# ARTS & CULTURAL ENRICHMENT PROGRAM

2025 WORKSHOP

CITY OF SAVANNAH

# PURPOSE

- To provide high quality, innovative, and creative art and cultural programs
  - Expand access to new and diverse audiences
  - Increase appreciation and exposure to art and multi-culturalism
  - Inspire and engage youth and other underserved communities*
  - Grow and nurture local talent
  - Improve the vitality of Savannah in a measurable and sustained way

# DEFINITIONS

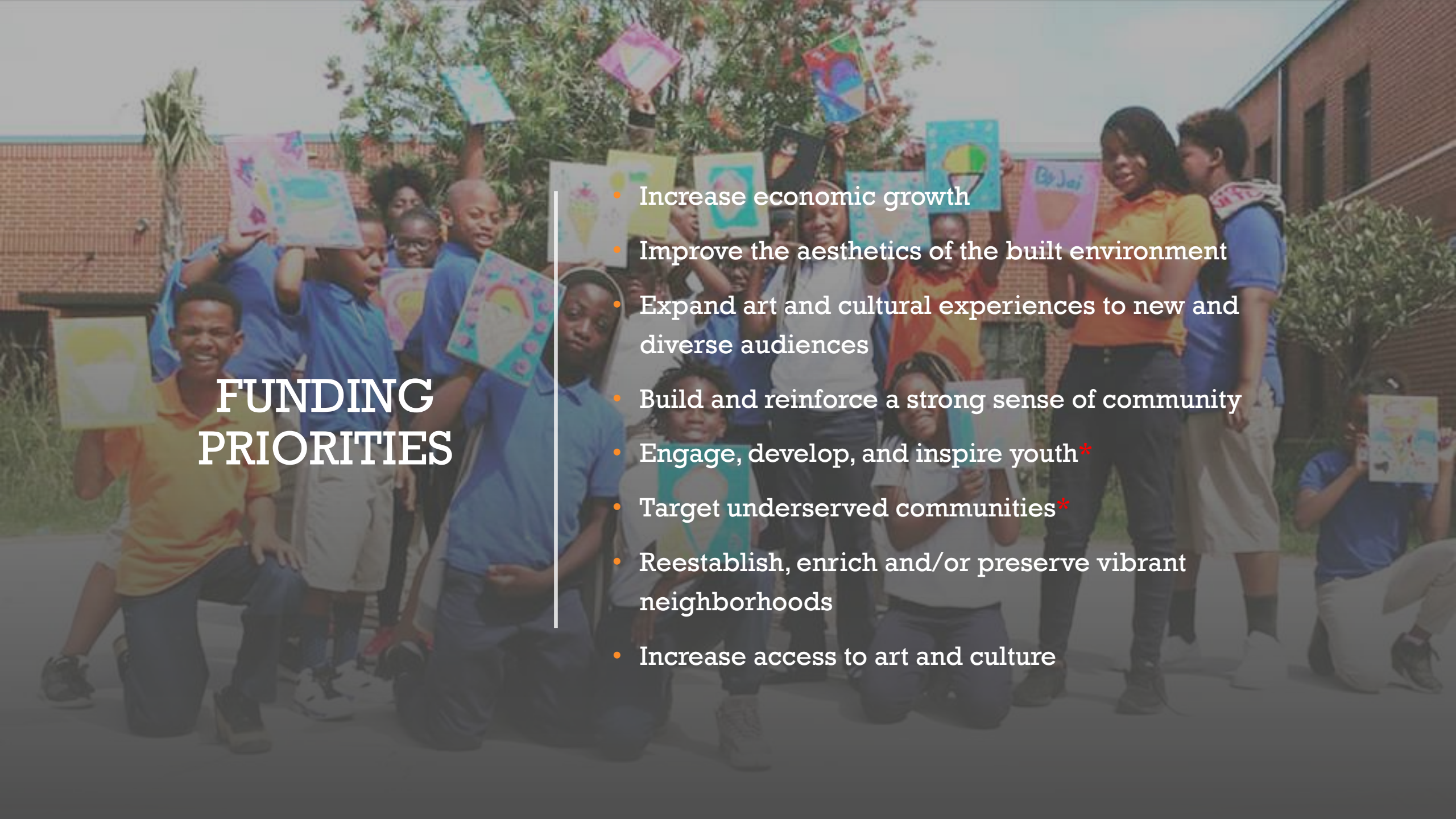
PROGRAM/PROJECT

SERVICE/ACTIVITY

PARTICIPANT/AUDIENCE

# DEFINITIONS

- Program/Project:
  - What is your specific idea?
  - What are you going to offer?
- Service/Activity:
  - How are you going to execute your programming?
  - How many times are you going to offer your program?
    - Offering a painting class 25 times
- Participant:
  - Who will be directly impacted by the programming?
  - What is the target demographic?
- Audience:
  - Who will be viewing the program?
  - What is the audience's level of involvement?



# FUNDING PRIORITIES

- Increase economic growth
- Improve the aesthetics of the built environment
- Expand art and cultural experiences to new and diverse audiences
- Build and reinforce a strong sense of community
- Engage, develop, and inspire youth*
- Target underserved communities*
- Reestablish, enrich and/or preserve vibrant neighborhoods
- Increase access to art and culture

# ELIGIBLE APPLICANTS

**ORGANIZATIONS MUST MEET *ONE* OF THE FOLLOWING:**

- **Art, culture, or education focused non-profit organization**
- **Non-profit College or University**
- **Non-profit organization that is seeking to provide art/cultural/educational services***

# ELIGIBLE APPLICANTS

## ORGANIZATIONS MUST MEET *ALL* OF THE FOLLOWING:

- Legally formed non-profit registered in Georgia
- IRS Tax-exempt status
- Independent functioning Board of Directors
- Located within the City of Savannah's corporate limits and/or provide a majority of services within city limits*
- Program Manager must reside within the greater Savannah area*
- Demonstrate fiscal responsibility and stability
- Meet all insurance & permitting requirements
- Successfully completed past contracts and/or be in good standing and compliant with existing City contracts

# WHAT'S NEW FOR 2025

- Organizations can apply for up to 3 programs per application.
- City-funded portions of the program must be free of admission charges.
  - The sole exception to this requirement is that organizations are permitted to offer fee-based tickets up to a maximum of 10% of the total audience, provided that the majority of access to free services remains open and unrestricted to the general public. This provision is only available to activities conducted at large outdoor venues such as Forsyth Park.
- All programs and services must be politically neutral.

# TOPICS

- Insurance Requirements
- Background Checks
- Permits
- Marketing
- Service Outcomes
- Financial Requirements
- Reporting Requirements

# INSURANCE

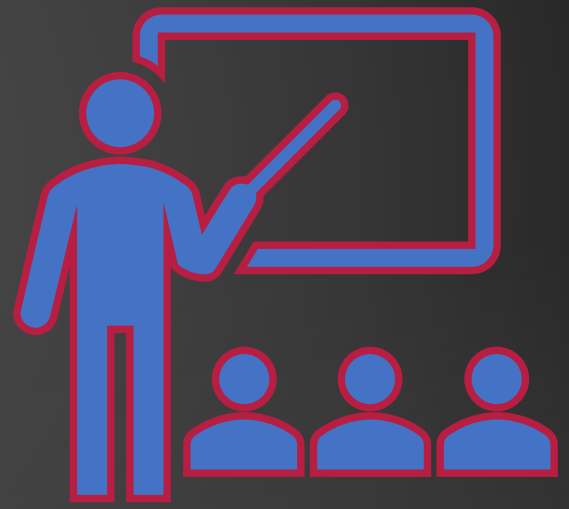
- Provide Public Liability, Property Damage, and Personal Injury Insurance for the duration of the contract in the amount of $1,000,000 per occurrence and $2,000,000 aggregate
- Certificate of Insurance (COI) for a Commercial Umbrella policy of at least $1,000,000 per occurrence & aggregate
- COI verifying proof of Workers' Compensation insurance*
- Company vehicle on site:  COI showing Commercial Automobile insurance for the duration of the contract in the amount of $1,000,000 Combined Single Limit of Liability*
- If selling alcohol: COI showing Liquor Liability Insurance in the amount of $1,000,000 per occurrence and $2,000,000 aggregate*

# INSURANCE

- The outlined policies and COI must name The City of Savannah and the Mayor & Aldermen as Certificate Holders and will provide a Waiver of Subrogation in favor of the Mayor and Aldermen of the City of Savannah. The policy will also provide a forty-five (45) day notice of cancellation.
- Defend, indemnify, and hold harmless the Mayor and Aldermen of the City of Savannah against all suits, losses, damages, and expenses incurred or sustained or that may be based on any alleged injury or death to any person or damage to any property that may occur or that may be alleged to have occurred because of or in consequence of the execution and implementation of this program.

