

**Carson City Cultural Commission  
Agenda Report**

**Date Submitted:** 01/24/18

**Agenda Date Requested:** 01/24/2018

**Time Requested:** 15 Minutes

**To:** Carson City Cultural Commission

**From:** Mark Salinas, Director of Arts & Culture

- 1. For Discussion and Possible Action:** A presentation of FY 18/19 RACC Special Event Grants Program Updates

**Staff Summary:** *The Director of Arts & Culture will propose grant criteria, evaluative scoring rubrics, and public grant workshop for Redevelopment Authority Citizens Committee FY 18/19 Special Event grants for which the Cultural Commission recommends funding.*

- 2. Type of Action Requested:**

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

**Possible Action:**

I motion the Carson City Cultural Commission accepts advised updates, to include proposed grant criteria, evaluative scoring rubrics, and a public grant workshop, for its RACC Special Events Grants FY18/19 as presented.

**Applicable Statute, Code, Policy, Rule or Regulation:** n/a

**Fiscal Impact:** n/a

**Explanation of Impact:** n/a

**Funding Source:** n/a

**Supporting Material:** None

**Prepared By:** Mark Salinas, Director of Arts & Culture

## **Redevelopment Special Event Grants Updates (MS 1/17/18)**

### **Summary:**

Carson City's Redevelopment Special Event Grant supports professional arts and culture events- such as community festivals, special performances, exhibitions, concerts- within the fields of Theater, Music, and Visual Art held within Carson City's established Redevelopment Districts.

Examples of arts and culture experiences include, but are not limited to, the following: performance/dance; film/video/media; folk arts; music/opera; theater; poetry; visual arts/crafts; murals/outdoor installations.

Event proposals will enhance the cultural vibrancy in Carson City communities within the Redevelopment District(s) and be accessible to the public either for free or for a reasonable admission fee. Events should be designed to attract the maximum number of people, as appropriate for the event and site. Applicants will be responsible for securing the appropriate public exhibition space in regards to their discipline.

Awards to Organization will be up to the amounts of \$5000 at the availability and discretion of the Carson City Cultural Commission.

Available in FY 19/20, awards to individual artists will be up to the amount of \$1000 at the availability and discretion of the Carson City Cultural Commission.

### **Organization Eligibility:**

- Applicant organizations must hold event(s) within the Redevelopment District(s) of Carson City:  
<http://carson.org/government/departments-a-f/community-development/redevelopment>
- Organizations must have an active leadership that meets to determine and review policy.
- Organizations must have an active website with a posted mission statement as well as a social media presence such as Instagram or Facebook.
- Organizations must have existed for at least one year in proven efforts of mission.
- Selected events must occur within one fiscal year of selection from July 1 –June 30.
- A free CTA promotional package with guidelines will be sent to all selected applicants.
- Final Report must be submitted to Director of Arts & Culture within 30 days of event.
- An organization may submit applications for several projects; however total awards will not be over \$5000.

### **Ineligibility:**

- Received grant in a previous year, but failed to submit a Final Report.
- Applicant is under the age of 18 or a full-time student in a higher education program.
- Applicant organization is a Carson City public school district, Carson City or State agency or department, or public college or university administration.
- Projects that serve membership-only organizations or exclude the general public.
- Operating expenses of privately owned facilities, such as homes and studios.

- Student scholarships or any re-granting programs. Stipends to Artists are permissible.
- Major equipment purchases, property or mortgage payments, or capital improvements such as building construction or renovation.
- Expenditures for the establishment of a new organization, such as legal fees.
- Administrative costs unrelated to the proposed project.
- Entertainment costs including receptions, catering, or fundraising events for secondary organizations.

**Funding Criteria:**

- Artistic merit of the proposed project.  
*Proposal achieves quality and value based on creativity, ingenuity, or talent.*
- Clarity of application, narrative, and budget.  
*Vision and direction evokes understanding and enthusiasm*
- Demonstrated community support or investment in the project proposal.  
*Project has community support or will enhance creative community infrastructure.*
- Audience benefit derived from the project.  
*Proposal has audience outreach benefit and/or new audience engagement.*
- Non-duplication of similar or past projects.  
*Originality of concept/work and the likelihood of proposal to achieve new growth for the applicant*
- Clearly defined ability to successfully complete the project.  
*Organization has reputability, manageability, and a history to accomplish set goals.*

If you have any questions about your eligibility, completing the application or need other assistance, please contact Mark Salinas, Director of Arts & Culture at (775) 687-7410 [msalinas@visitcarsoncity.com](mailto:msalinas@visitcarsoncity.com).

**Flowchart of Redevelopment Special Event Grants:**

Director of Arts & Culture

1. Solicits annual grant from RACC if needed
2. Advertises annual open-call RFP
3. Receives Arts & Culture applicants applications via City Planning
4. Checks applications for completion/errors
5. Posts applications publically 3 days prior to Cultural Commission meeting
6. Places applicants on the Agenda to speak at Cultural Commission meeting

Cultural Commission

Meets 2<sup>nd</sup> Tuesdays on odd months at 530PM Sierra Room, Community Center

1. Receives collated application packets from Director
2. Receives presentation from applicant at Cultural Commission meeting
3. Discusses among the Commission and scores applicants
4. Approves/denies application
5. Establishes any funding adjustments with Director of Arts & Culture
6. Makes recommendations to RACC

RACC

Meets 1<sup>st</sup> Monday in Feb, May, Aug, Nov at 530PM Sierra Room, Community Center

1. Reviews recommendations of Cultural Committee and forwards to Board of Supervisors

Board of Supervisors

Meets 1<sup>st</sup> and 3<sup>rd</sup> Thursday each month at 830AM Sierra Room, Community Center

1. Director present at meeting
2. Applicants invited to attend. Presentation not required.
2. Board of Supervisors approves/denies applications.

Organization/Individual Applicants

1. Fulfill grant proposals
2. File Final Report with Director of Arts & Culture
3. Submits receipts to City Planning Office City for reimbursement of grant award