



**ARTSCOUNCIL**  
OF INDIANAPOLIS

**LEVEL 1 OPERATING SUPPORT PROGRAM**  
FUNDED BY THE CITY OF INDIANAPOLIS

**2021 GUIDELINES AND APPLICATION INSTRUCTIONS**  
DEADLINE: FRIDAY, FEBRUARY 12, 2021, 4:30 PM  
[indyarts.gosmart.org](http://indyarts.gosmart.org)

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WITH SUPPORT FROM:  
**ARTSCOUNCIL**  
AND THE CITY OF INDIANAPOLIS

# LEVEL 1 OPERATING SUPPORT

2021 GUIDELINES AND APPLICATION INSTRUCTIONS

## ABOUT LEVEL 1 OPERATING SUPPORT

Each year, the City of Indianapolis through the City-County Council allocates funding to the Arts Council of Indianapolis to grant to Marion County arts organizations. The Arts Council of Indianapolis recognizes the importance of public financial support to support community access to a wide variety of artistic disciplines and experiences. City of Indianapolis grants administered by the Arts Council advance our mission to foster meaningful engagement in the arts by nurturing a culture where artists and arts organizations can thrive. Based on participant feedback, the program is regularly evaluated and evolves as needed to reflect the dynamic nature and needs of our arts partners and the residents and visitors we exist to serve.

Through the 2021 Level 1 Operating Support Program (formerly Project Support), the Annual Grants Program provides unrestricted investment in the general operations, administration, and programming of eligible arts and cultural organizations in Indianapolis/Marion County. Level 1 Operating Support grant recipients demonstrably advance our commitment to sustaining a full creative life for all residents of our city. These investments are intended to supplement other revenue, both earned and contributed, generated by the organization.

Grant applications are adjudicated in a public process that is free from conflicts of interest and assures fairness and professionalism. Deadline for online submission is **Friday, February 12, 2021 by 4:30 PM EST**. Applications and final reports can be accessed and completed online at [indyarts.gosmart.org](http://indyarts.gosmart.org). No paper applications will be accepted. Support and guidance from Arts Council staff is available throughout the application process. Incomplete applications and/or applications not submitted according to the instructions will be considered ineligible.

## ABOUT THE ARTS COUNCIL OF INDIANAPOLIS

**THE MISSION OF THE ARTS COUNCIL OF INDIANAPOLIS IS TO FOSTER MEANINGFUL ENGAGEMENT IN THE ARTS BY NURTURING A CULTURE WHERE ARTISTS AND ARTS ORGANIZATIONS THRIVE.**

The Arts Council is an organization that advocates for the need and importance of broad community funding and support for a thriving arts scene; innovates by constantly pursuing and promoting new ideas and programs that better serve the area, its artists, and arts organizations; and connects artists, audiences, businesses, foundations, and arts and cultural organizations with opportunities to explore and expand central Indiana's creative vitality. The Arts Council allocates public funding to arts and cultural organizations through a competitive grant program funded by the City of Indianapolis; offers fellowship opportunities supported by private philanthropy, including the Creative Renewal Arts Fellowship, the DeHaan Artists of Distinction Award, and the Robert D. Beckmann, Jr. Emerging Artist Fellowship; provides programs, services, and technical assistance for artists and arts organizations; and manages the city's public art program, including Public Art for Neighborhoods. The Arts Council owns and operates two performance and exhibition spaces, the Indianapolis Artsgarden downtown and Gallery 924 at 924 N. Pennsylvania Street. And we manage IndyArtsGuide.org, a comprehensive arts calendar featuring thousands of events, performances, and exhibitions throughout central Indiana.

## ARTS COUNCIL EQUITY STATEMENT

The Arts Council of Indianapolis is committed to working with the arts and cultural community to cultivate a sector that serves, celebrates, and values every resident of Indianapolis. We envision a city where engagement in the arts is not pre-determined by socio-economic status, race, ethnicity, gender, sexual orientation, or disability. We see a robust and successful arts and cultural community as:

- A city where all artists, creative workers, audiences, and students have full access to the robust creative arts resources of our community and in which their varied histories, voices, and life experiences are honored.
- A city where equitable access to arts funding and programs for all arts organizations and artists is expected and delivered.
- A city where such funding and programs unite arts organizations and artists with diverse populations in our community to nurture a community where every resident sees themselves as belonging, learning, and participating in the arts sector.

We believe these closely held tenets will sustain a full creative life for all. *The Arts Council Equity Statement was adopted in the fall of 2017.*

## ELIGIBILITY REQUIREMENTS

At their Fall 2019 meeting, the Arts Council of Indianapolis' Grants Committee made the determination of each organization's eligibility for funding based on the following criteria. Only one application per 501(c)(3) organization is eligible for support. Level 1 organizations must meet the following eligibility requirements:

1. Organizations must have a minimum annual operating budget of \$20,000.
2. Organizations must be dedicated principally to the performance, exhibition, and/or presentation of arts and/or cultural programming. This focus on arts and cultural programming must be reflected in the organization's mission statement.
3. Organizations must be a nonprofit entity with a determination letter from the Internal Revenue Service declaring the organization exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. (No Fiscal Agents)
4. Organizations must be Indiana-based and physically headquartered in Indianapolis/Marion County.
5. Organizations must provide programs accessible to the general public, demonstrate consideration of the diversity of the county, and articulate strategies for diversity, equity, and inclusiveness in the organization's operations and arts programming.
6. Organizations' funded arts activities and a majority of organizations' overall activities must occur in Marion County.
7. Organizations must demonstrate financial responsibility and use the majority of its budget for performing, presenting, or exhibiting the arts.
8. Organizations must comply with all applicable federal, state and local laws and ordinances, including but not limited to those that prohibit discrimination on the basis of race, color, national origin, gender, sexual orientation, age, or disability.

