



FISCAL YEAR
2023-2024

PHOTO COURTESY OF FY23 MSA GRANTEE
ATLANTA SHAKESPEARE COMPANY

NEIGHBORHOOD ARTS GRANTS

CITY OF ATLANTA MAYOR'S OFFICE OF CULTURAL AFFAIRS
MUNICIPAL SUPPORT FOR THE ARTS

PROGRAM GUIDELINES

APPLICATION DEADLINE | **AUGUST 18, 2023**

160 TRINITY AVENUE, SW, SUITE 2100
ATLANTA, GA 30303
404.546.6788

WWW.OCAATLANTA.COM



CITY OF ATLANTA

ANDRE DICKENS, MAYOR
ODIE DONALD II, CHIEF OF STAFF

MAYOR'S OFFICE OF CULTURAL AFFAIRS

CAMILLE RUSSELL LOVE, EXECUTIVE DIRECTOR

ATLANTA CITY COUNCIL

DOUG SHIPMAN, PRESIDENT
JASON WINSTON, DISTRICT 1
AMIR FAROKHI, DISTRICT 2
BYRON AMOS, DISTRICT 3
JASON DOZIER, DISTRICT 4
LILIANA BAKHTIARI, DISTRICT 5
ALEX WAN, DISTRICT 6
HOWARD SHOOK, DISTRICT 7
MARY NORWOOD, DISTRICT 8
DUSTIN HILLS, DISTRICT 9
ANDREA L. BOONE, DISTRICT 10
MARCI C. OVERSTREET, DISTRICT 11
ANTONIO LEWIS, DISTRICT 12
MICHAEL JULIAN BOND, POST 1
MATT WESTMORELAND, POST 2
KEISHA SEAN WAITES, POST 3

ATLANTA CITY COUNCIL DISTRICT NEIGHBORS

Locating your Council District: There are twelve Council Districts in the City of Atlanta, which is comprised of several communities. Some communities lie within one district, while others don't. Visit the Atlanta City Council website for more information:

<http://citycouncil.atlantaga.gov>.

NEIGHBORHOOD PLANNING UNITS (NPU)

Locating NPU: NPUs are Citizen Advisory Councils that make recommendations to the Mayor and City Council on zoning and land use. You can find your neighborhood by looking at an alphabetical list of neighborhoods that shows which NPU each neighborhood belongs to or by looking at an alphabetical list of NPUs and the neighborhoods they contain.

TABLE OF CONTENTS

04	Letter from the Executive Director	08	Evaluation
05	Office of Cultural Affairs and Contracts for Arts Services	09	General Policies
05	Vision and Mission Statements	10	How it works: Our Process
05	Funding Priorities	11	Grant Timeline
06	Neighborhood Arts Grant		
07	Criteria		



LETTER FROM THE EXECUTIVE DIRECTOR

In 1990, Mayor Maynard Jackson had a vision for the arts in Atlanta. He initiated an arts summit that brought together over 500 leaders in Atlanta's art community. This summit created the "Atlanta Blueprint for the Arts" that became the guiding force for the arts in this city and has been largely implemented in conjunction with established and emerging arts organizations.

This Blueprint was a catalyst for change as Atlanta strived to be recognized as a premier city for the arts. More than a decade later, Atlanta has emerged as a regional cultural center. Through the strategic use of resources and creative ingenuity, the Office of Cultural Affairs continues to provide programs that enrich the citizens of Atlanta and the region.

Our vision is to enhance the quality of life through cultural experiences that will expand Atlanta's international reputation. Our mission is to promote rich and diverse cultural experiences in the City of Atlanta while preserving and protecting the city's cultural heritage. Under the leadership of Mayor Andre Dickens, we are striving to position Atlanta as an international leader in the arts community.

I hope that this program guide provides you with a comprehensive understanding of the Office of Cultural Affairs and its role in the delivery of arts and culture to the city of Atlanta. Our intent is to provide an information source as well as a tool for communication with the community at large. An investment in the arts nurtures commerce, education and technology. The Office of Cultural Affairs is uniquely positioned to sustain and to expand Atlanta's presence in the world arts community.

Yours in art and culture,



Camille Russell Love



OFFICE OF CULTURAL AFFAIRS & MUNICIPAL SUPPORT FOR THE ARTS

The City of Atlanta Office of Cultural Affairs (OCA), a division of the Mayor's Executive Offices, was established in 1974 to encourage and support Atlanta's cultural resources. In order to improve the social fabric and quality of life for Atlanta's citizens and visitors, the OCA is committed to nurturing excellence and diversity in the city's artistic offerings. The OCA receives its funding from the City of Atlanta through an annual appropriation from the City's general fund and the Municipal Support for the Arts (MSA) program awards contracts related to the production, creation, presentation, exhibition, and managerial support of artistic and cultural services in the City of Atlanta.