# BACKGROUND CHECKS

- Any individual working unsupervised with minors under the age of 18
- Valid for 12 months
- Exception would be a SCCPSS teacher that is already vetted through the school system
- Submitted through Savannah Police Department



# PERMITS

- Required for use of City-owned public parks and spaces
- Office of Special Events, Film & Tourism
  - https://www.savannahga.gov/501/Special-Events-Film-Tourism

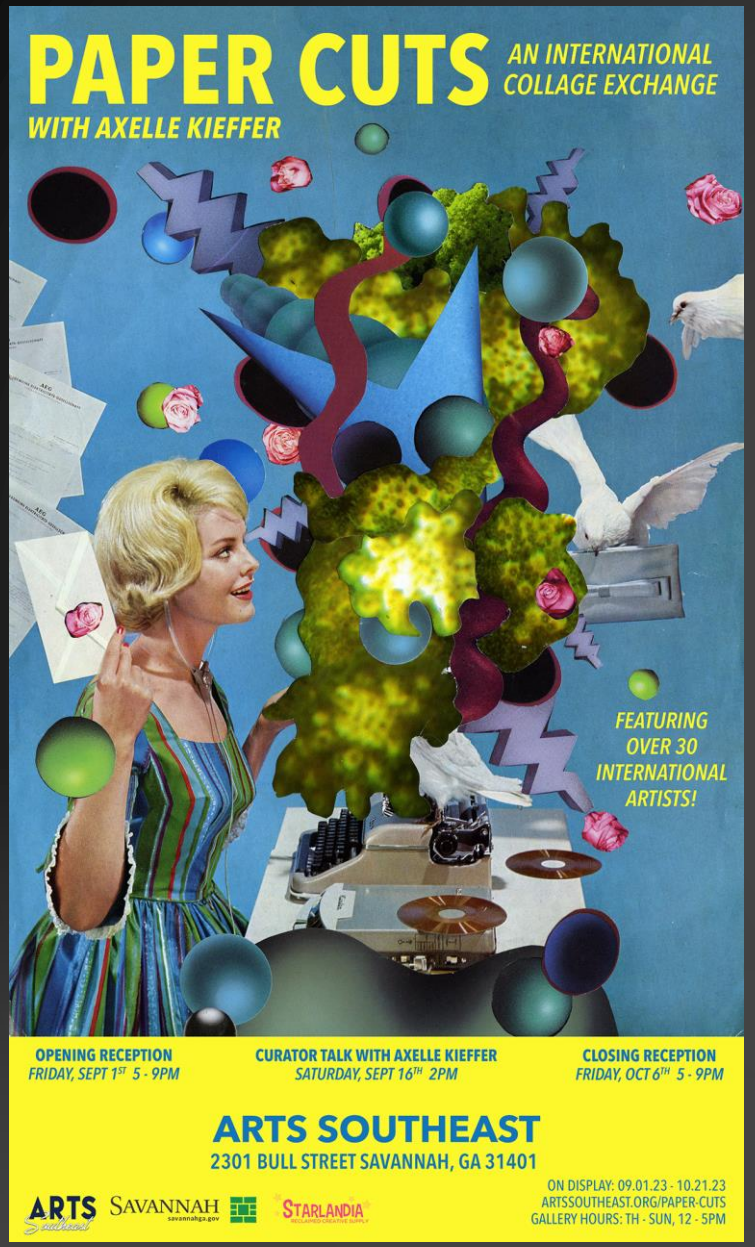
Investment By

SAVANNAH

savannahga.gov

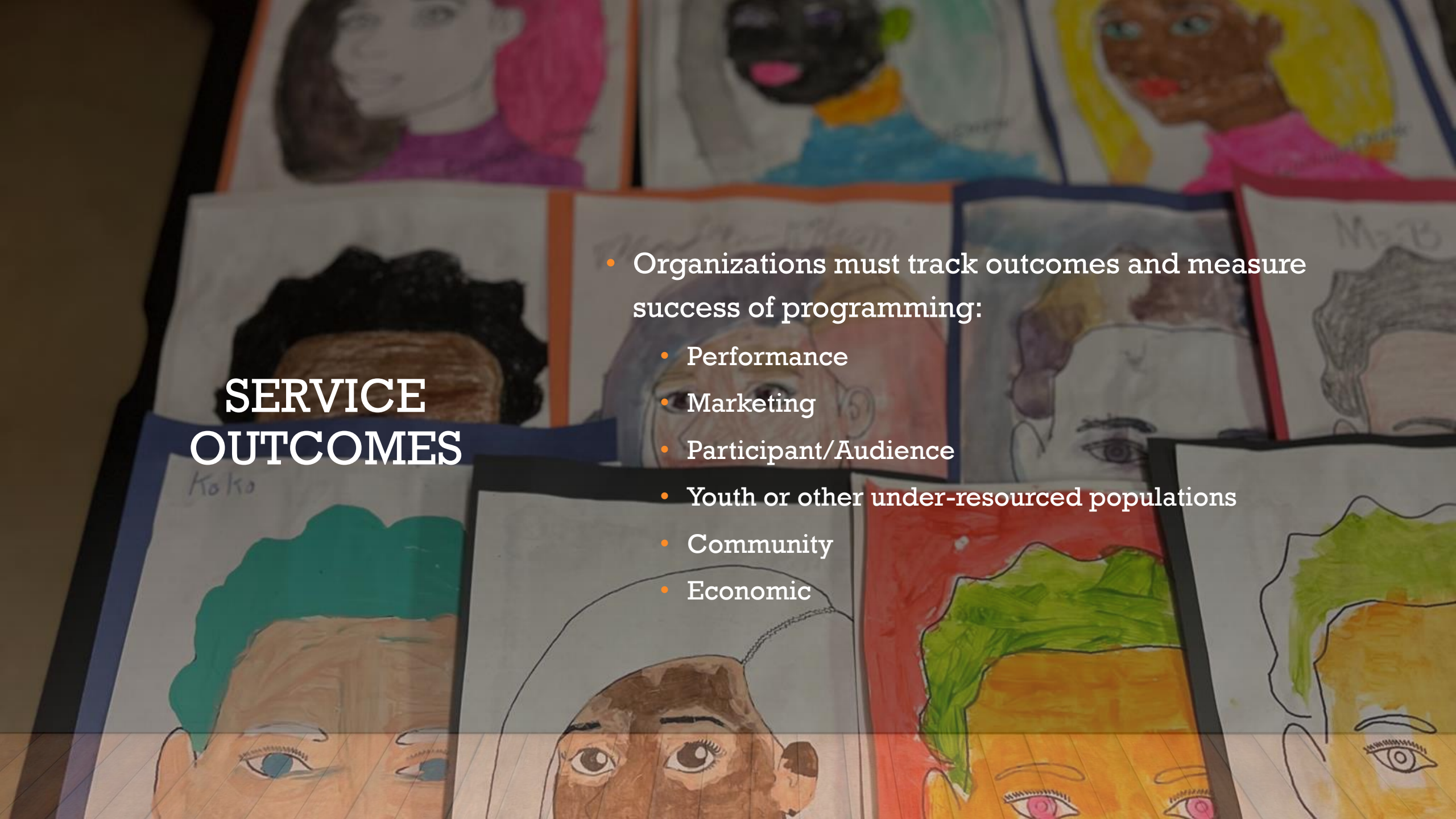
# MARKETING & PROMOTION

- All marketing must be approved by the Cultural Resources Department
  - Print
  - Broadcast
  - Press Releases
  - Electronic Notifications (e-mails, social media, e-blasts, etc.)
- Marketing Coordinator – Maggie Willett
  - margaret.willett@savannahga.gov
  - 912-651-6783



