



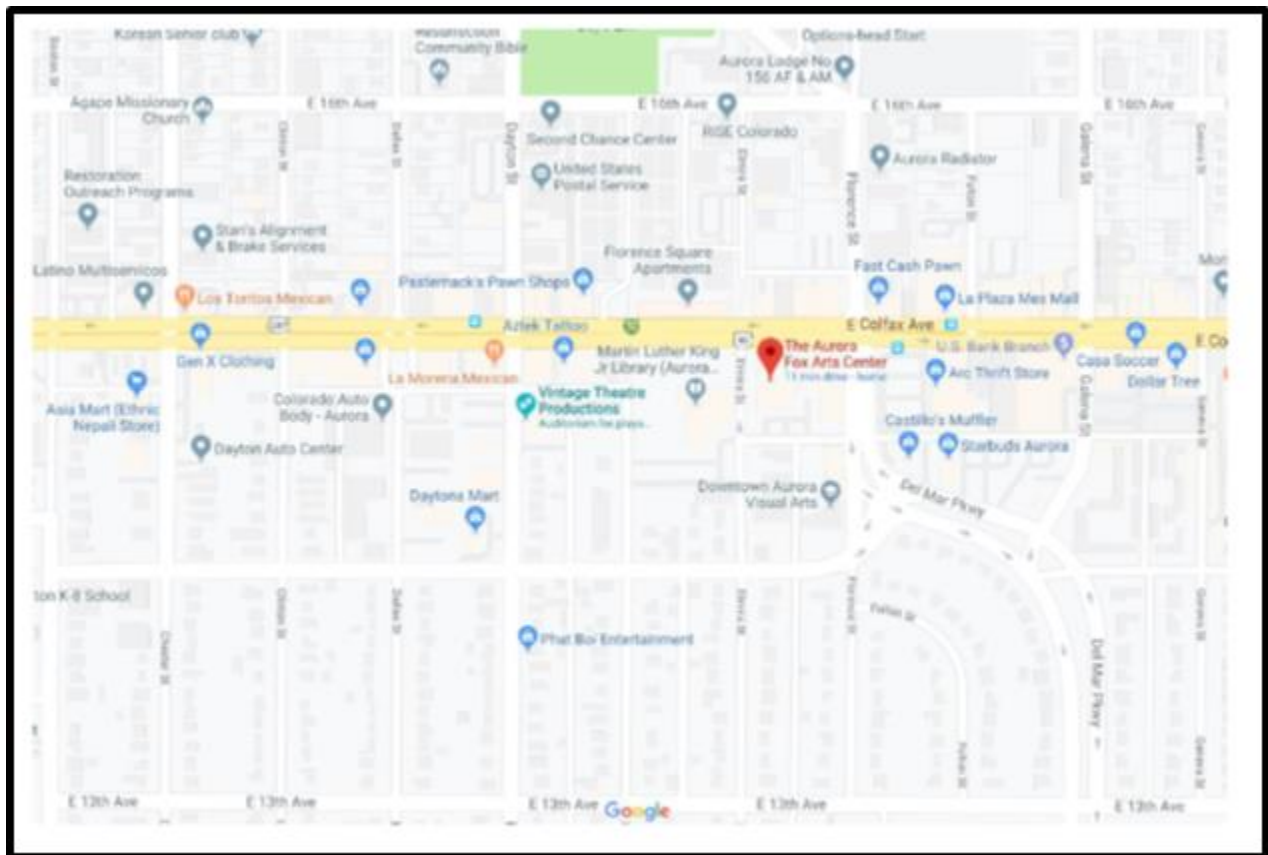
## CITY OF AURORA, CO 2024 Northwest Aurora Arts Grants

The purpose of Northwest Aurora Arts Grants is to help foster the Aurora Cultural Arts District (ACAD) and economic development in Original Aurora by providing financial support to individuals and organizations who encourage and/or create arts and culture programs and services within the Arts District capable of attracting diverse audiences to the area.