VISION

Our vision is to enhance the quality of life through cultural experiences that will expand Atlanta's international reputation.

MISSION

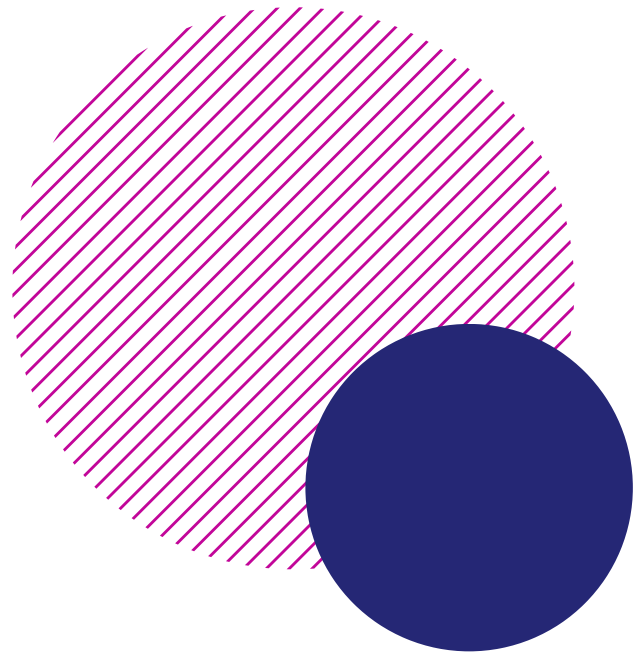
Our mission is to promote rich and diverse cultural experiences in the City of Atlanta while preserving and protecting the city's cultural heritage.

We aspire to realize this mission in three ways:

- Provide support for the existence of artists and arts organizations that are innovative and audacious in how they interact with the citizens of the City of Atlanta, both educationally and civically
- Enhance neighborhood vitality and economic development through the arts
- Ensure that artists and arts organizations have broad geographic distribution and perpetually reach diverse segments of the population in the City of Atlanta

FUNDING PRIORITIES

The involvement of all segments of the Atlanta community in funded activities is of central importance to the OCA. The OCA supports applicants who demonstrate diversity in their programs through artists, staff, committee, and board participation, as well as through programs that interest and educate Atlanta's culturally diverse and underserved populations. Priority populations include low-income youth, senior citizens, people with physical and/or emotional disabilities, ethnic minorities and the LGBTQ communities, and traditionally underrepresented audiences. All eligible proposals must provide services within the City limits for the direct benefit of Atlanta residents and visitors and must include viable plans to increase access and enhance the presence of arts and culture in Atlanta.



NEIGHBORHOOD ARTS GRANTS (NAG)

Neighborhood Arts Grants is a neighborhood arts-focused funding program designed to encourage artistic development, engage neighborhood art-making, and re-imagine places. The OCA piloted this funding program in early 2015 to help neighborhood associations and neighborhood planning units (NPU) enrich the quality of life in the City of Atlanta.

ELIGIBLE FOR SUPPORT

- Artist Fees
- Artist supplies/materials that support the project

Both Neighborhood Associations and Neighborhood Planning Units (NPUs) are eligible to apply for funding to support art projects with a demonstrable community improvement element. Neighborhood Associations and NPUs should partner with artists to execute the project. **Grants will not be made to individuals.**

ELIGIBILITY

Applicants must be headquartered in the City of Atlanta and all funded activities must take place within the City of Atlanta and result in presentations that are available to the general public. The OCA has the right to withdraw awards for activities and contractors determined not to be in the City of Atlanta. **Applicants outside the City of Atlanta limits, in areas classified as metropolitan Atlanta, are ineligible for funding.**

PLEASE NOTE: The applicant's physical headquarters, not a post office box or studio/work space, must be within corporate city limits. Applicants granted contracts must remain in the City of Atlanta during their contract period or they forfeit funding. The contract begins at the time of notification and continues until June 30, 2024.

PLEASE NOTE: Mural projects are subject to additional requirements **prior to the disbursement of funding**, including but not limited to proving the City's Public Art Certification form has been signed by all necessary parties and that approval from both the NPU in which the mural will be located and the owner of the proposed installation site has been received. Approving legislation must be passed through Atlanta City Council.