## RESTRICTIONS FROM FUNDING

**Funding through Level 1 Operating Support will NOT be awarded for the following:**

1. Applications submitted in paper or digital form outside of the online application.
2. Organizations that are not dedicated principally to the performance, exhibition, and/or presentation of arts and/or cultural programming.
3. Programs or projects not available to the general public.
4. Cash reserves, deficit reduction or deficit elimination, penalties, or litigation costs.
5. Capital acquisitions or expenditures, restoration, or construction costs.
6. Instructional programs designed to benefit students enrolled in public or private schools, colleges, or universities.
7. Private functions, benefits, organizational fundraising, lobbying activities, or any non-public activities that are solely for the purpose of fundraising.
8. Parties, receptions, or costs for food and beverage.
9. Re-granting activities.
10. Scholarships or prize money.
11. Trusts or endowment funds.
12. Activities not associated with arts programs and services.
13. Religious ceremonies or events advancing a particular religious ideology.
14. Historic preservation.
15. Travel/activities taking place outside Marion County.

## REVIEW CRITERIA

Each application will be reviewed and scored by a conflict-free panel. The scores will be included as part of a funding formula that determines grant awards. Information submitted in the application will be reviewed according to the following evaluation criteria:

### **Artistic Merit (25%)**

***Applicant provides evidence that their programming:***

1. Is in alignment with the organization's mission and responsive to its constituency
2. Is planned and executed by experienced and knowledgeable artistic leadership
3. Incorporates a process of evaluation to ensure programmatic goals are being met

### **Community Impact (50%)**

***Applicant provides evidence that they:***

1. Contribute to the City of Indianapolis by advancing all or some (depending on grant category) of the five adopted **community impact** priorities:
  - a. Talent
  - b. Access
  - c. Partnerships
  - d. Education
  - e. Reputation
2. Have implemented strategies that are relevant and responsive while utilizing best practices according to the **Community Impact Guidelines** (see pg. 6-7)
3. Provide equitable engagement opportunities for communities historically lacking access to arts and culture because of race, socioeconomic status, and/or disability.

### **Organizational Capacity (25%)**

***Applicant provides evidence that they are:***

1. Operating in solid financial health and implementing business practices that promote sustainability;
2. Pursuing clear, measurable, and feasible strategic goals and objectives, including long range planning;
3. Recruiting and retaining an engaged and diverse (with a focus on racial diversity) board and staff with appropriate expertise and experience.

**Applicants should demonstrate their commitments to racial and socioeconomic equity within all three scoring criteria.**

## COMMUNITY IMPACT GUIDELINES

### COMMUNITY IMPACT

Together with input from Indy arts and community partners, the Arts Council of Indianapolis has identified five community impact priorities that influence more equitable outcomes for historically disadvantaged communities and advance our shared commitment to **A Full Creative Life for All**. *Please incorporate your organization's focus on inclusion, diversity, and equity into all responses.*

### TALENT

#### Develop Indy's Artistic & Creative Workforce

Goal: To contribute to a culture and creative economy in which artists and creative professionals are thriving in Indianapolis.

*Things to consider in your response - the extent to which your organization:*

- Provides equitable engagement and employment opportunities for artists and creative professionals, especially local artists and artists of color.
- Builds capacity of artists and creatives, preparing them for rewarding careers locally and beyond.

### ACCESS

#### Integrate Arts into Daily Life Through Audience Development, Engagement, and Outreach

Goal: To increase equitable access to/participation in Indy arts among current and new audiences across all 25 Indianapolis/Marion County districts.

*Things to consider in your response - the extent to which your organization:*

- Employs strategies that strengthen relationships with current audiences.
- Employs strategies to build relationships and increase participation among new audiences, especially people of color; students and young professionals; individuals with low socioeconomic status; and people with disabilities.
- Provides offerings in accessible locations including neighborhoods and/or nontraditional arts spaces.
- Considers affordability in offerings.
- Makes information easily accessible and available to the public.

### PARTNERSHIPS

#### Build Stronger Connections to Our Community and Each Other Through Arts

Goal: To deepen community engagement through two-way, ongoing, inclusive partnerships.

*Things to consider in your response - the extent to which your organization:*

- Develops community partnerships based on principles of mutuality, co-creation, and collaboration.

- Collaborates with arts and/or community partners to create experiences that build cultural understanding and connections that deepen relationships and engagement in the community.
- Develops partnerships that increase the variety and frequency of arts experiences in neighborhoods throughout Marion County and reflect priorities identified by the communities being served.

## EDUCATION

### **Fuel Creativity and Learning Through Arts Experiences for Every Child**

Goal: To promote the development of 21st century skills by ensuring that all children (PreK-12) in Indianapolis/Marion County, particularly those in underserved school districts, have access to multiple arts opportunities through exposure, educational, and instructional means.

*Things to consider in your response - the extent to which your organization:*

- Provides high quality arts, music, and cultural offerings in school, out-of-school, and/or with families and measures impact against programmatic goals.
- Supports student academic achievement and promotes 21<sup>st</sup> century skills development (creativity, collaboration, communication, critical thinking).
- Provides equitable access to offerings for children from communities historically lacking access to arts and culture because of race, socioeconomic status, and/or disability.

## REPUTATION

### **Build Awareness of Indy as a Leading Arts & Culture City Among Residents & Visitors**

Goal: To contribute to Indy's arts scene in ways that build Indy's brand and help attract and retain talent, tourism, and business to Marion County.

