

# WEAVE-A-DREAM

## 2019 Guidelines

Cultural Resources Department

201 Montgomery Street, Savannah, GA 31401  
(912) 651-6783



Applications are accepted  
January through November 8, 2019

### **PURPOSE**

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The Weave-A-Dream Program (WAD) is a flexible project-based program that aims to encourage small and emerging organizations and creative individuals to propose specific, innovative programming—programming that strengthens, diversifies, and expands Savannah’s creative sector.

### **PRIORITIES**

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The Cultural Affairs Commission’s Weave-A-Dream Subcommittee is seeking proposals that strategically position the disciplines of the creative sector to address the following investment priorities:

#### **NEIGHBORHOOD REVITALIZATION**

Implement programs that reestablish and preserve vibrant, sustainable neighborhoods

#### **YOUTH FOCUSED**

Present cultural and art projects which are designed specifically for youth

The City is seeking to invest in innovative projects that impart a measurable impact, create new projects, programs, or sustain current community and cultural arts initiatives. Projects can encompass a variety of artistic disciplines and a range of program formats, including but not limited to visual arts, performing arts, literary, culturally-based, and arts-integrated technology projects. Projects should actively engage the community.

Priority is given to projects that:

- Promote expanding communication, skill development, entrepreneurial avenues, and education through arts and cultural initiatives;
- Have a realistic plan for implementation and execution of the project;
- Ensure all individuals in the community have equitable access;
- Demonstrate a broad range of community support – whether the commitment is financial or represents human capital;
- Use collaborative partnerships with non-arts organizations as a strategy to broaden access, to increase the impact of services, and to improve the pool of available resources;
- Provide for multiple levels of engagement (planning, performance opportunities, technical/arts administration training opportunities, or observation of /participation in cultural/arts activities); and
- Actively involves youth participants as stewards, creators, and spectators in project management.

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Applicants should submit a proposal that clearly identifies the potential participants and outcomes of the project. The proposal should also outline how the stated outcomes will be measured.

### **ELIGIBILITY**

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WAD Applicants must be able to meet the following criterion:

- All city invested portions of the proposed projects must be free of admission charges
- Not currently receiving an investment through the City's 2019 Cultural & Art Investment Program
- Individuals or groups of individuals
- Non - profit status, incorporated in the state of Georgia, and headquartered in the City of Savannah with the majority of services being providing in Savannah. Applicants are not required to be an arts or heritage non-profit, but must be initiating arts, cultural, or heritage activities in an attempt to affect positive change among the targeted population
- Have successfully completed the contractual requirements of past agreements with the department (if applicable)
- Meet with Cultural Services Contract Coordinator prior to completing the application to discuss eligibility of the project

### **PROJECT PERIOD**

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Applicants may propose activities any time in the calendar year after the application is made available and the activities must end before December 31, 2019.

### **LIMITS ON INVESTMENT REQUESTS**

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Applicants may request up to **\$3,000** for projects. Projects are awarded on a competitive basis and past support does not guarantee investment.

The Weave-A-Dream program requires at least a 1 to 1 (50:50) match, which must be reflected in your total project budget. Matching funds may be all cash or 60% cash and 40% in-kind contributions.

For example, if you request \$3,000 then the total project costs must be at least \$6,000. You must provide at least \$3,000 toward the project from contributed and/or earned income sources. If in-kind contributions are used as a match, then \$1,800 of the match must be in cash with \$1,200 of the match as in-kind contributions.

When in-kind contributions are used as a match, a breakdown along with the value of the contributions is required along with the method of computation. The in-kind breakdown should be included in the Budget Itemization document. A template can be found on the website or by

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contacting the Cultural Resources Department at (912) 651-6783. Examples of in-kind contributions are use of space, donated art supplies, marketing services, etc.

If you are not sure if an item is considered in-kind, contact the Cultural Resources Department for clarification.

Given that this is a project investment program, applicants may only seek investment for direct costs and *proportional* indirect costs. No more than 15% of the funding request can be dedicated to the costs of administration.