INELIGIBILITY

Applicants are deemed ineligible if they are:

- (1) Private, for-profit organizations
- (2) Organizations based outside corporate City of Atlanta limits
- (3) Contractors in violation of OCA contracts from previous funding cycles
- (4) Non-artistic proposals

INELIGIBLE FOR SUPPORT

- Private events, exhibitions at commercial, privately-owned galleries
- Activities restricted to an organization's membership
- College/university or school projects that are a required part of the curriculum and/or which do not serve the general public
- Requesting funds for deficit or debt reduction
- Fundraising or lobbying, building construction or renovation, purchase of equipment or real property (does not apply to power2give.org projects)
- Hospitality and food costs
- Projects of a religious nature designed to promote or inhibit religious belief and which have no underlying secular topic

CRITERIA

NAG funding supports neighborhood arts in two neighborhood arts in two categories:

Neighborhood Activation and Neighborhood Collaboration. A Neighborhood Activation project will activate a place within a neighborhood, providing artistic experiences for the community. A Neighborhood Collaboration project will focus on collaborating with the community by actively engaging them in creative exchange. **Individuals may not apply.**

NAG funding is for the support of projects that employ any discipline of the visual, literary, sound, or performing arts and that are accessible to the general public such as a visual installation, event, demonstration or performance.

In addition to being headquartered in the City of Atlanta, applicants are eligible only if they:

- (1) Submit a clear outline of the arts programming and/or services to be provided
- (2) Submit a plan for involving the community in the proposed project
- (3) Submit proposals that include viable plans to increase access to and enhance the presence of arts and culture in the city.

Applicants must include in their application a brief statement of how the project benefits a specific Atlanta neighborhood.

Priority will be given to proposals serving underserved neighborhoods and welcoming people of all cultural backgrounds, economic statuses, sexual orientations, gender identities, and ages. Successful projects will align with NAG goals and objectives, impacting neighborhoods and actively engaging participants through neighborhood input in project planning, decision-making, and art-marketing. **Non-artistic proposals will not be accepted.**

Maximum Request

\$2,400 · If awarded funding, applicants will receive the full request. All awards will be based on funds availability.

- Only one application will be accepted from a neighborhood association or NPU in a funding cycle

EVALUATION

All applicants in the NAG category will be evaluated based on the following four criteria: artistic merit, neighborhood activation, logistics/ ability to use grant effectively, and community engagement/participation

ARTISTIC MERIT

- Innovation and creativity that advance the organization's mission and distinct contribution to the cultural community

NEIGHBORHOOD ACTIVATION

- Work that demonstrates how the organization's project activates the neighborhood
- Evidence of dynamic engagement for community participation in the corporate City of Atlanta limits

ABILITY TO FINANCIALLY USE GRANT EFFECTIVELY

- Capacity to meet proposed project's objectives (realistic budget and timeline and accuracy and feasibility of budget)
- Capacity to take full advantage of the grant **Community Engagement/Participation**
- Ensure accessibility to funded programs to individuals with disabilities, describing actions that the applicant will take for the facility, programmatic, and communications accessibility
- Effectiveness of community involvement and removal of barriers as shown by the diversity of audience and participation by special audiences, underserved groups, and key partnerships
- Articulating a vision for the desired relationship with the targeted underserved communities, welcoming the community into the art-form audience, and participation by special audiences, underserved groups, and key partnerships

GENERAL POLICIES

Please note the Office of Cultural Affairs reserves the right not to award Municipal Support for the Arts dollars.

ACCESSIBILITY AND ADA COMPLIANCE

Contractors are required to hold their activities in physically accessible spaces, and all funded organizations must provide written statements describing their adherence to the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1974. The National Endowment for the Arts (NEA) Office of Accessibility assists individuals and organizations in making arts activities accessible to older adults, people with disabilities, and those in institutions. You may contact the NEA at 202-682-5532 or <https://www.arts.gov/accessibility/accessibility-resources>.

Design for Accessibility: A Cultural Administrator's Handbook, is designed to help organizations comply with Section 504 and the Americans with Disabilities Act. Copies of the book can be downloaded here: <http://www.nea.gov/resources/accessibility/pubs/DesignAccessibility.html>.

OPEN RECORDS REQUIREMENT

Please be aware that City documents are public documents subject to the Open Records Act. As such, your application and all of its contents may be subject to disclosure and public review. Should you be awarded an Office of Cultural Affairs Contract for Arts Services, it will also be subject to the same regulations.

MATCHING REQUIREMENT FOR ORGANIZATIONS

OCA NAG grants do not require matching funds.