*Things to consider in your response - the extent to which your organization:*

- Generates significant earned media coverage, industry recognition, etc.
- Contributes to and/or implements strategies designed to increase cultural tourism and attract visitors and businesses.
- Contributes to talent recruitment and retention through quality of life, increased community engagement, and civic pride.
- Attracts nationally/internationally-recognized arts professionals who contribute to the local community through residencies, commissioned work, professional development, or other opportunities.
- Executes programming and/or partnerships that help to establish Indianapolis as a leader in advancing cultural equity, racial diversity, and inclusive growth through the arts.

## GRANT AWARD DETERMINATION

Grant awards vary. Currently, awards in this category are up to \$10,000, with a minimum of \$2,000, however the final award is conditional upon availability of funds appropriated and allotted to the Arts Council of Indianapolis from the City of Indianapolis.<sup>1</sup> **This is an open and competitive process, and prior funding through the Arts Council of Indianapolis does not guarantee funding for 2021.** Each application will be reviewed and scored by a conflict-free panel of national experts in arts and culture grantmaking. The total score from the panel informs the funding recommendations made by the local members of the Grants Committee of the Arts Council Board of Directors. The full Board of Directors will ultimately vote individually on each funding recommendation. Grantees will receive their award amount by letter along with an invitation to attend a special grant awards ceremony.

## MATCHING REQUIREMENTS

All applicants must provide a one-to-one **cash** match of all grant funds awarded. In-kind contributions to the funded programs or projects are recommended and encouraged but not eligible for the match requirement. The cash match can constitute funds from any source in the applicant organization's budget: other grant income, cash reserves, earned income, contributions, etc. Evidence of the match will be required in the final report documents.

## REPORTING REQUIREMENTS

As part of our program administrator role, the Arts Council ensures and reports grant compliance and proper use of awarded funds to the City of Indianapolis and Capital Improvement Board. To help facilitate the necessary reporting and related advocacy required to secure these annually approved public funds for the arts, arts organizations receiving funds through the 2021 Annual Grants Program must submit a final report to the Arts Council by the required deadline, including data on how the funds were used and the impact the dollars received had on your organization and the citizens of Marion County.

### **Grant Award Documentation (due before first payment is disbursed)**

- Grant agreements (signed by CEO and board chair)
- Budget modification information (if applicable)

### **Final Report (due by Friday, March 25, 2022)**

- Budget actuals
- District Impact Report

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<sup>1</sup> Refer to Section 8 of your Level 1 Operating Support grant agreement.

## FINANCIAL REPORTING REQUIREMENTS

Organizations must submit financial statements in the required format for the most recently completed financial year. The required financial statements are dependent upon the organization's annual operating budget size pre-COVID-19, meaning FY19 or calendar year 2019 (see *table below*). Organizations may not submit the financial statement in draft form. **It must be a board-approved final document.** The organization's financial statement will be submitted in Part 5 (Support Materials) of the online application.

### Budget Determination:

Annual Operating Budget Size	Required Financial Statements
Under \$500,000	IRS Form 990 <u>and</u> Board-Approved Financial Statement (or higher)
\$500,000 - \$999,999	IRS Form 990 <u>and</u> Compilation (or higher)
\$1,000,000 - \$2,000,000	IRS Form 990 <u>and</u> Review (or higher)
Over \$2,000,000	IRS Form 990 <u>and</u> Audit

At any budget size, an applicant may submit a financial statement that has a higher level of testing than what is required at their budget size. For example, if an organization with a budget of \$1.5M completes an annual audit, they may submit their audit instead of a review. Refer to the Financial Reporting Glossary for a chart depicting the levels of financial review.

### Time Period Requirement:

If the organization's fiscal year ended by 8/31/20, a financial statement in the required format for FY20 is required. If the organization's fiscal year ends after 8/31/20, a statement for FY2019 is required. For organizations operating on a calendar year, a statement for 2019 is required.

