel.
Personnel: Programmatic / Artistic ($)
Payments for salaries, wages, fees, and benefits specifically identified with the project or programming for programmatic personnel including artistic directors, directors, conductors, conservators, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, puppeteers, etc.

Personnel: Technical/Production ($)
Payments for employee salaries, wages, and benefits specifically identified with the project, for technical management and staff, such as technical directors; wardrobe, lighting and sound crew; stage managers, stagehands; video and film technicians, exhibit preparators and installers, etc.

Private Support: Corporate ($)
Cash support derived from contributions given for this project (other than this grant request) by business, corporations and corporate foundations or a proportionate share of such contributions allocated to this project.

Private Support: Foundation ($)
Cash support derived from grants given for this project or programming by private foundations, or a proportionate share of such grants allocated to this project or programming.

Private Support: Other ($)
Cash support derived from cash donations given for this project or a proportionate share of general donations allocated to this project. Do not include corporate, foundation, or government contributions and grants. Include gross proceeds from fund-raising events.

Remaining Operating Expenses ($)
All expenses not entered in other categories and specifically identified with the project. Include non-structured renovations, improvements, scripts and scores, lumber and nails, electricity, telephone and telegraph, storage, postage, photographic supplies, publication purchases, sets and props, equipment rental, insurance fees, trucking, shipping, and hauling expenses not entered under "Travel."
Remaining Proposal Expenses ($)
All expenses not entered in other categories that are specifically identified with the project or programming.

Revenue: Admissions ($)
Revenue derived from the sale of admissions, tickets, subscriptions, memberships, etc..
In the Proposal Budget the admissions must be for events attributable or prorated to the proposal.

Revenue: Contracted Services ($)
Revenue derived from fees earned through sale of services (other than this grant request). Include sale of workshops, etc., to other community organizations, government contracts for specific services, performance or residency fees, tuition, etc. Include foreign government support.

Revenue: Other ($)
Revenue derived from sources other than those listed above. Include catalog sales, advertising space in programs, gift shop income, concessions, parking, investment (endowment) income, etc. If this figure is unusual you may want to explain it in the comments.

Space Rental or Rent ($)
Payments for rental of office, rehearsal, theatre, hall, gallery, and other such spaces. Do not include rental of housing for guest artists or other persons traveling under the grant proposal (see definition for travel).

Space Rental, Rent or Mortgage ($)
Payments for rental of office, rehearsal, theatre, hall, gallery, and other such spaces. Do not include principal of mortgage, include interest only. Do not include rental of housing for guest artists or other persons (see definition for travel).

Total Operating Income ($)
Gross operating income for the organization’s last completed fiscal year. Governmental agencies may include all funds directly appropriated and administered by the applicant agency, as well as support services provided by the agency, that are directly attributed to the program. A detailed listing of these support services must be attached to the grant application operating budget and must be approved by and signed by agency budget officials. Do not include capital contributions or expenses in the operating budget.

Travel ($)
Include fares, hotel, and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc.

For transportation not connected with travel of personnel and for trucking, shipping, or hauling expenses see "Remaining Operating or Proposal Expenses."