### **MARKETING AND PROMOTION**

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All organizations and artists are expected to provide appropriate marketing for WAD events/activities. Organizations and artists are required to seek approval on all marketing and publicity materials prior to their distribution.

Additionally, the City's financial support must be acknowledged with a verbal announcement, the appropriate logo, and by using the appropriate credit line in all printed, broadcast, social media, and electronic materials.

### **INVESTMENT RESTRICTIONS**

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Financial support is available for expenses that are directly derived from a specific and defined arts, heritage, or cultural project. WAD investment is not available for ongoing or operational expenditures. Expenditures must clearly be tied to the proposed project period.

Funding is **NOT** available for the following:

1. To reduce existing deficits;
2. To provide operating/administrative expenses unrelated to the proposed project;
3. To hire subcontractors for the administration of a project;
4. To provide scholarships, prizes, or stipends;
5. To add to endowment funds;
6. To purchase or improve buildings or other real estate;
7. To support the costs of receptions, food, beverages;
8. To support out-of-city activities;
9. To purchase depreciable assets such as printers, computers, etc.
10. To support curriculum-based programs within academic teaching institutions (except in partnerships with community based organizations who are the applicants).

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### **APPLICATION & REVIEW PROCESS**

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Once received, City Staff review the applications for completeness and accuracy. City Staff will also review applications to determine basic eligibility. Completed applications will be submitted, for consideration, to the WAD Subcommittee.

The WAD Review Subcommittee, composed of Cultural Affairs Commissioners, will review and consider proposals in accordance with established review criteria. The Subcommittee will collectively determine service and investment levels.

City Staff will notify applicants of the Subcommittee's decisions within three weeks of the date of submission.

### **ASSEMBLY & FORMATTING**

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Applicants must:

- **Meet with a representative at the Cultural Resources Department (912) 651-6760, prior to completing the application to discuss eligibility of the project.**
- Designate the location for the event prior to submitting an application. A letter of agreement from the venue representative must be submitted with the application.
- Submit the application to the Cultural Resources Department, no later than 7 weeks prior to the start date of the project.
- Be typed, not handwritten, using a font no smaller than 11 point. Do not use script, condensed, or otherwise difficult to read fonts
- Be submitted on the form provided by the Cultural Services Contract Coordinator; and
- Not include hard-copies of photos, drawings, graphics, blank spacing or chapter pages, a cover letter, logos, or other special markings.
- Applicants must submit one original, hard-copy application form with Certification. Also, the application packet must be submitted electronically. The Support Materials must ONLY be submitted electronically. Please review the checklist at the end of the application form. **To confirm an application has been received electronically, please contact the Cultural Resources Department (912) 651-6783.**

### **WEAVE-A-DREAM APPLICATION FORM**

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#### **Application Information**

##### **Applicant Name**

Provide the organization's legal name as noted on your letter of determination. Do not use abbreviations unless part of the official name. Or, provide name of individual(s) applying.

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### **Mailing Address**

Provide address in which the organization receives and checks its mail regularly. Correspondence will be sent to this address, including award notifications and contract information. Also provide the main telephone and fax number for the organization.

### **Organization/Project Website (URL)**

Provide the organization's website address.

### **Federal Tax I.D. Number**

Provide the organizations 9 digit Federal Identification Number. This number (also known as Federal Employer Identification) is recorded on the 990 Tax Returns or W-2 forms.

### **Date of Incorporation**

Provide the date on which the organization was incorporated in the State of Georgia.

### **Contact/Project Director**

Provide the name, telephone numbers, and email address of the person who will answer questions about this application and contract if awarded.

Has the organization/individual ever received funding from Cultural Resources Department, (formerly known as the Department of Cultural Affairs)?

### **Organization's Mission Statement**

Provide the organization's mission statement. Your response will be limited to the space provided.

### **Project Information**

#### **Project/Program Title**

Provide a brief title to which the proposed project will be referenced.