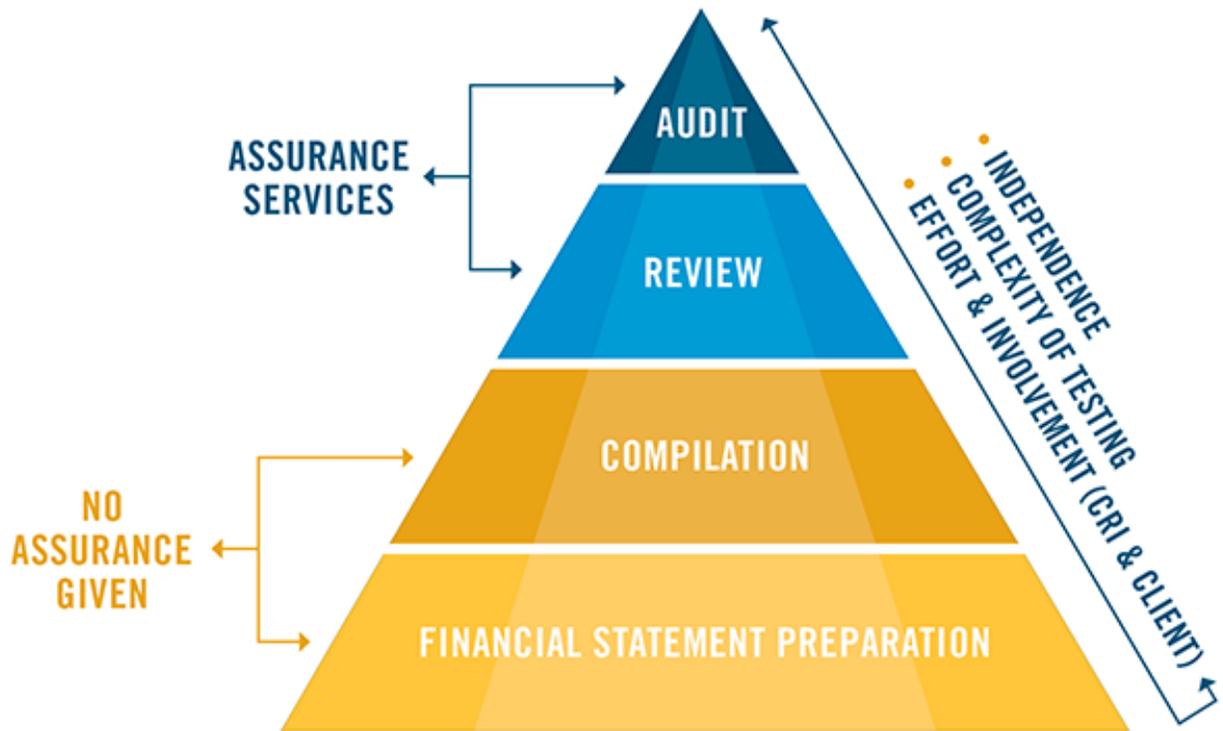
## FINANCIAL REPORTING GLOSSARY

**Audit:** Itemized statement of an organization's beginning and ending assets, liabilities, and fund balances for an entire financial year that has been prepared by a certified public accountant according to generally accepted accounting principles. It contains an examination, on a test basis, of the evidence to support the amounts of financial statements and is designated to provide reasonable assurances that the financial statements are free of material misstatement.

**Review:** Itemized statement of an organization's beginning and ending assets, liabilities, and fund balances for an entire financial year that has been prepared by a certified public accountant according to generally accepted accounting principles and involves inquiries of management and analytical procedures and reasonableness tests. (by an independent CPA)

**Compilation:** A compilation is usually part of an accounting firm's write-up service. With compilations, or compiled financial statements, the outside accountant converts the client's data into financial statements without providing any assurances or auditing services. (Source: Accounting Coach)

**Form 990:** Form 990 is the Internal Revenue Service (IRS) form entitled Return of Organization Exempt from Income Tax. This federal form must be filed annually by tax-exempt organizations. You can learn more about Form 990 and Form 990-EZ at IRS.gov (Source: Accounting Coach).



(Source: cricpa.com)

## ACKNOWLEDGEMENT & RECOGNITION REQUIREMENTS

Grant recipients must credit BOTH the Arts Council of Indianapolis and the City of Indianapolis in printed materials associated with the funded organization. The Arts Council supplies each grant recipient with the instructions and graphics/logos necessary for compliance. Logo usage is mandatory and information can be found on the Arts Council's website: [indyarts.org/grants/grants-for-organizations/resources](http://indyarts.org/grants/grants-for-organizations/resources). **Failure to comply with this requirement, as outlined in the signed grant agreement, will jeopardize future funding through the Annual Grants Program.** The Arts Council monitors publications and communications throughout the year to ensure compliance.

### Proper credit logos:



## GRANT WORKSHOPS

All organizations applying for funding through the 2021 Level 1 Operating Support Program are encouraged, but not required, to attend a grant workshop offered by the Arts Council (dates listed below). In addition to reviewing the application materials at the workshop, Arts Council staff will walk through the online application process. Currently, all workshops are being offered via Zoom, and advance registration is required:

- [Wed., December 16, 2020, 3:00 PM](#)
- [Wed., January 13, 2021, 5:30 PM](#)
- [Wed., January 27, 2021, 3:00 PM](#)
- [Wed., February 3, 2021, 5:30 PM](#)

Please check online for any updates on date, time, and location:

<https://indyarts.org/grants/grants-for-organizations/annual-grant-program>

## PAYMENT SCHEDULE

Grant awards will be made in two payments. The first payment of 50 percent of the grant award will be issued once an organization has complied with all requirements and pending the Arts Council's receipt of funds from the City of Indianapolis. To receive the first payment of the grant award, funded organizations must submit grant agreements (signed by the board chair and CEO/executive director of the organization), revised budget forms if applicable (signed by the board chair), and any other pertinent grant paperwork.

The second payment of 50 percent will be made within 30 days of the Arts Council's receipt and approval of a final report due in spring 2022. To receive the second payment of the grant award, funded organizations must submit a completed final report.

## GRANT TIMELINE



Applications are due by Friday, February 12, 2021, 4:30 PM on [indyarts.gosmart.org](https://indyarts.gosmart.org). **Late, partial, or incomplete applications will not be accepted.**

Date	Milestone
Friday, Jan. 29, 2021	Optional Draft Review Deadline* (4:30 PM)
Friday, Feb. 12, 2021	Full Proposal Deadline (4:30 PM) – application submitted via GoSmart
April 6-9, 2021	Grant Review Panel (Follow on Twitter <a href="https://twitter.com/acigrants">@acigrants</a> )
May/June 2021	Announcement of Grant Awards and delivery of agreements First Payment (pending submission of required materials and ACI's receipt of funds – will be communicated)
Friday, March 25, 2022	Final Report Due

*\*You are not required to submit a draft in order to submit a final, full proposal.*

## RECONSIDERATION POLICY AND APPEAL PROCESS

Applicants may request reconsideration of a funding decision if the applicant can demonstrate:

1. Panelists used criteria other than criteria published in the grant guidelines
2. There was influence by a staff person or panelist having a conflict of interest
3. Required information submitted by the applicant was withheld from consideration

Applicants must send a formal letter to the President of the Arts Council of Indianapolis stating the reason for reconsideration, based on one or more of the three points above, and evidence of the grounds for the appeal. The letter must be received within 30 days of notification from the Arts Council of the grant award in question. The President will submit the appeal to the Grants Committee of the Arts Council's Board of Directors for evaluation. Once the President and Grants Committee of the Board of Directors have evaluated the appeal and made a decision, notification to the applicant will be made within 10 business days.