SAVANNAH
savannahga.gov

# SOCIAL MEDIA



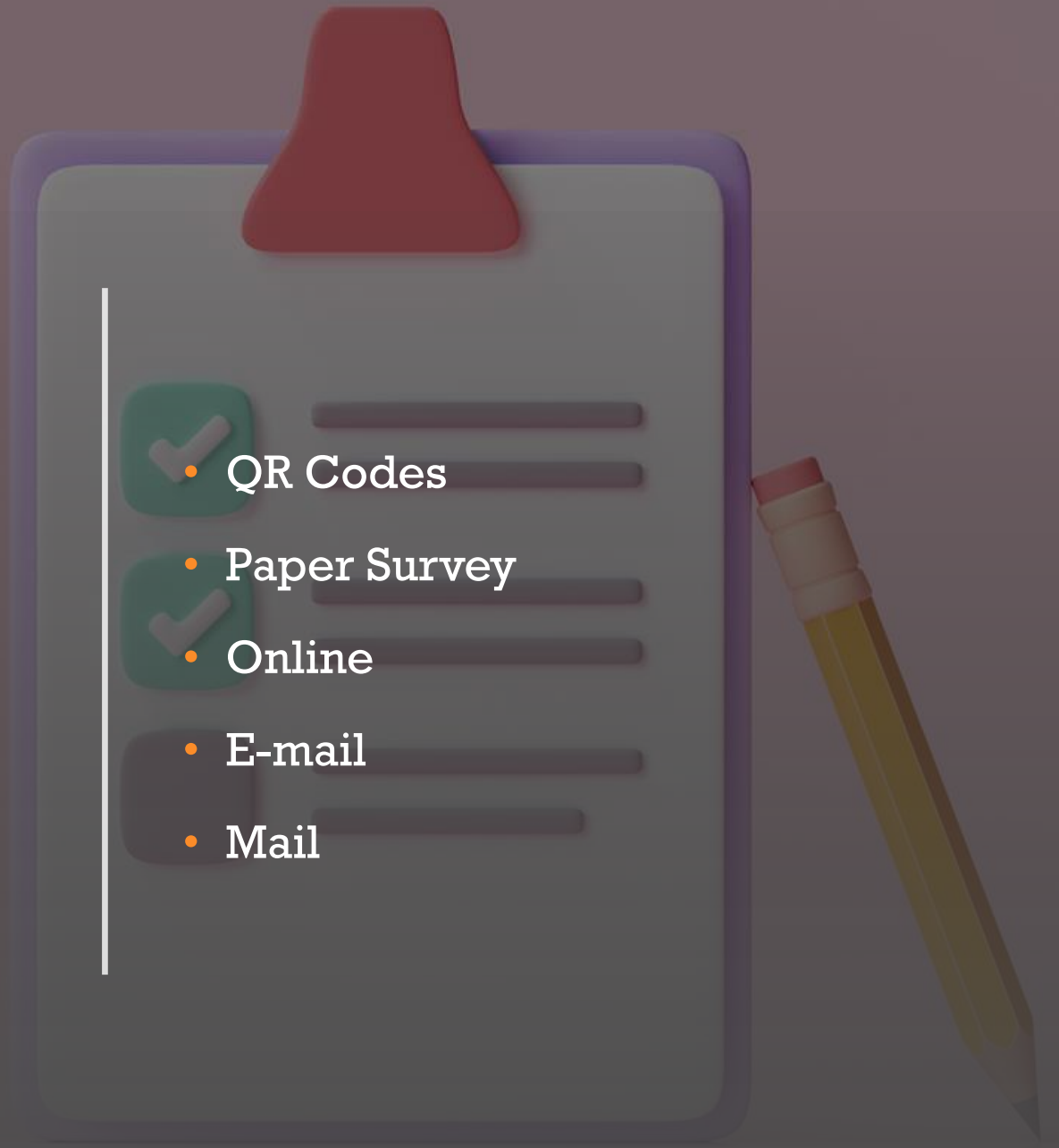
# SERVICE OUTCOMES

- Organizations must track outcomes and measure success of programming:
  - Performance
  - Marketing
  - Participant/Audience
  - Youth or other under-resourced populations
  - Community
  - Economic

# EXAMPLES OF PERFORMANCE OUTCOMES

- **Performance Outcomes**
  - **# of services per program**
  - **# of participants/audience**
  - **# of participating youth**
  - **# of youth involved in planning/implementation of program**
  - **# of services in each aldermanic district**
  - **Funds dedicated to youth programs or under-resourced populations**
  - **# of volunteers utilized/hours**
  - **# of collaborations/partnerships**
  - **# of outreach efforts**
  - **Cost per participant***
  - **Cost per service**

# SURVEY METHODS



- QR Codes
- Paper Survey
- Online
- E-mail
- Mail

# SUCCESSFUL PROGRAMS

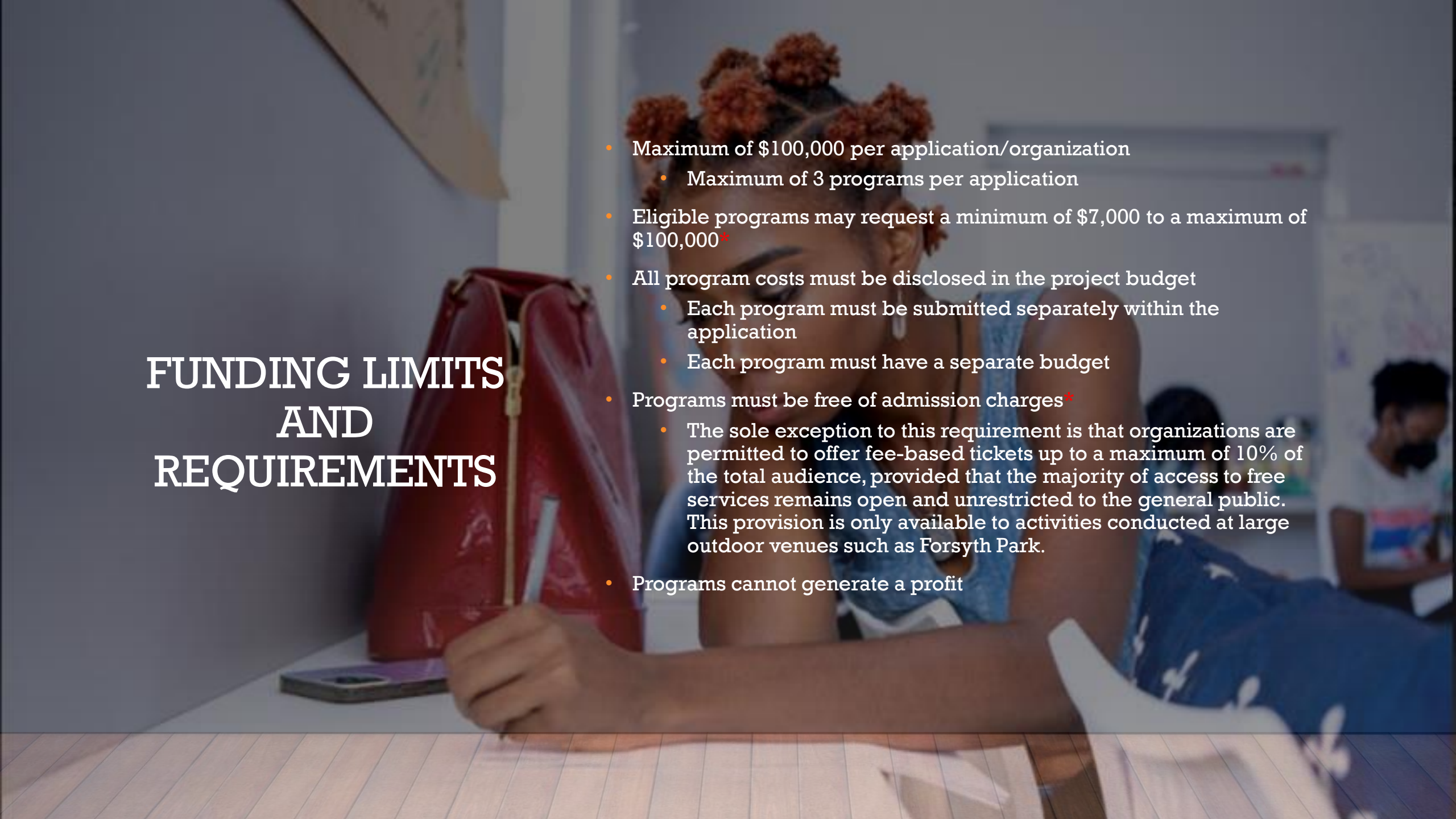
- Actively engage the community
- Promote communication, skill development, entrepreneurship, and education
- Realistic implementation plan
- Free, open, and accessible to the public*
- Broad range of community support
- Collaborations and partnerships with other organizations
- Designed for youth and/or other under-resourced populations

# ELIGIBLE EXPENSES

- Funding may be used for:
  - Artistic, technical, & production fees
  - Marketing costs
  - Program/project supplies and materials
  - Equipment rentals
  - Administrative costs*
    - Maximum of 15% to indirect program costs
      - Office supplies