**Deadline: Applications are due no later than Sunday, December 10, 2023, at 9:00 p.m.**

### **Grant Boundaries**

For the purposes of this grant only, “Arts District” is defined as the section of Northwest Aurora bounded by 13th Avenue (south), 16th Avenue including City Park (north), Boston Street (west), and Geneva Street (east). Venues and/or events outside of, but in close proximity to, these boundaries may be considered on a case-by-case basis.



### **Eligibility Criteria**

Grants are available to organizations and individual artists that are primarily based in ACAD or have significant programming that impacts ACAD.

- Applicants not primarily located within ACAD may be able to seek partnerships with the venues within ACAD

### **Protocol for commissioners who apply for grants (set of rules to avoid conflict of interest):**

Commissioners who apply for a grant will not be involved in any aspects of the grant decision-making process. In the event a commissioner's application is deemed ineligible, the commissioner may then participate in the grant decision-making process.

### **Non-Discrimination**

Grantees as well as their employees, contractors and volunteers shall not discriminate against any employee, applicant for employment, contractor, subcontractor or patron because of race, color, religion, sex, national origin, disability, pregnancy, age, bankruptcy or bad debts, genetic information, or veteran status. Grantee shall adhere to acceptable affirmative action guidelines in selecting employees and contractors and shall ensure that employees and contractors receive fair treatment during employment or agreement, without regard to their race, color, religion, sex, national origin, disability, pregnancy, age, bankruptcy or bad debts, genetic information, or veteran status. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

### **Determining Awards**

Applications will be reviewed and scored by a panel consisting of members of the city's Cultural Affairs Commission. Applicants will have the opportunity to supplement their application through (1) a virtual meeting platform or (2) an in-person presentation. Only one of these presentation methods is required.

In general, the funding strategy for 2024 will be to award smaller grants to as many eligible applicants as possible.

### **Contracts and Payments**

Northwest Aurora Arts Grants require awardees to enter into an Agreement with the City of Aurora which will require awardees to agree to various terms and conditions (for example use of funds, non-discrimination, indemnification, etc.) and to monitor, document and report on processes and outcomes. Awardees will receive the full award amount within 30 days of submitting the required Agreement with the City.

### **Additional resources offered by the city**

The city of Aurora has additional resources available by clicking [here](#).

### **Final Reports**

Grantees will be required to submit a short report at the conclusion of the grant period regarding the use of awarded funds.

### **Acknowledgment of City of Aurora Funding**

All grantees are required to acknowledge the city of Aurora in printed materials, publications, advertisements and signage related to the funded programs and/or services. Grantees are prohibited from acknowledging the city of Aurora as a funder, sponsor, contributor or any other type of supporter for any program or service other than those specifically set forth in the Application and Agreement. Acknowledgments may take the form of a statement such as “Financial support for [name of organization or project] is provided in part by the city of Aurora.” The logo for the city of Aurora may be used in addition to a statement or instead of a statement when space is limited. The city emblem may be found here:

<https://www.auroragov.org/MediaKit>

**The following information is provided to help you answer the questions in the application. Please read it carefully!**

### **How to prepare and submit your application:**

- Answer all three questions in four pages or fewer. The applicant profile page and the required attachments are not included in the 4-page limit.
- For clarity, use Calibri or Times New Roman font, with a type size of 12 and margins of 1-inch all around.
- Combine your profile page, answers to the three questions and any required attachments into one pdf file.
- Email one PDF file to the Cultural Affairs Commission at [culturalservices@auroragov.org](mailto:culturalservices@auroragov.org)
- **Complete applications are due by December 10, 2023 at 9:00 p.m.**

### **Programming and Services**

Please give us an overview of the arts/culture work you (or your organization) have done in the past, where you have done the work and a description of your audiences. If you have experience working in the arts district, please discuss that. What do you propose to do in the arts district in 2024? Please make sure to pay attention to both the programmatic (what you do) side of your work as well as the management (how you get it done) side. The commission is especially interested in learning about your programmatic and management (including financial) challenges and your plans to address them.