## FOR MORE INFORMATION

If you have questions concerning the Arts Council of Indianapolis 2021 Level 1 Operating Support Program, grant writing, the guidelines, or application materials, contact:

**Grant Services Department**  
Arts Council of Indianapolis

924 N. Pennsylvania St.  
Indianapolis, IN 46204-1021  
Phone: 317-631-3301  
Email: [grants@indyarts.org](mailto:grants@indyarts.org)

## GRANT COMPLETION INSTRUCTIONS

This section of the guidelines will help you complete your application. The first part offers general tips and suggestions. Following the general tips, detailed instructions for completing each section of the online application are provided.

### GENERAL GRANT WRITING TIPS

When you submit an application to the Arts Council of Indianapolis for the Level 1 Operating Support Program, you are competing with other worthy arts organizations for funding. Whether you are new to grant writing or a seasoned veteran, please consider following a few basic grant-writing strategies that will help strengthen your application.

1. Review the guidelines and instructions carefully.
2. Plan ahead. Before developing the first draft of the application, gather the appropriate information:
  - a. 2021 (FY22) organizational calendar (admin. activities, arts programs, etc.)
  - b. Demographic information
  - c. Strategic planning documents
  - d. Most recent Arts Council application (if applicable) and panel review notes
  - e. Budget information
3. Consult with Arts Council staff on any questions, interpretations, etc. We will assign you to the appropriate grant program, answer questions related to the guidelines, and even review draft applications.
4. **TEST** the online grant system. Make sure that the online system works with your computer. The best-suited web browsers for the online system are Google Chrome, Safari, or Firefox. **If you have problems accessing the online system, contact the Arts Council AS SOON AS POSSIBLE.**
5. Be concise and **use only the space and/or characters provided.** Longer does not necessarily mean stronger. Concentrate on the basics – who, what, when, where, why, and how.
6. Remember that the information contained in your grant application will be the first contact the panelists have with your organization and that they are not from Indianapolis. Write for clarity assuming the reader has no knowledge of your organization and your unique contributions to our arts and cultural landscape.

7. **Allow yourself enough time to write, edit, and submit your grant application.** **Follow instructions carefully.** For example, answer questions in the space provided and do not upload or provide additional materials beyond what is requested. Also, be sure to allow yourself enough time to request and receive any letters of support/collaboration and acquire the necessary approvals.
8. Make certain the narrative program information and budget numbers match.
9. Double check for spelling, math, and typographical errors. These small details may negatively impact the panelists' perception of your organization.
10. **Most importantly, submit your application on time.** The Arts Council's online grant portal closes promptly at 4:30 PM EST and will not accept applications after the deadline.

## APPLICATION SUBMISSION INSTRUCTIONS

Grant applications must be accessed and completed online at [indyarts.gosmart.org](http://indyarts.gosmart.org). This section includes information on how to (1) create an account on the online grant portal, (2) apply online, and (3) submit the online application. To begin your application, you must first create an account for your organization. If you received funding in a previous round, you should already have an active account. Please contact [grants@indyarts.org](mailto:grants@indyarts.org) with questions about your login information.

## CREATING AN ACCOUNT

If your organization does not have an online account in our grants portal, you must first create an account for your organization. Follow the instructions below:

1. Visit [indyarts.gosmart.org](http://indyarts.gosmart.org). (Recommended web browsers: Google Chrome, Safari, or Firefox).
2. Select "**Click Here to create a new profile**" at the bottom of the home page.
3. Create an account for your organization by filling out the Contact and Organizational Information. Be sure to fill in all required information. Content that is followed by a red asterisk (\*) is required. Be sure to register as an **Organization**.
4. Create a **username** and **password** for the organization to complete the application and final report. Be sure to write this information down. This is your login information.

If you have any issues creating an account, refer to these additional instructions: [https://drive.google.com/file/d/0B5G9AL\\_9NGD5Vmd1THBYWU5vSIU/view](https://drive.google.com/file/d/0B5G9AL_9NGD5Vmd1THBYWU5vSIU/view). You may also call Arts Council Grant Services staff at 317-631-3301 if you need additional guidance.

## APPLYING ONLINE

Once you have registered an account on [indyarts.gosmart.org](http://indyarts.gosmart.org), you will be able to access the online grant application. To access the application, first Sign In with your username and password. Next, click the “Current Programs & Applications” tab at the top of the screen. In the Invitational Password box, input the appropriate password for which you were assigned. To apply for the grant, click “Start” next to Level 1 Operating Support Application. Periodically click “Save” as you work on your application, and click “Save” before moving to the next part of the application.

Applications do not have to be completed in one sitting. You may save your application and return to the online system to continue working on an application that is already in progress. To return to an application that is already in progress, click the “Current Programs & Applications” tab at the top of the screen. Next, click “Edit” to work on the application that you have already begun.

If you have any issues accessing your online application, refer to these additional instructions:

[https://drive.google.com/file/d/0B5G9AL\\_9NGD5Vmd1THBYWU5vSIU/view](https://drive.google.com/file/d/0B5G9AL_9NGD5Vmd1THBYWU5vSIU/view).

You may also call Arts Council Grant Services staff at 317-631-3301 if you need additional guidance.

## SUBMITTING THE ONLINE APPLICATION

In this section of the guidelines and application instructions, you will find that the application is split into five main parts:

- Part 1: Organizational Information (instructions on pg. 17)
- Part 2: Organizational Budget (instructions on pg. 19)
- Part 3: Proposal Narrative (instructions on pg. 20)
- Part 4: Demographic Info (instructions on pg. 21)
- Part 5: Support Materials (instructions on pg. 24)
- Part 6: Submission Checklist (instructions on pg. 27)

Each part below coincides with each part of the online application. Each part has a set of detailed instructions. Please read this section carefully before beginning your online application.