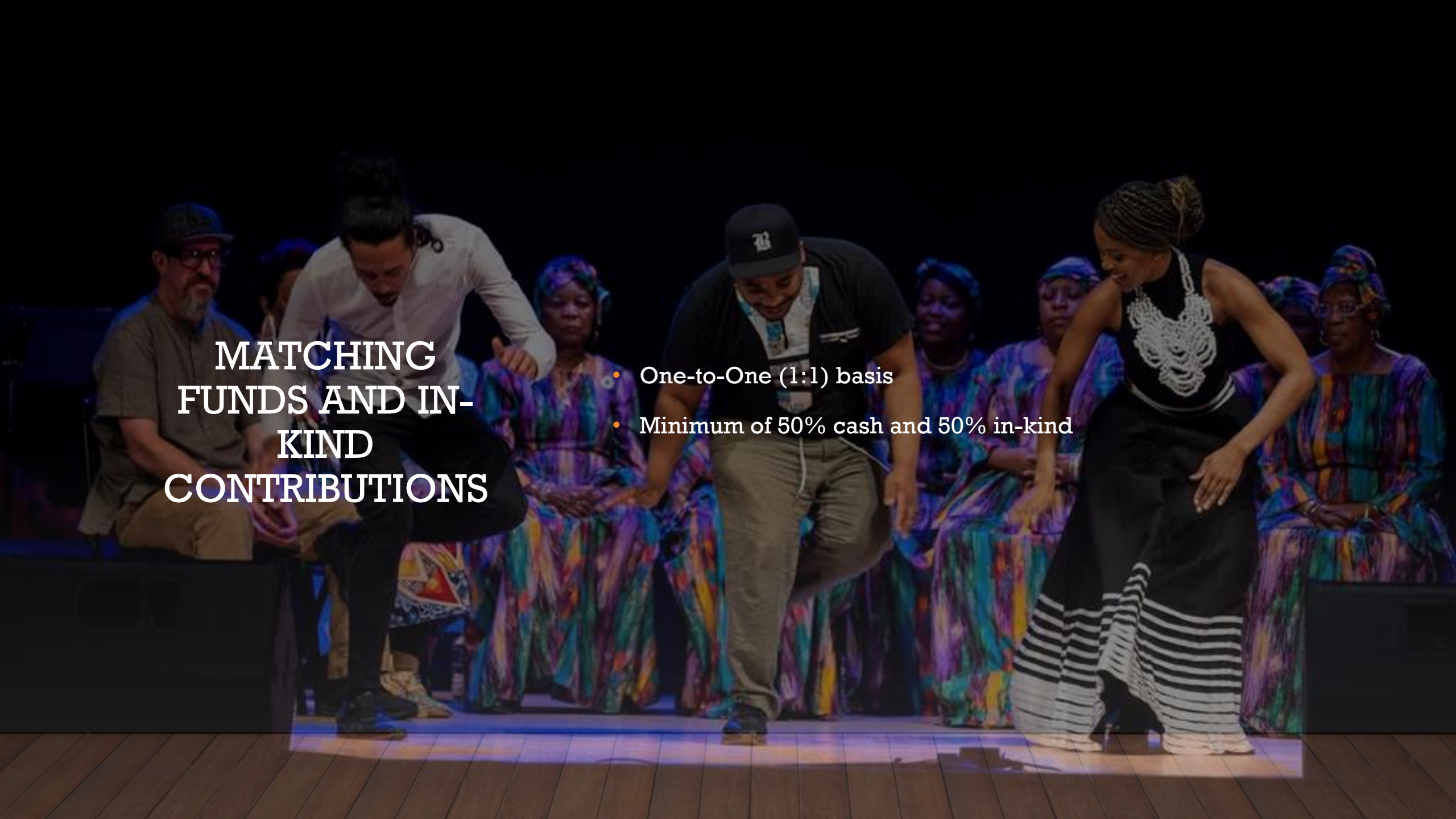
# INELIGIBLE EXPENSES

- Reduce existing deficits or financial liabilities
- Pay ongoing operating or administrative costs unrelated to the proposed program
- Hire subcontractors for project administration
- Provide scholarships, prizes, or stipends
- Support the cost of hospitality such as receptions, food, & beverage
- Support activities outside of the City of Savannah*
- Regranting programs
- All programs and services must be politically neutral.
- Pay for space rental fees for facilities owned by the applicant
- Purchase or improve capital
  - Buildings/real estate
  - Depreciable assets (printers, computers, etc.)
- Replace curriculum-based programs provided by academic teaching organizations*
- Fundraising or other activities outside of the scope of contracted services
- Support exhibitions at commercial, privately-owned galleries or private events that are closed to the general public



# FUNDING LIMITS AND REQUIREMENTS

- Maximum of $100,000 per application/organization
  - Maximum of 3 programs per application
- Eligible programs may request a minimum of $7,000 to a maximum of $100,000*
- All program costs must be disclosed in the project budget
  - Each program must be submitted separately within the application
  - Each program must have a separate budget
- Programs must be free of admission charges*
  - The sole exception to this requirement is that organizations are permitted to offer fee-based tickets up to a maximum of 10% of the total audience, provided that the majority of access to free services remains open and unrestricted to the general public. This provision is only available to activities conducted at large outdoor venues such as Forsyth Park.
- Programs cannot generate a profit



# MATCHING FUNDS AND IN-KIND CONTRIBUTIONS

- One-to-One (1:1) basis
- Minimum of 50% cash and 50% in-kind

# IN-KIND CONTRIBUTIONS

- "Non-cash" goods or professional services donated without cost
- Dollar value of cash and in-kind contributions must be reflected in the program budget
  - Source of cash and in-kind donations
  - Type of in-kind contributions
  - How the monetary value of the in-kind contribution was determined
  - Volunteer hours cannot be included as in-kind donations*

# IN-KIND DONATIONS

## EXAMPLE:

| Cash & In-kind | Cash Value | % of Total |
|---|---|---|
| City Funds: | $50,000 | 50% |
| Match Funds: | $25,000 | 25% |
| In-Kind: | $25,000 | 25% |
| Total Cost: | $100,000 | 100% |

## EXAMPLE:

| Contribution | Cost | Source |
|---|---|---|
| Rental Space | $15,000 | ACT Theatre |
| A/V Equipment | $6,000 | Audio Source Co. |
| Marketing | $2,000 | ABC Marketing |
| Art Supplies | $2,000 | Draw On Us, Inc. |
| Total: | $25,000 | |

# FINANCIAL & NON-PROFIT STATUS DOCUMENTATION

Income & Expense Statement*

IRS 990 or 990-EZ

Certified Audit*

Certificate of Incorporation (State of Georgia Registration)

Proof of IRS Tax-Exempt Status (IRS Letter of Determination)

# FINANCIAL DOCUMENTATION

## OPERATING BUDGET UNDER $500K

- Required:
  - Income & Expense Statement
  - Most recent FY 990 or 990 EZ Form
- Not Required:
  - Certified Annual Audit

## OPERATING BUDGET OVER $500K

- Required:
  - Certified Annual Audit
  - Most recent FY 990 or 990 EZ Form
- Not Required:
  - Income & Expense Statement

# REPORTING REQUIREMENTS

- Project Confirmation
- Mid-Year Report*
  - Separate report required for each program
    - Updated Program Budget
    - Supporting Documents
- Final Report
  - Separate report required for each program
    - Final Program Budget
    - Performance Data/Survey Results
    - Supporting Documents