### **What we are looking for:**

Your application needs to make an argument for the work of your entire organization. Your application will be judged based on overall organizational strength and your organization’s role in promoting and strengthening the Arts District.

### **What to highlight:**

- **DO NOT ASSUME** that readers of your application know ANYTHING about you or your organization.
- Prepare an introduction that covers your organization’s purpose, goals and current programs.

- Describe your governance (board and staff) and your history (especially prior work in the Arts District).
- Describe programming completed in 2023. If you did programming outside the district, please include a description of that, and make sure you meet the eligibility requirement for this grant program (see Attachment 1).
- Describe current challenges your organization faces as it works to fulfill its mission.
- Describe the various ways your organization monitors, assesses and improves its programs.
- Describe your organization’s fundraising plan (earned and contributed). If you have a budget deficit and/or debt, describe your plan to remedy those.

**Most common mistakes made on submitted grant applications:**

Completeness! Make sure all questions are answered and all attachments are included.

Budget errors: Double-check your math! Round dollar amounts to the nearest \$10.

Lack of specifics – artists, locations, dates, times, etc.

**Diversity, Equity, and Inclusion**

Please tell us how your organization is pursuing these values in terms of both how the organization is run and how the organization “invites” and builds its audiences. How do you monitor and evaluate that work?

**What we are looking for:**

The commission believes that organizations that embrace the values of diversity, equity and inclusion are better equipped to help themselves and the greater community because each person has value to contribute, and we must address barriers and historical factors that have prevented them from doing so. Economists argue that organizations (and countries) that tap into diverse talent pools are stronger and more efficient, and therefore view discrimination as economic inefficiency – the result of a systematic misallocation of human resources. Audiences (and donors) are our customers, and they want to see themselves represented in the organizations that serve them, and diverse organizations are more likely to understand the needs of a diverse client base. Diverse nonprofit organizations, and the diversity of perspectives within them, will lead to better solutions to social and economic problems.

The commission further believes that an organization that prioritizes diversity, equity and inclusion creates an environment that respects and values individual differences along varying dimensions. In addition, inclusive organizations foster cultures that minimize bias and recognize and address systemic inequities, which, if unaddressed, can create disadvantages for certain individuals. This is not a human resources issue; it is a strategic issue. These efforts should be reflected in the organizational mission, vision, and values; incorporated into strategic plans; and cascaded throughout the organization.

**Definitions**

**Diversity** includes ALL the ways in which people differ, encompassing the different characteristics that make one individual or group different from another. While diversity is often used in reference to race, ethnicity, and gender, the commission embraces a broader definition of diversity that also includes age, national origin, religion, ability/disability, sexual orientation, sexual identification, socioeconomic status, where a

person sleeps, physical health, mental health, veteran status, education, occupation, marital status, language, physical appearance, experience with the criminal justice system, or any other characteristic that a group of people may use to help identify themselves. Our definition also includes diversity of thought: ideas, perspectives, and values. We also recognize that individuals affiliate with multiple identities.

**Equity** is the fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. Improving equity involves increasing justice and fairness within the procedures and processes of institutions or systems, as well as in their distribution of resources. Tackling equity issues requires an understanding of the root causes of outcome disparities within our society.

**Inclusion** is the act of creating environments in which any individual or group can be and feel welcomed, respected, supported and valued to fully participate. An inclusive and welcoming climate embraces differences and offers respect in words and actions for all people. It's important to note that while an inclusive group is by definition diverse, a diverse group isn't always inclusive. Increasingly, recognition of unconscious or "implicit bias" helps organizations to be deliberate about addressing issues of inclusivity.

### **Who are the people who will help you do this work?**

Please tell us about the people who are planning, implementing and reviewing what you do.