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## PART 1: ORGANIZATIONAL INFORMATION

Be sure to complete this section accurately and provide all the requested information. This information is used to update ACI's database as well as insure that all communications to your organization reach the intended party(ies). **If there are changes throughout the year, it is your responsibility to alert ACI as soon as possible with the corrected contact information.** This especially includes changes to grant contact personnel. The information provided will be transferred directly into databases, advocacy materials, and other public means of display. The Arts Council is often called upon to report on programs, projects, and other activities of the arts community to the public and elected officials. If your organization wishes for its programs and services to be highlighted and included in various publications, you must carefully and thoughtfully complete this section of the application.

**Mission (500-character limit):** Provide the current board-approved mission statement of your organization.

**Dun & Bradstreet Number (DUNS):** Dun & Bradstreet (D&B) is a company that provides business information for credit, marketing, and purchasing decisions. Its "data universal numbering system," known as DUNS, consists of unique 9-digit numbers that are used by businesses and the federal government to keep track of more than 70 million organizations worldwide. D&B numbers are the basis by which Americans for the Arts tracks nonprofits and for-profits for its important research reports on Creative Industries: Business & Employment in the Arts. The federal government (which includes the National Endowment for the Arts) requires organizations to provide a DUNS number as part of its grant applications.

All organizations receiving funds through the Arts Council's grant programs are required to provide a DUNS number.

- A. If you have already registered, enter the number in the space provided.
- B. If you are unsure if your organization has a DUNS number, simply log onto <https://www.dnb.com/>.
- C. You can expedite the process by calling 1-866-705-5711. **Allow time for processing!**

**City Council Information:** Organizations must complete this information regarding City Council District and Councilor name. In order to find your district, follow these instructions:

1. Navigate to WFYI's [Find Your City Council District](#)
2. Enter your address into the address bar
3. Click the highlighted area around the marker to identify the appropriate district

**Certification:** Before submitting the online application, the organization's CEO/Executive Director (highest ranking paid staff member) must review the application. To demonstrate that the CEO/Executive Director has reviewed the application, when prompted on the online application, please type the name of the CEO/Executive Director and the date they reviewed the application. The Arts Council endeavors to ensure that the CEO has read the application, approves of all the information supplied therein, and understands that the information presented and the presentation of the application directly reflects the professionalism of the organization. **If your organization does not have a CEO/Executive Director, please have an officer of the board (chair, vice chair, secretary, or treasurer) review the application.** If you are uncertain as to who needs to sign, please contact the Arts Council well in advance of the February deadline to determine who should review the application.

**Calendar Year/Fiscal Year Information: Funding for the 2021 Level 1 Operating Support Program is for calendar year 2021 (or FY22).** Due to the number of arts organizations funded through this and the many differences of each organization, knowing when your 'year' begins is most helpful to the panelists. If you select Fiscal Year, indicate when in the year (both the month and date) the fiscal cycle begins and ends.

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## **PART 2A – 2C ORGANIZATIONAL BUDGET**

The organizational budget (Income & Expenses) should correspond to the reporting cycle your organization uses - which was indicated in the previous section. Include all unrestricted cash expenses associated with your organization's operations. Include in-kind income and expenses as a total amount. Any footnotes or annotations can be made in the Budget Explanation section, Part 2C. Use the blank spaces for other, unlisted categories. Please type the proper heading for each added category.

The first column (Current Year) is for actual figures or estimated figures (if the current budget cycle is not completed) for the current budget cycle (either calendar year 2020 or FY21). The second column (Application Year) is for budget figures for the application year (either calendar year 2021 or FY22).

### **Other Important Budgetary Information**

- The final row, TOTAL INCOME or TOTAL EXPENSES will be calculated for you based on the numbers entered above.
- Lastly, remember that TOTAL INCOME should equal TOTAL EXPENSES in each column (Current Year and Application Year).

## **Part 2C: Budget Notes (2,500-character limit):**

In list format (either numbers or bullets), use the space below to provide clarity beyond the numbers in your budget. If there is a change in any line item from current year to the application year, take the opportunity to explain why. Be sure that the budget ‘matches’ the narrative. This means that the story that you tell in the narrative and the story that is presented in your budget should be the same. If the same person does not write both the narrative and the budget, be sure that you read through both carefully.

Additionally, include any details regarding how your organization has utilized COVID-19 related income and relief and how you are scenario planning for 2021.

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## **PART 3: PROPOSAL NARRATIVE**

The narrative section is where you tell your organization’s ‘story’ in as much detail as possible. On the online application, each question will be answered in an individual text box. Avoid the use of acronyms or jargon. Proof the narrative carefully and have someone else read through it prior to submission.

### **I. INTRODUCTION (500 characters)**

Briefly summarize your unique value in advancing the arts and cultural landscape of Indianapolis. Think of this as your “elevator pitch” to introduce and orient out-of-town grant panelists to your organization. Consider including significant milestones, awards, and recognitions in your response.

### **II. ARTISTIC MERIT (5,000 characters)**

Provide an overview of your organization’s artistic vision and outline your artistic programming for the application year including season highlights; new and impactful projects, including those meant to address racial equity; and changes to programming. Describe the quality and experience of key artistic leaders involved and their process for program selection. Lastly, describe the process your organization has implemented to assure quality.