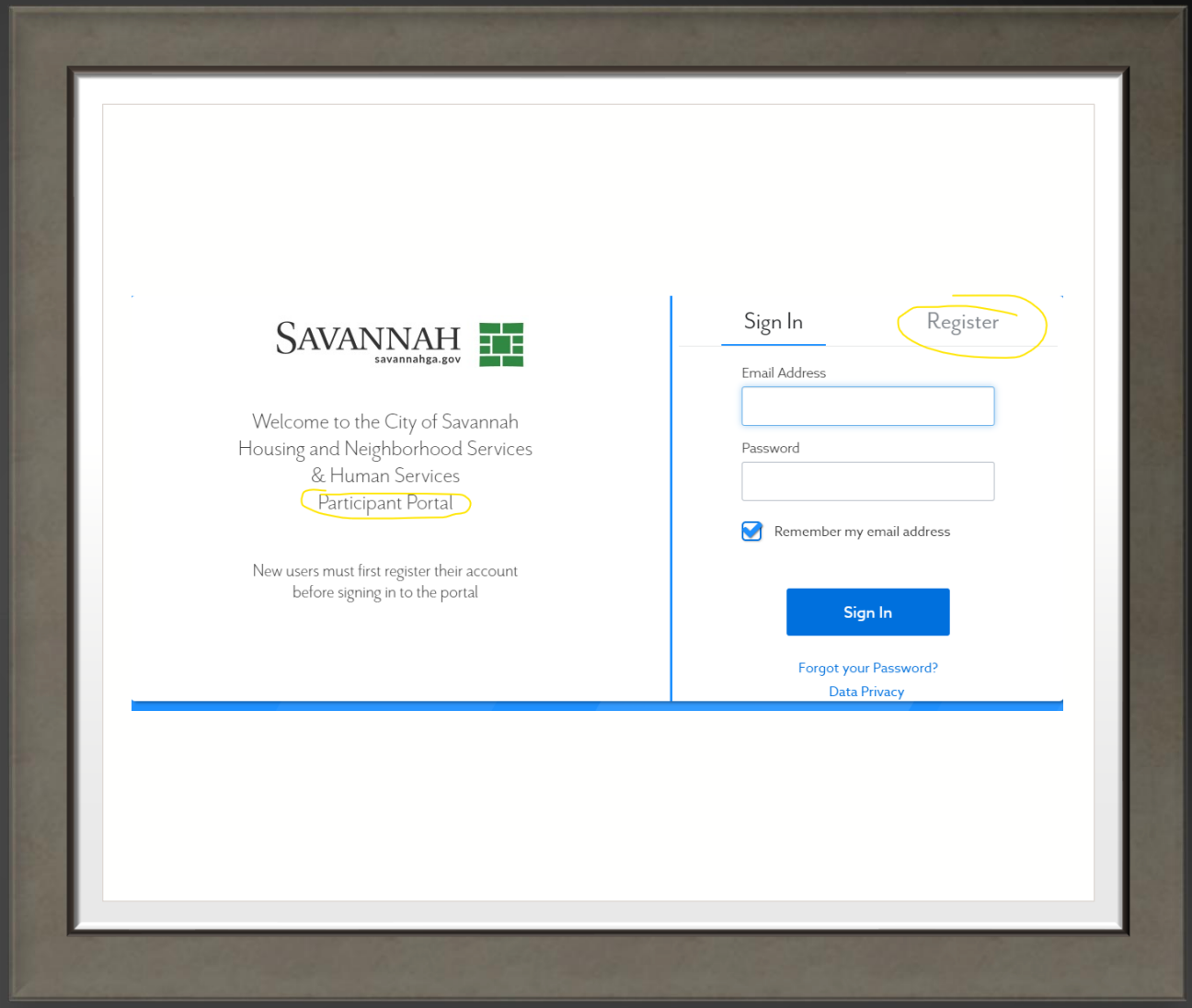
# SUBMITTING AN APPLICATION

# NEIGHBORLY SOFTWARE

- https://portal.neighborlysoftware.com/savannah/Participant/Login

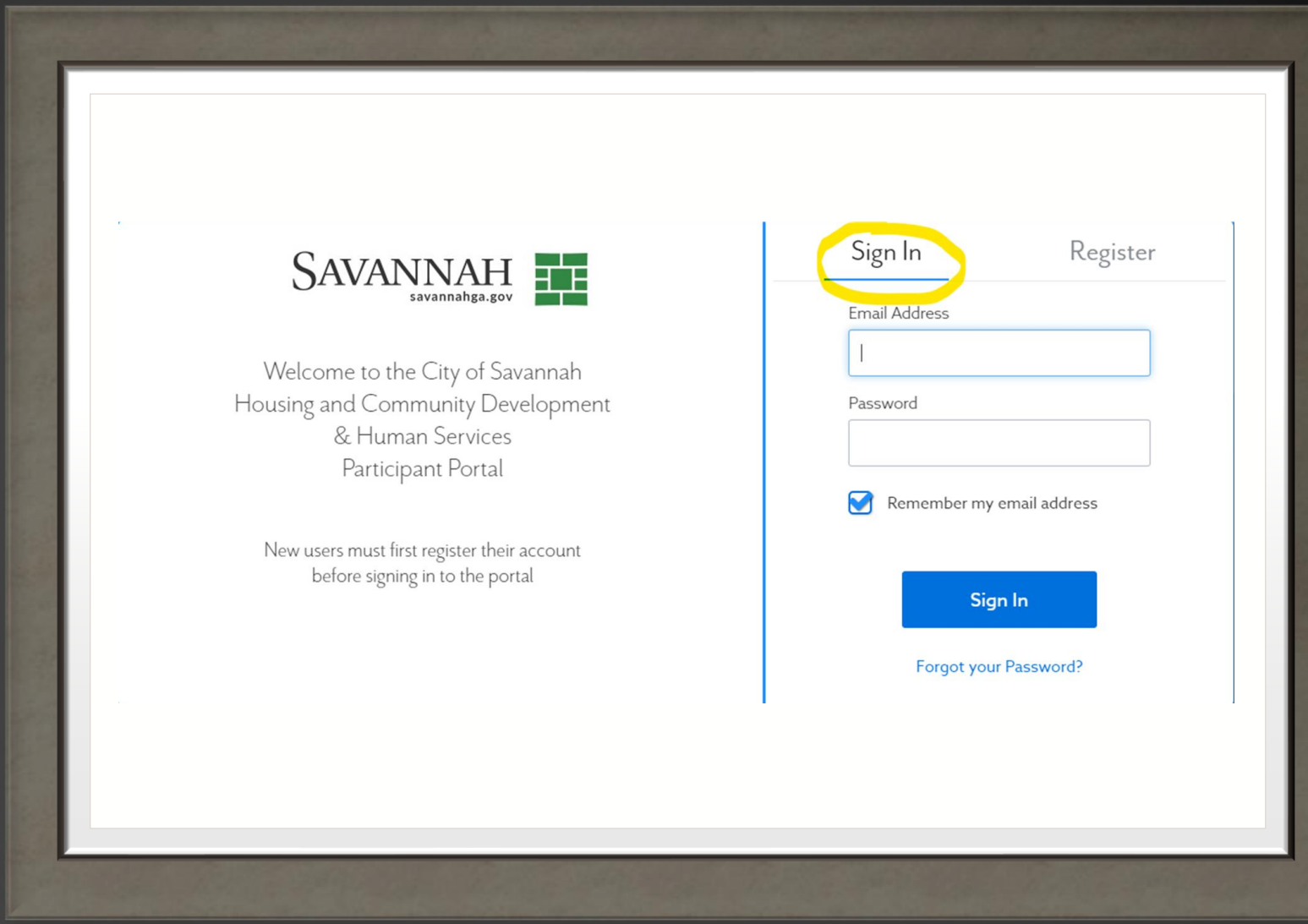
# NEIGHBORLY REGISTRATION

- Click on the 'Register' icon
- E-mail Address
- Password
  - 12 characters long
  - Must contain at least one numeral (0-9) and at least one special character (!@#$%^&*)