#### **Amount Requested**

Indicate the total dollar amount requested from the Weave-A-Dream Program. Also, the amount shown should match the figure entered for the Amount Requested from the WAD in the Revenue section of the Project Budget (line item 2).

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### **Project Location**

Indicate the location(s) where the services/activities will be taking place. Please note that all proposed services must take place within the City of Savannah corporate limits.

### **Total # of Services**

Indicate the total number of event days or number of activities for the proposal submitted.

### **Start/End Date**

Provide a start date and end date in the spaces provided. Programming must take place between January 9 – December 31, 2019.

### **Performance Measures**

#### **Aldermanic District**

List the number of proposed services in each City of Savannah Aldermanic District. The total should match the total number in “# of project services.” For a complete map, please review the aldermanic districts here:

<https://www.savannahga.gov/389/Aldermanic-Districts>

### **Project Attendance**

#### **Audience/Participants:**

**Estimated Audience** - The estimate should include event attendees and program participants.

**Participating Artists** - Number of performing and visual artists participating.

**Participating Tech/Prod.** – Number of technical/production personnel involved in sound, staging, lighting, etc.

### **Demographic Categories**

**City of Savannah Residents** - Persons who reside within the City’s corporate limits.

Only count the people that reside in the City’s corporate limits.

**Chatham County Residents** - Persons who reside outside the City’s corporate limits but within the County’s limits (i.e. Thunderbolt, Wilmington Island, Pooler, Tybee Island, Bloomingdale, Garden City, Port Wentworth). Do not double count residents of Savannah by including them in this figure as well.

**Number of Tourists** - Persons who reside anywhere outside of Savannah and Chatham County. Do not double count residents of Savannah or Chatham County by including them in this figure as well.

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### **Age Demographics & Audience Ethnicity Demographics**

Estimate the number of attendees expected from each demographic group. Remember, the Age Demographics and Audience Ethnicity Demographics totals should match the total Estimated Audience figure in the Attendance Figures section.

### **Organization Ethnicity Demographics**

Indicate the current demographic diversity of the organization's paid (i.e., FTE and PTE) and unpaid staff.

### **Paid Personnel**

Indicate the percent of gender represented in the organization's staffing.

### **Board Demographics**

Indicate the location of residence for the board in the City District or Chatham County. Indicate the percent of gender represented in the organization's board. Indicate the number of board members from each demographic group.

## **WEAVE-A-DREAM BUDGET**

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This is a cash operating budget. In-kind services should not be included in this budget. The Budget Breakdown must itemize each asterisked (\*) line item from the revenue and expenses budget. Please provide as an attachment (word, excel or pdf format). A template for the itemization document can be provided by the Cultural Resources Department.

1. Complete the project budget found in the 2019 WAD Application.
2. Fill in the applicable project expenses and revenues.
3. The budget must balance (revenues equal expenses).
4. Please note that the 2019 City Project Share column should represent allowable expenses purchased using City funds.
5. The 2019 Organization/Individual Share column should represent expenses purchased with other revenue sources (aside from the City).

Please note that all city invested portions of the proposed projects must be free of admission charges. The inclusion of a section entitled "Revenue from Operations" on the budget's Revenue page does not mean that the organization/artists can charge for these projects. Organizations/artists, however, can use revenue from these income sources to defray project costs.

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### **WEAVE-A-DREAM NARRATIVE**

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Respond to each of the following questions in the 2019 WAD Application, available for download at [www.savannahga.gov/arts](http://www.savannahga.gov/arts). The Narrative can be submitted in the form provided or as Word document or PDF. Bold, Underlining, and/or Italics may be used.

Note that the narrative is not to exceed 4 ONE - SIDED PAGES in length.

#### **HISTORY.**

Discuss the organization/individual's recent experience in presenting or producing arts, cultural, and/or heritage programs.

#### **PROJECT SUMMARY.**

Summarize the scope of the project with specific details (locations, activities, etc.). Include detailed information regarding the type of project and which creative leaders are involved.