### **III. COMMUNITY IMPACT**

Describe the reach and impact of your organization’s programs and services on the City of Indianapolis by specifically addressing the Talent and Access **community impact** priorities:

- a. Talent\* (2,500 characters)
- b. Access\* (2,500 characters)
- c. Partnerships\* (2,500 characters)
- d. Education (2,500 characters)
- e. Reputation (2,500 characters)  
(\*required response)

**Level 1 organizations are required to respond to Talent, Access, and Partnerships but may respond to all priorities as desired.** In each provided response, be sure to also incorporate your organization's focus on inclusion, diversity, and equity, with an emphasis on racial equity.

**IV. ORGANIZATIONAL CAPACITY (5,000 characters)**

Provide an overview of your organization's operations that includes a brief history; an explanation of both the governance and organizational structures, including strategies for increasing/maintaining the racial diversity of board and staff; an update on your strategic plan's progress or renewal; and an analysis of capacity as it relates to human, capital, and financial resources.

**V. ADDITIONAL INFORMATION (1,500 characters)**

Is there anything else you would like for us to know?

**Formatting Narrative Responses**

Each narrative question will be answered in its own individual text box and has a set limit of characters per question. We recommend that you first compose your responses in a word processing program and then copy and paste your text into the appropriate text box on the online application form. If you choose to copy and paste your responses from Microsoft Word, do not bold, italicize, underline, bullet, number, indent, embed hyperlinks or use any other formatting options available in Microsoft Word. Formatting used in Microsoft Word will not transfer into the online grant system and will cause your text to become illegible. Before copying and pasting your response into the online system, you must disable rich text. You can do so by copying and pasting the Microsoft Office text into TextEdit (Mac) or Notepad (PC) that, by default, removes rich text for you. Check to make sure your content was not parsed when you pasted into the text box.

## PART 4A – 4D: DEMOGRAPHIC INFORMATION

In order to report out on demographic trends in arts participation in Indianapolis, and to compare with national data, the Arts Council requests demographic information on audiences, artists served, employees and board members. If your organization uses alternative terms, please include that information in the Part 4D: Demographic Explanation.

### **Part 4A – Demographic Info – Audiences & Participants**

In this section, you are required to report on audiences and participants served by your programming in 2020 (do not include projections for 2021). These figures should be realistic based on ticket sales, registrations, and other documented forms of reporting (e.g. observation).

To distinguish between the two, those individuals interacting with your organization should be placed into two categories: active (participants) and passive (audiences). If individuals are simply attending programs (e.g. gallery opening, theatrical production, museum tour, etc.), including interactive programs (e.g. choral sing-a-long), they should be listed in the ‘Audience’ column. If they are actively engaged in the program (e.g. taking dance classes, singing in a choir ensemble, performing as a part of a competition, etc.), they should be listed in the ‘Participants’ column. **Participants should be individuals who are unpaid – there is an opportunity to provide demographic data on paid artists in section 4C.**

The first column should report only on participants served in Indianapolis. Similarly, the second column should report on your total audience served within Indianapolis/Marion County. The third column may report on your overall audience, including those outside of Indianapolis/Marion County.

	Total Participants Indianapolis (#)	Total Audience Indianapolis (#)	Total Audience Overall (#)
<b>Race/Ethnic Identity</b>			
African American or Black			
Asian or Asian American			
Hispanic or Latinx			
Middle Eastern or N. African			
Native American			
Native Hawaiian			
White or Caucasian			
Multiracial			
Other			
<b>Age</b>			

Youth (19 & under)			
Adult (20-64)			
Older Adult (65 & older)			
<b>Gender Identity</b>			
Female			
Male			
Other			
<b>Disability</b>			
Total Persons w/ Disability			
Total Persons w/o Disability			

**Part 4B – Demographic Info – Board & Volunteers**

In this section, you should similarly report on the demographics for your active board members and non-board volunteers based on the 2020 calendar year (as of December 31, 2020).

	<b>Board Members (#)</b>	<b>Non-board Volunteers (#)</b>
<b>Race/Ethnic Identity</b>		
African American or Black		
Asian or Asian American		
Hispanic or Latinx		
Middle Eastern or N. African		
Native American		
Native Hawaiian		
White or Caucasian		
Multiracial		
Other		
<b>Age</b>		
Youth (19 & under)		
Adult (20-64)		
Older Adult (65 & older)		
<b>Gender Identity</b>		
Female		
Male		
Other		
<b>Disability</b>		
Total Persons w/ Disability		
Total Persons w/o Disability		

**Part 4C – Demographic Info – Artists & Employees**

In this section, you should similarly report on the demographics for your paid artists (this includes paid ensemble members), all staff (FT, PT, and seasonal), and staff who make up the executive leadership team, as defined by your organization (as of December 31, 2020). The 'All Staff' column should include those employees who are also on the executive leadership team.

	Artists Paid (#)	All Staff (#)	Exec. Leadership Team (#)
<b>Race/Ethnic Identity</b>			
African American or Black			
Asian or Asian American			
Hispanic or Latinx			
Middle Eastern or N. African			
Native American			
Native Hawaiian			
White or Caucasian			
Multiracial			
Other			
<b>Age</b>			
Youth (19 & under)			
Adult (20-64)			
Older Adult (65 & older)			
<b>Gender Identity</b>			
Female			
Male			
Other			
<b>Disability</b>			
Total Persons w/ Disability			
Total Persons w/o Disability			

## **Part 4D – Demographics Explanation**

This section is reserved for you to report on how you collect demographic information or clarify if you do not track within a specific category. Additionally, your organization also has the opportunity to outline strategies to increase diversity in any of the four categories and trainings staff/board have attended on diversity, equity, and inclusion (DEI).

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## **PART 5: SUPPORT MATERIALS**

In this section of the application, you will upload all supplemental information including the organization’s financial statement, artistic documentation (video/audio/or print material), artistic documentation description, board of directors list, and a long-range strategic plan.