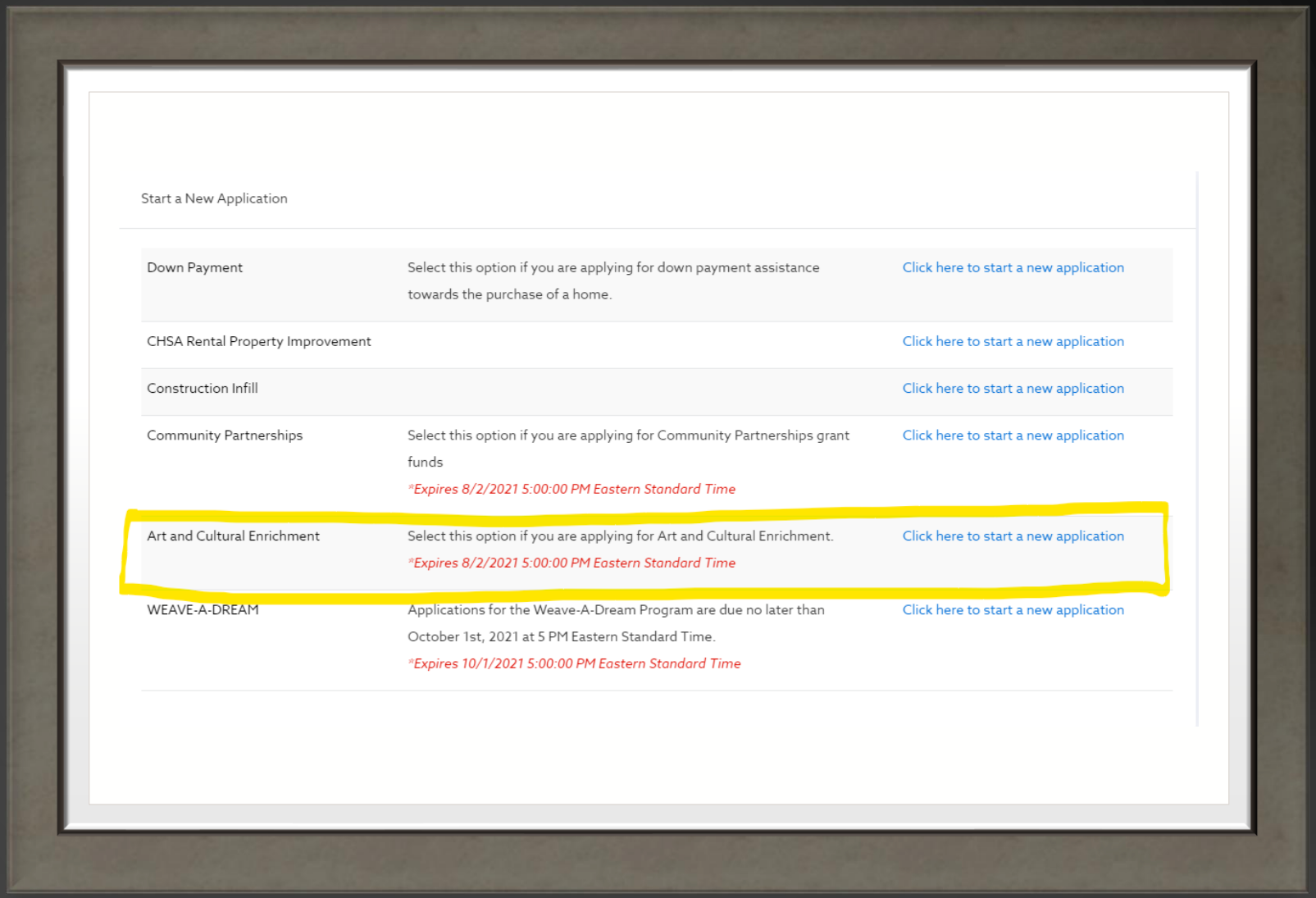
# NEIGHBORLY

SIGN-IN



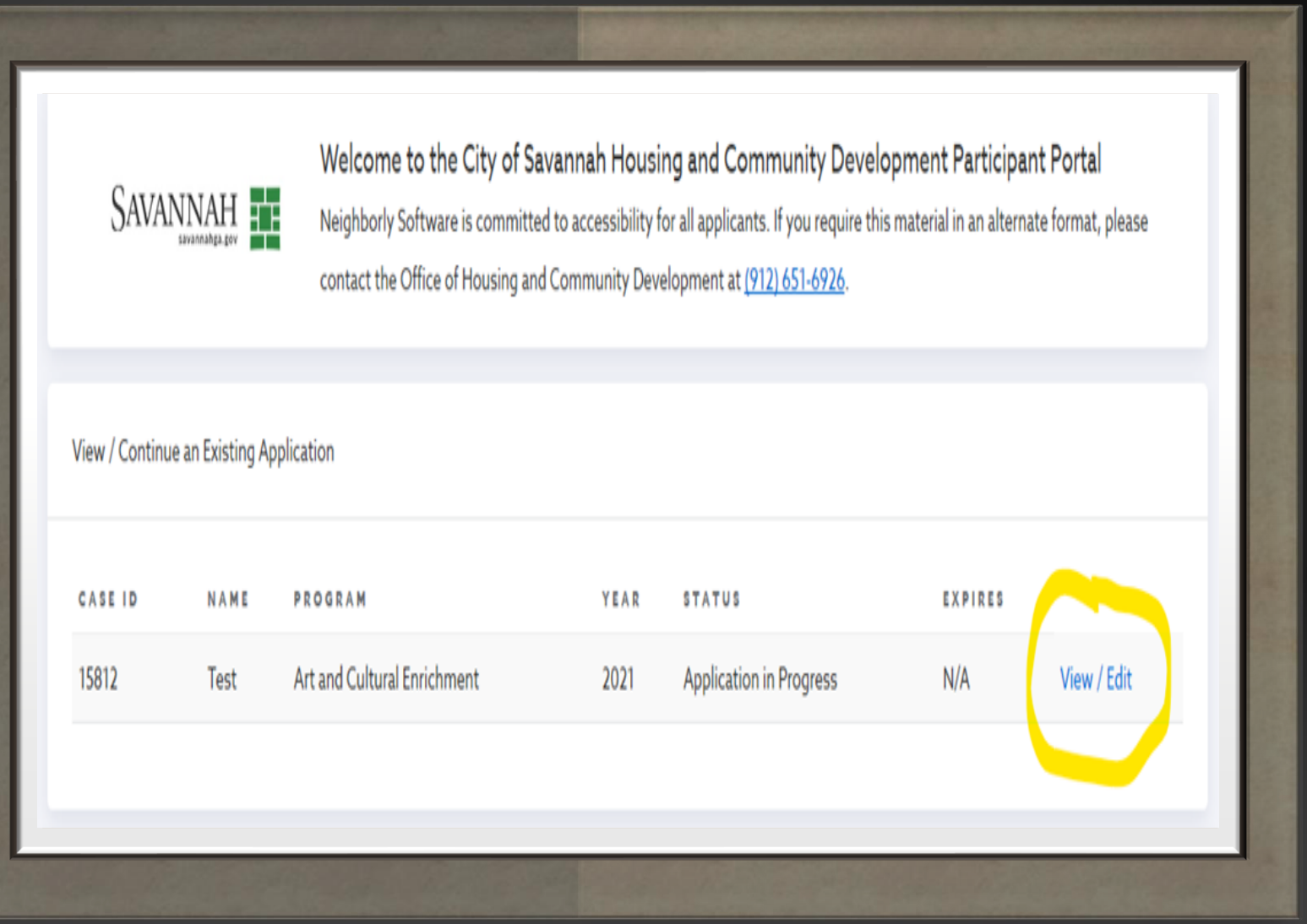
# NEIGHBORLY

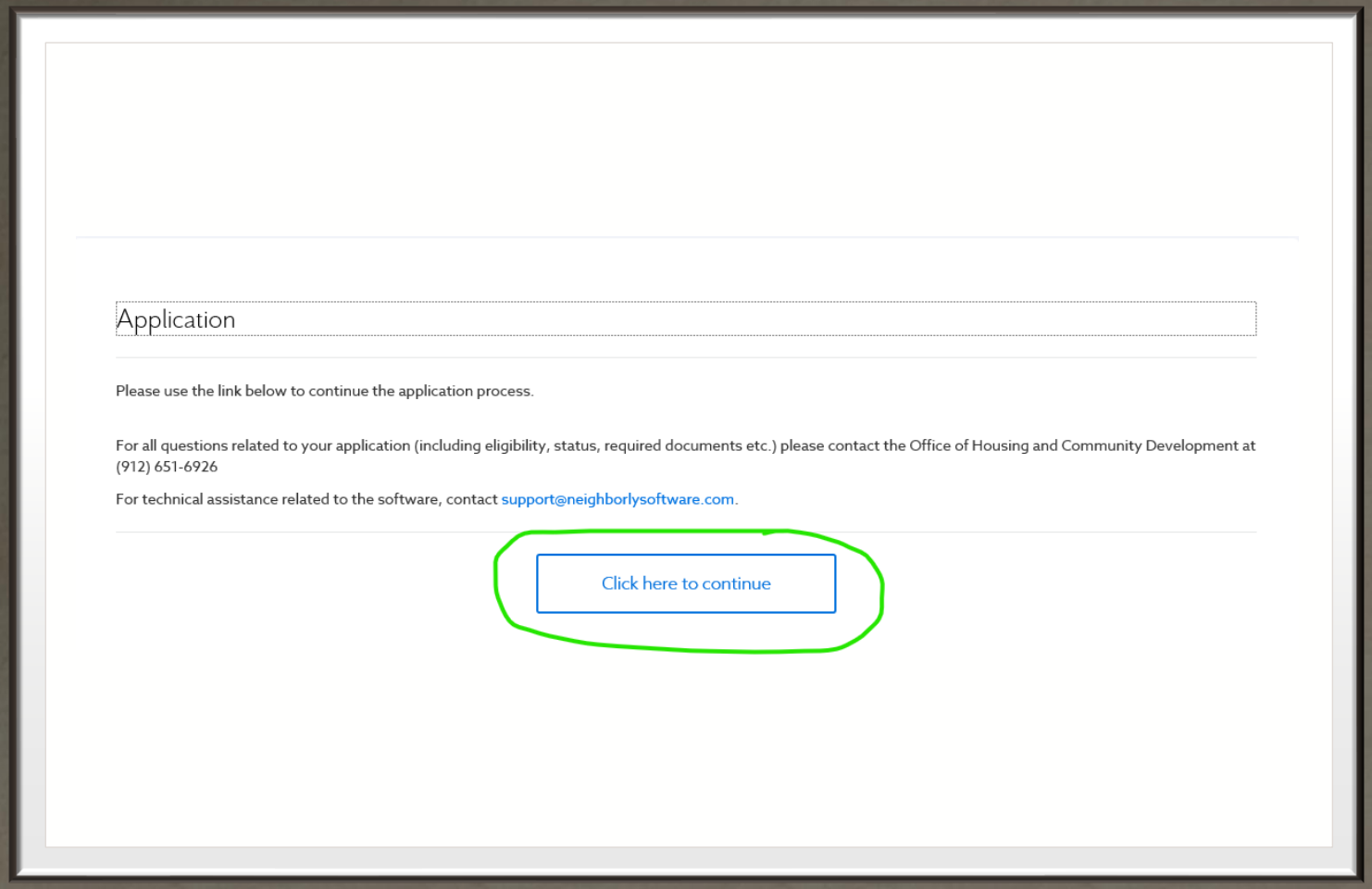
## CREATING AN APPLICATION



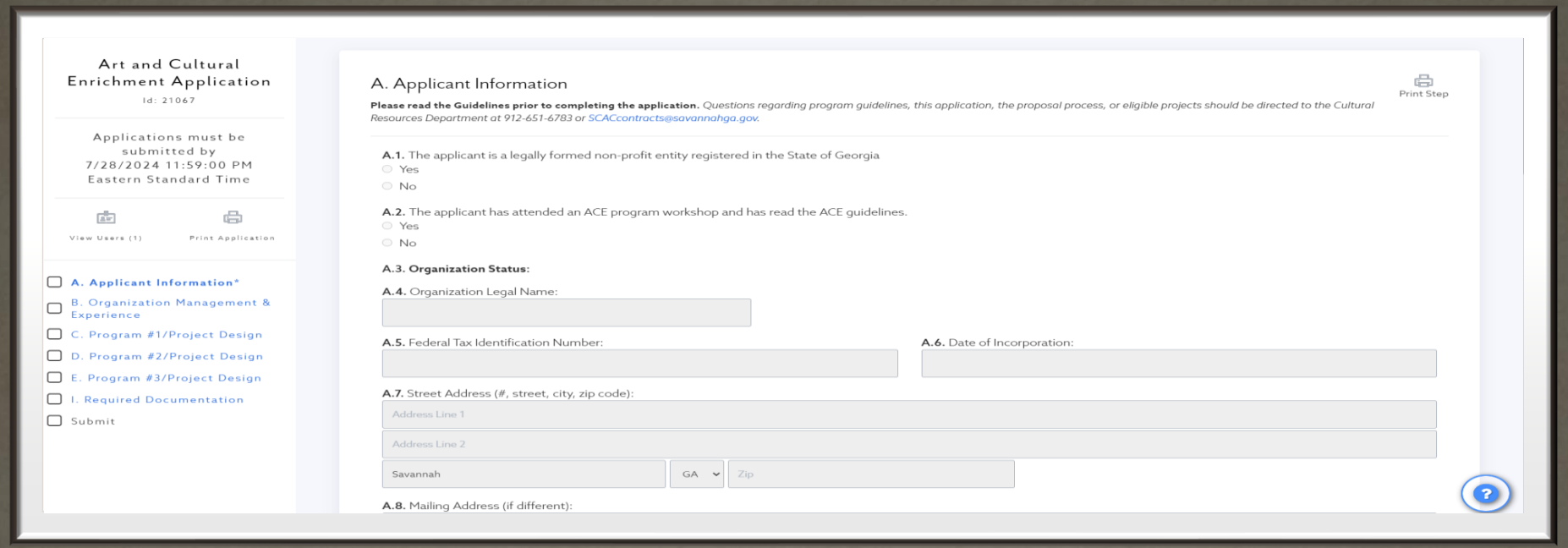
# NEIGHBORLY

ORGANIZATION PORTAL





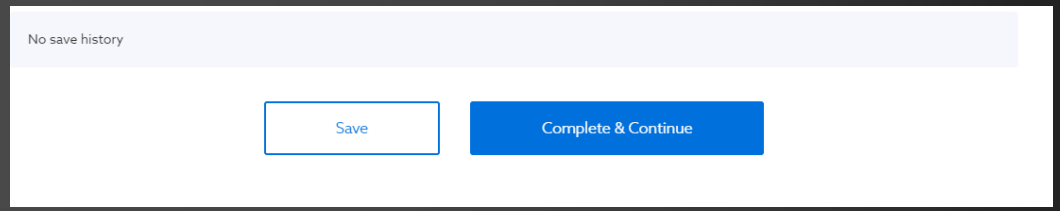

# APPLICATION




# APPLICATION

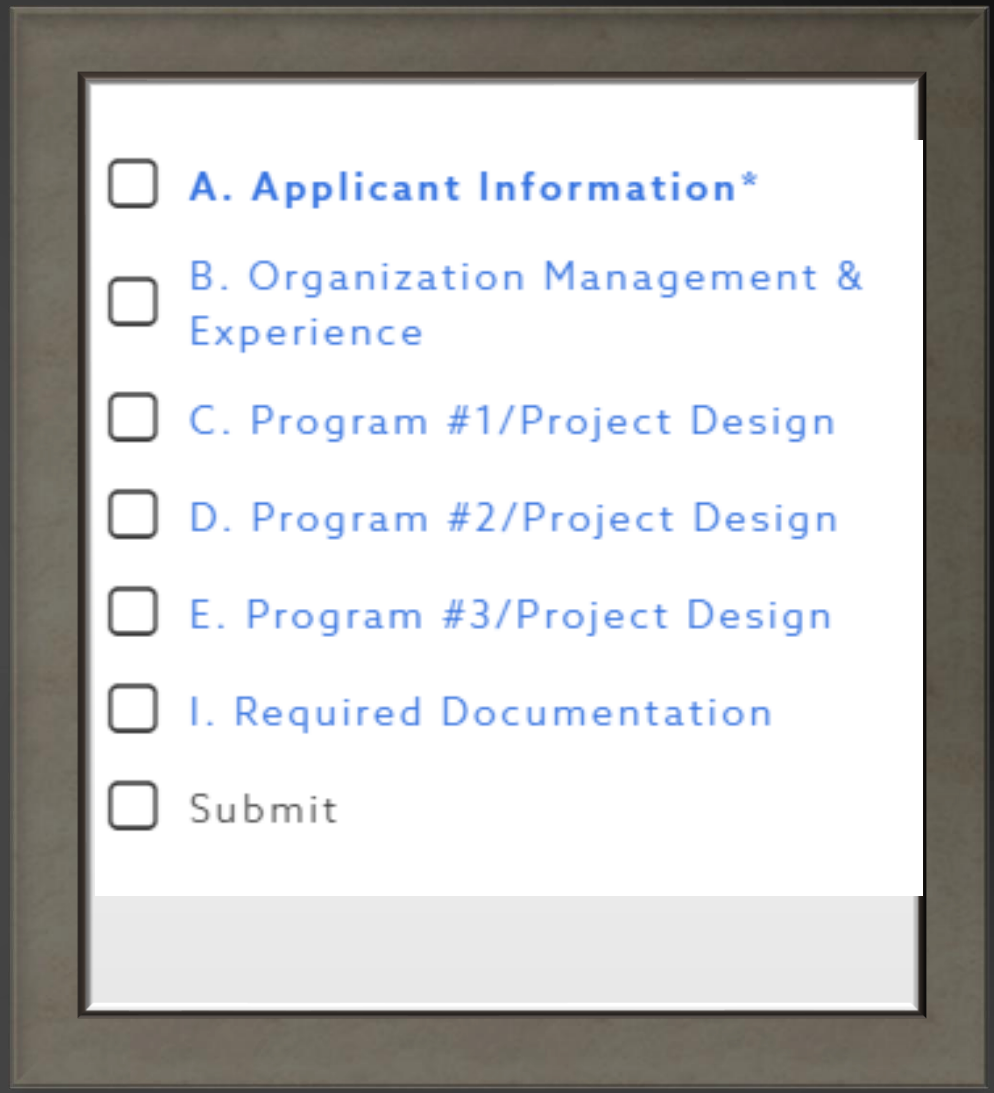