Identify the participants/audience and discuss how the project will strategically position the disciplines of the creative sector to address the following investment priorities:

#### *NEIGHBORHOOD*

Implement programs that reestablish and preserve vibrant, sustainable neighborhoods.

*and/or*

#### *YOUTH FOCUSED*

Present cultural and art projects which are designed specifically for youth

Describe the goals and objectives of the project. Describe the evaluation methods that will be used to measure the goals.

#### **COLLABORATIVE PARTNERS.**

Describe the collaborations or partnerships the project will use. How will these relationships contribute to the project's success?

#### **MARKETING STRATEGY.**

Provide a description of the strategies that the organization/individual will employ to ensure participation from the target audience as well as the general public if applicable.



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### CONTRACTUAL OBLIGATIONS

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#### **Step 1 Meet with the Cultural Resources Director and Cultural Affairs Commission members**

This information session allows the Cultural Services Contract Coordinator and the Project Coordinator to discuss the obligations of contracted recipients.

#### **Step 2 Submit Required Documentation.**

**Confirmation of Services:** All recipients are required to submit a detailed schedule identifying the total number of services and specific dates and times for services.

**Background Clearance Forms:** Recipients targeting youth are required to submit confirmation that the recipients have conducted a background clearance form for each person working directly with that population.

**Insurance:** The City must be added as an insured party on the organization's liability coverage for City funded activities. Certificates of Insurance will name The City of Savannah and The Mayor & Aldermen as Additional Insured and will provide a Waiver of Subrogation in favor of The City of Savannah.

#### **Step 3 Return of Signed Agreements.**

Based on the information indicated in the proposal and the submitted documentation, the Cultural Services Contract Coordinator will prepare a performance contract that outlines the nature of the cultural & arts service to be provided. Recipients must sign and return all three copies of the contract.

#### **Step 4 Initiate the Publicity Plan.**

Recipients are expected to initiate a marketing plan that will heighten public awareness and ensure participation from the targeted population. All printed and electronic materials must acknowledge the financial support of the City via use of the provided City logo. The following must be stated in all applicable publicity and printed materials:

***“Investment is provided by the City of Savannah’s Weave - A – Dream Program”***

Prior to the distribution of any marketing materials, recipients must submit materials to Llana Samuel ([lsamuel@savannahga.gov](mailto:lsamuel@savannahga.gov)) for review.

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*Failure to properly credit the support of the City will result in the forfeiture of the final disbursement and may jeopardize future investment opportunities.*

### **Step 5 Disbursement of Funds.**

The City will not disburse funds until all requested documents or information has been submitted. Recipients are legally bound to expend funds in a manner that is consistent with their proposal's narrative and budget.

### **Step 6 Complete the Activity.**

Recipients needing to change the contracted activity artists, dates, times, or locations must contact the Director, Lissette Garcia Arrogante, in writing for approval of the requested change. Signed letters must be submitted.

### **Step 7 Complete the Final Report.**

All recipients must submit a final report within 30 business days of the project's end date. Final reports are intended to present a quantitative and qualitative assessment of the invested activity. Recipients must submit all receipts and/or invoices for expenses purchased using City funds. Failure to submit the final report within the established time frame will result in the forfeiture of the final disbursement and will result in the recipients being placed in default status.

Questions regarding these guidelines or potential WAD programs should be directed to the Cultural Resources Director, Lissette Garcia Arrogante (LArrogante@Savannahga.Gov; (912) 651-6783).

**THIS IS AN INVESTMENT PROCESS WITH MANY APPLICANTS SUBMITTING PROPOSALS OF MERIT. PAST SUBMISSION OF AN APPLICATION, PAST CITY INVESTMENT, PARTICIPATION IN A WORKSHOP AND/OR TECHNICAL ASSISTANCE FROM STAFF DOES NOT GUARANTEE THAT THE CITY WILL ALLOCATE FUNDS TOWARD THE PROPOSED PROJECT.**

**THE GUIDELINES ARE SUBJECT TO CHANGE.**