### **FINANCIAL STATEMENTS (PDF)**

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All applicants must submit a Form 990 and a board approved financial statement according to the table below.

<b>Annual Operating Budget Size</b>	<b>Required Financial Statements</b>
Under \$500,000	IRS Form 990 <u>and</u> Board-Approved Financial Statement
\$500,000 - \$999,999	IRS Form 990 <u>and</u> Compilation (or higher)
\$1,000,000 - \$2,000,000	IRS Form 990 <u>and</u> Review (or higher)
Over \$2,000,000	IRS Form 990 <u>and</u> Audit

#### **Time Period Requirement:**

If the organization’s fiscal year ended by 8/31/20, a financial statement in the required format for FY20 is required. If the organization’s fiscal year ends after 8/31/20, a statement for FY2019 is required. For organizations operating on a calendar year, a statement for 2019 is required.

### **ARTISTIC DOCUMENTATION (VIDEO, AUDIO, PRINT MATERIAL)**

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Demonstrate the artistic merit of your artistic offerings by uploading recent work samples that highlight your organization and provide a representation of the artistic product and the audience experience. Your artistic documentation should be a good sample of the type of work that your organization produces or presents.

You may upload one or more of the following: **video, audio, and/or print material**.

Video and audio uploads may not exceed 5 minutes in total length (e.g. if you upload a 2.5 minute audio file, you may only upload up to 2.5 minutes in video), and print materials may not exceed 5-pages in length. See more guidelines below.

We will accept the following:

Type	Video	Audio	Print Material
<b>Max # Allowed</b>	1	2	1
<b>Max Time Each Sample</b>	5-minutes	2 minutes and 30 seconds each	5-pages
<b>Max Size Each Sample*</b>	250 MB	250 MB	250 MB
<b>Allowable File Types</b>	MP4, MOV, MPG, MPEG, MXF, WMV	MP3, WAV, AIF, WMA	PDF

*\*The combined storage limit for all work sample files is 250 MB.*

Please see the list below for examples of appropriate work samples:

- An audio recording of a performance presented or produced by your organization.
- A video recording of a performance or program produced by your organization.
- An overview video or brochure describing your organization’s programming and reach.
- A catalogue associated with a gallery show or exhibit.
- A brochure associated with a major or signature program.
- An example curriculum or program guide for an educational program.

*Please note that this is not an exhaustive list of options.*

Print materials may include a compilation of various related items (e.g. brochure, catalogue, etc.), however, they should all be included in a single PDF, and this PDF may not exceed 5-pages

### **ARTISTIC DOCUMENTATION DESCRIPTION (PDF)**

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Upload a one-page (single spaced, 12-pt. Arial font) description of the artistic documentation that includes as much information as is available so that the panelists will understand what they are viewing, reading, and/or listening to in your artistic documentation. This document should be uploaded as a PDF.

### **SUPPLEMENTAL INFORMATION (PDFS)**

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- Board of Directors List (provide affiliations and board officers)
- Most recently board-approved long range strategic plan

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## SUPPORT MATERIAL SUBMISSION INSTRUCTIONS

Please read these instructions carefully before uploading your support materials. Below you will find information on how to upload files, how to title and describe your uploads, as well as what file types are acceptable.

### To attach support materials from your Media Library:

- Click on the **Attach** buttons and check the desired items
- Click **Save**
- Repeat for each media type
- Ensure that you can see your media at the bottom of the page and that you can view the details if you click on the thumbnail

### If you have not yet uploaded support materials to your Work Sample Banks:

- Click on the **Attach** buttons for the desired Media Library
- Select **Upload a New Media File** from the dropdown that appears
- Upload your desired file using **Select your file**
- Give your file name a clear title
- Click **Upload File**
- If you'd like to upload a new file, click **Add** button and repeat steps 3-5
- Once complete, click **Return to Application** in upper-right hand corner

### Upload Titles

When uploading your support materials, please give each file a clearly defined title so that the adjudication panel may distinguish your uploads. For example, title your strategic plan as "2020-2023 [Organization Name] Strategic Plan". These are suggestions. Please title your files as you see fit.

### Upload Descriptions

When uploading your support materials, in addition to providing a title for your file, you have the opportunity to type out a description for your file. Descriptions should be brief and only provide information that is necessary for the application review.

### Acceptable File Types

The following are the acceptable file types for your support material uploads:

- Document: PDF
- Video: MP4, MPG, MOV, MPEG, MXF, WMV
- Image: JPG, JPEG
- Audio: MP3, WAV, AIF WMA

There are free ways to make any of the above file types. If you have trouble deciphering any of the above file types, please visit [www.fileinfo.com](http://www.fileinfo.com).

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## **PART 6: SUBMISSION CHECKLIST**

Before submitting your application online, please go back and double-check that you have filled out all the information appropriately and to the best of your ability.

### **CHECKLIST**

The following application pages should be correct and without error. The checklist below is for your own personal use. You will be required to check four boxes within the online application before submitting your application.

- Part 1: Organizational Information** – Applicant has completed all required fields.
- Part 2: Organizational Budget** – Budget tables and budget notes have been completed.
- Part 3: Proposal Narrative** – All questions, including the Talent, Access, and Partnerships community impact priorities, have been answered with clear, descriptive responses.
- Part 4: Demographic Information** – Demographic information has been accurately completed for audiences, participants, board members, volunteers, artists, and staff, with any additional explanation.
- Part 5: Support Materials** – Applicant has uploaded the organization’s IRS form 990, board-approved financial statement, artistic documentation, artistic documentation description, board of directors list, and long-range strategic plan in one of the acceptable file types.