### **What we are looking for:**

The Cultural Affairs Commission believes that successful arts and culture organizations pay as much attention to their management of personnel as they do to their production of programs and services. We are looking for organizations that have "competent" people in the key areas identified below. Competency can be demonstrated through a combination of academic and/or professional training, on-the-job experience and a demonstrated record of success. Competent individuals may be paid or volunteer, full-time or part-time. For example, you may have a volunteer board member whose profession is elementary school teacher, and she is responsible for your organization's financial management. You could demonstrate her competency in this position by stating the following:

Esther Mamadu, the volunteer treasurer of our board of directors, has managed our finances for the past five years. Her activities include weekly meetings with the staff to ensure that revenues and expenses are being tracked and deposited properly and monthly finance reports using professional financial management software to the board. In those years, the organization has operated without debt or deficits, earned revenue has increased by 15%, contributed revenue by 25%, administrative expenses have been kept to less than 15% of total expenses each year, and Form 990s have been submitted on time each year to the IRS.

An exemplary response to this question (like the one above) will provide information for the following "roles." One person may be responsible for more than one of the following and/or

responsibilities may be shared. We do expect, however, that you can demonstrate a level of competence for each responsibility that a person has.

- a) Diversity, equity and inclusion
- b) Executive director and/or business manager (responsible for overall operations and business decisions)
- c) Artistic director (responsible for artistic decisions)
- d) Marketing/Public Relations/Outreach (responsible for getting the word out about what you do and building your audience)
- e) If your organization offers programs/services for K-12 children, who develops and oversees those programs/services?
- f) Identify and outline the duties of volunteers (other than those already described).
- g) Others?

### **Attachments**

These should be self-explanatory. If you have questions about these or anything else, please contact Karen Erdman at [kerdman@auroragov.org](mailto:kerdman@auroragov.org).

#### **Applicants – Please provide the following:**

1. Please provide evidence that you meet the following eligibility requirement: At least 80% of your participants are served in the Arts District AND at least 80% of your programming occurs in the Arts District.
2. Current year budget (revenue and expenses)
3. Board Roster (dated) with short bios, if applicable

#### **Review Panels**

Applications will be reviewed by panels comprised of Aurora Cultural Affairs commissioners. Applicants will have the opportunity to supplement their application through: (1) a virtual meeting platform, or (2) an in-person presentation. Only one of these presentation methods is required. If interpretation services will be needed during your presentation, please contact Karen Erdman at [kerdman@auroragov.org](mailto:kerdman@auroragov.org) no less than two (2) weeks prior to your scheduled appointment.

**Summary (See scoring system below.)**

<b>Criteria</b>	<b>Preliminary Score</b>	<b>Final Score</b>
<b>Programming and services</b>		
<b>Diversity, equity and inclusion</b>		
<b>Who are the people who will help you do this work</b>		
<b>One point for each workshop survey completed</b>		
<b>Purpose Alignment (Scoring 1-10)</b> Subjective score based on innovation, attracting new audiences, and growth opportunity		
<b>TOTAL</b>		

The Commission has adopted a **Five Point Scoring System** for each of the criteria:

<b>Score</b>	<b>Meaning</b>
<b>5</b>	<b>Excellent</b> – a “model” response, it is difficult to imagine how the applicant could improve in this area. A score of 5 should be a rare occurrence
<b>4</b>	<b>Very good</b> – a response that demonstrates that the applicant knows what the best practices are in this area, has made significant achievement in that direction but still has a way to go
<b>3</b>	<b>Good</b> – a response that demonstrates that the applicant knows what the best practices are in this area, but has made limited progress
<b>2</b>	<b>Poor</b> – a response that demonstrates that the applicant has an appreciation for why this criterion is important but lacks knowledge of best practices in this area
<b>1</b>	<b>Very poor</b> – a response that indicates that the applicant has neither an appreciation for why this criterion is important nor knowledge of best practices in this area