# APPLICATION

- Save
- Complete and Continue
  - Locks the section*



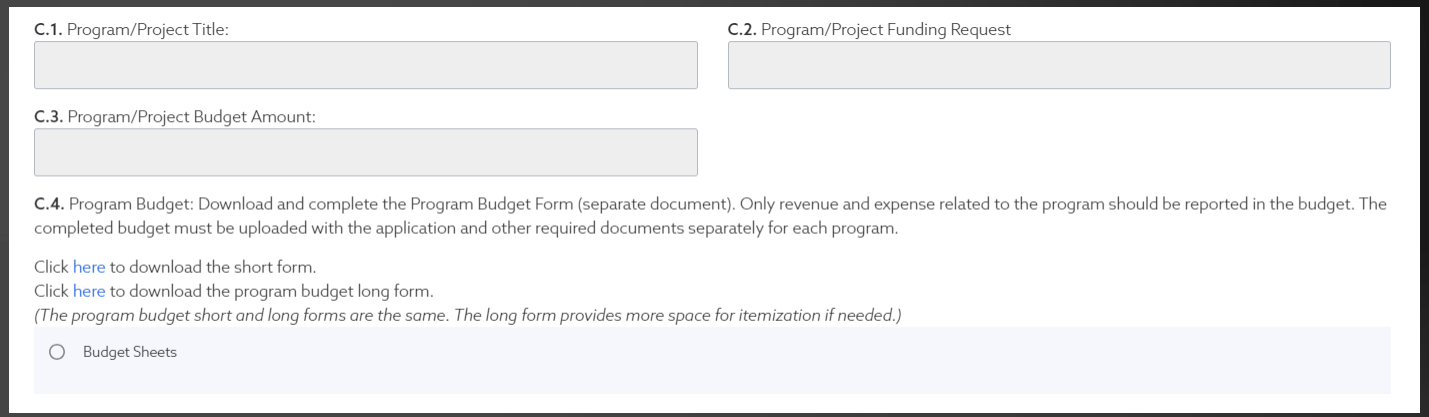
# NEIGHBORLY

- Navigation Bar
  - Each program/project must be submitted separately



# APPLICATION BUDGET

- Each program/project must have a separate budget
  - Short Form
  - Long Form
- Contingency budget is required for each program/project