DEFICIT REDUCTION PLAN REQUIREMENT FOR ORGANIZATIONS

The OCA does not fund deficit reduction but recognizes the importance of public funding to an organization's financial stability. As such, to be eligible for funding, organizations currently showing deficits must submit detailed plans for deficit reduction. Applicants are strongly encouraged to highlight any changes from prior deficit reduction plans, if any.

HOW IT WORKS: OUR PROCESS

APPLICATION SUBMISSION AND INITIAL REVIEW

Applicants must submit completed applications in hard copy by 5 pm on or before the deadline date, at which point the application will close. Requests for assistance should be made two weeks in advance of the due date to allow time for corrections. It is the applicant's responsibility to ensure that the application being submitted is complete. OCA staff members screen applications for completion and eligibility. OCA staff cannot screen applications for merit.

Proposals which clearly do not meet the eligibility requirements will not be considered and applicants will be notified accordingly.

PANEL REVIEW

Online application review access is granted to advisory panelists at least two weeks prior to the online panel review. Advisory panelists review each application prior to scoring and recommending awards. Advisory panels will strictly be an online process. Panels review all Municipal Support for the Arts applications, determine project worthiness and recommend appropriate funding levels. Panelists may also evaluate activities contracted by the Office and suggest revisions to Office funding policies and procedures. All applicants are individually evaluated with narrative comments, given numerical scores and collectively ranked. Each panel member rates the application on the established review criteria and scoring matrix (see Evaluation). Panel members submit their recommendations online. The OCA Executive Director will then review and approve recommendations.

The process is designed to ensure the fairness, integrity and success of the NAG program. Panelists may not apply for funding in a category while serving on the panel that would review the proposal in question. If selected, panelists must make OCA staff and fellow panelists aware of all perceived conflicts of interest prior to the review of applications.

OCA ADVISORY PANELS

Advisory Panels consisting of arts and community leaders assist the OCA in awarding contracts for arts services. Panel members are selected based on resumes and recommendations, with respect to their expertise in the arts, knowledge of relevant community issues, ethnic and gender representation of the City of Atlanta, ability to work with others in a panel situation, and their willingness to devote the time required to review applications and attend project activities. OCA solicits qualified panelists annually.

NOTIFICATIONS

Applicants are notified of the OCA funding action by e-mail. Calls regarding the status of applications cannot be accepted. All applicants will be notified in accordance with the dates listed below.

CITY OF ATLANTA CONTRACT TERMS

When an applicant is awarded a Contract for Arts Services, the Authorized Official, and the Board President/Chairperson of the organization sign a binding, legal contract with the City of Atlanta agreeing. ALL Municipal Support for the Arts must be completed within the project year of the contract agreement (July 1, 2023-June 30, 2024). Project extensions will only be granted under extreme circumstances.

Major changes in the proposed activities or budget must be submitted to the OCA in writing and approved at least 30 days in advance of the effective date of the change. After submitting the signed contract affidavits and revised budget form (where applicable), the contractor should be aware that it takes approximately 8 weeks to receive initial payment. **Please note that mural projects are subject to compliance with additional requirements. An MSA award does not guarantee that a project will meet those requirements.

ALL contractors must submit a final report no later than 30 days after the close of the project year, at which point final payment installments will be disbursed. Each contractor must maintain appropriate records to justify project-related costs. If a contractor fails to adequately satisfy contract requirements, the City has the right to terminate the contract without further obligation. Failure to submit the final report will result in forfeiture of final payment and exclusion from eligibility for five (5) years.

****Materials and/or photos citing the OCA must be submitted with the final report and the City logo, a registered trademark, must be clearly reproduced and legible. If OCA funding/support is greater than other sources, acknowledgement should correspond proportionally. Failure to comply may adversely affect final payment and future funding eligibility.**

GRANT TIMELINE

August 18, 2023: Deadline (11:59 PM)

October 4-18, 2023: Online Panel Review Dates

October 19-27, 2023: Online Panel Scoring Dates

Fall 2023: Announcement of grant awards and distribution of contracts

July 2024: Final report due

SITE MONITORING

The OCA monitors funded projects during the contract cycle. Contractors must give the OCA three-week advance notification of the dates, times, and venues of OCA-supported activities. Failure to provide notification will result in the withdrawal of funds. Annual site visits will be conducted for all applicants including individual artists.

PUBLIC ACKNOWLEDGMENT

For all projects funded by the Office of Cultural Affairs, **a credit line, and the official Mayor's Office of Cultural Affairs logo** must be included in all advertising, promotions, and other publicity, or presented verbally at events at which no printed program is used.