**C.1.** Program/Project Title:

**C.2.** Program/Project Funding Request

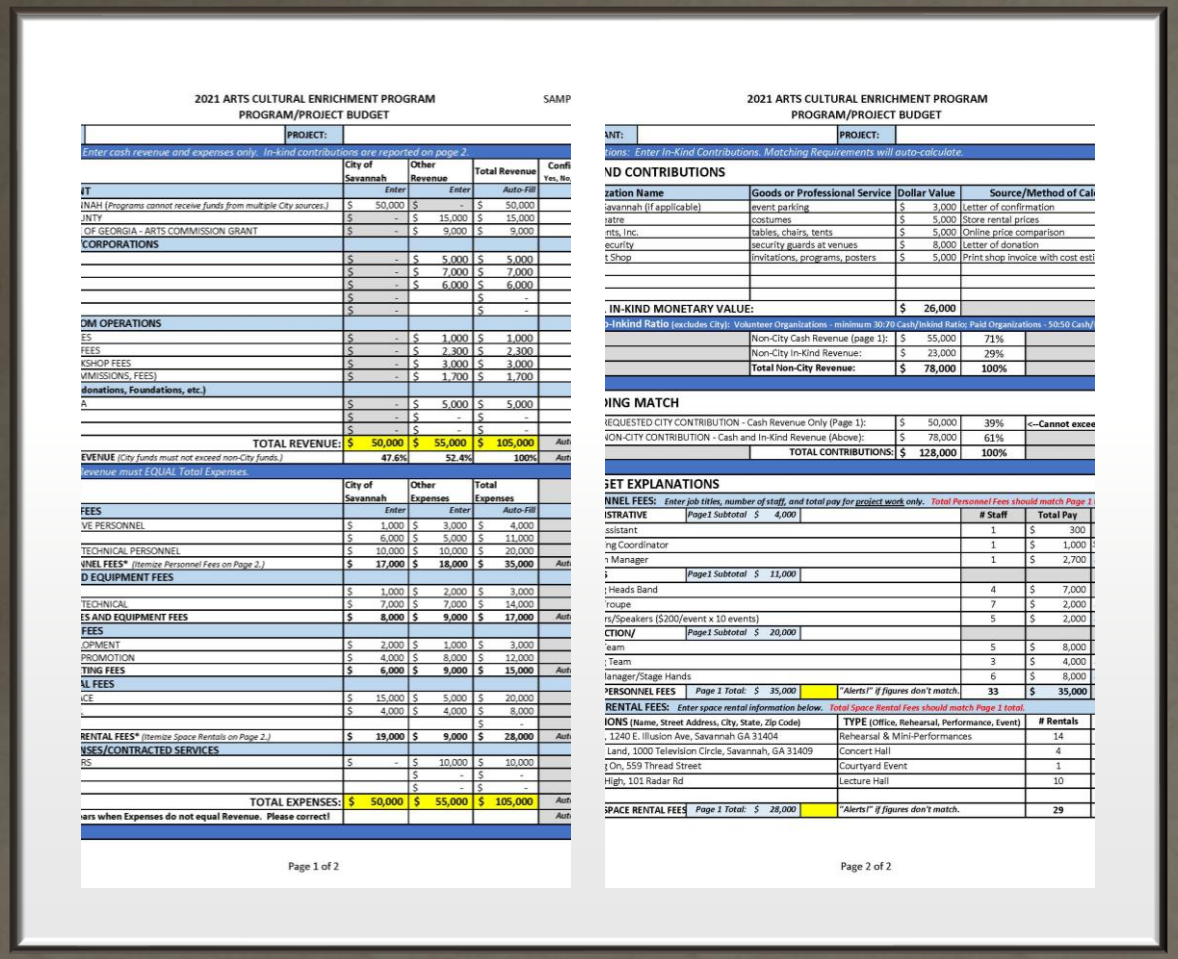
**C.3.** Program/Project Budget Amount:

**C.4.** Program Budget: Download and complete the Program Budget Form (separate document). Only revenue and expense related to the program should be reported in the budget. The completed budget must be uploaded with the application and other required documents separately for each program.

Click here to download the short form.
Click here to download the program budget long form.
*(The program budget short and long forms are the same. The long form provides more space for itemization if needed.)*

○ Budget Sheets

# APPLICATION BUDGET



2021 ARTS CULTURAL ENRICHMENT PROGRAM
PROGRAM/PROJECT BUDGET

SAMP

PROJECT:

*Enter cash revenue and expenses only. In-kind contributions are reported on page 2.*

| | City of Savannah | Other Revenue | Total Revenue | Confi |
|---|---|---|---|---|
| | *Enter* | *Enter* | *Auto-Fill* | Yes, No |
| INAH (*Programs cannot receive funds from multiple City sources.*) | $ 50,000 | $ - | $ 50,000 | |
| UNTY | $ - | $ 15,000 | $ 15,000 | |
| OF GEORGIA - ARTS COMMISSION GRANT | $ - | $ 9,000 | $ 9,000 | |
| **CORPORATIONS** | | | | |
| | $ - | $ 5,000 | $ 5,000 | |
| | $ - | $ 7,000 | $ 7,000 | |
| | $ - | $ 6,000 | $ 6,000 | |
| | $ - | | $ - | |
| | $ - | | $ - | |
| **OM OPERATIONS** | | | | |
| ES | $ - | $ 1,000 | $ 1,000 | |
| FEES | $ - | $ 2,300 | $ 2,300 | |
| KSHOP FEES | $ - | $ 3,000 | $ 3,000 | |
| MMISSIONS, FEES) | $ - | $ 1,700 | $ 1,700 | |
| **donations, Foundations, etc.)** | | | | |
| A | $ - | $ 5,000 | $ 5,000 | |
| | $ - | $ - | $ - | |
| | $ - | $ - | $ - | |
| **TOTAL REVENUE:** | **$ 50,000** | **$ 55,000** | **$ 105,000** | Auto |
| **EVENUE** (*City funds must not exceed non-City funds.*) | **47.6%** | **52.4%** | **100%** | Auto |

*Revenue must EQUAL Total Expenses.*

| | City of Savannah | Other Expenses | Total Expenses | |
|---|---|---|---|---|
| **FEES** | *Enter* | *Enter* | *Auto-Fill* | |
| VE PERSONNEL | $ 1,000 | $ 3,000 | $ 4,000 | |
| | $ 6,000 | $ 5,000 | $ 11,000 | |
| TECHNICAL PERSONNEL | $ 10,000 | $ 10,000 | $ 20,000 | |
| **NNEL FEES*** (*Itemize Personnel Fees on Page 2.*) | **$ 17,000** | **$ 18,000** | **$ 35,000** | Auto |
| **D EQUIPMENT FEES** | | | | |
| | $ 1,000 | $ 2,000 | $ 3,000 | |
| TECHNICAL | $ 7,000 | $ 7,000 | $ 14,000 | |
| **ES AND EQUIPMENT FEES** | **$ 8,000** | **$ 9,000** | **$ 17,000** | Auto |
| **FEES** | | | | |
| OPMENT | $ 2,000 | $ 1,000 | $ 3,000 | |
| PROMOTION | $ 4,000 | $ 8,000 | $ 12,000 | |
| **TING FEES** | **$ 6,000** | **$ 9,000** | **$ 15,000** | Auto |
| **L FEES** | | | | |
| ICE | $ 15,000 | $ 5,000 | $ 20,000 | |
| | $ 4,000 | $ 4,000 | $ 8,000 | |
| | | | $ - | |
| **RENTAL FEES*** (*Itemize Space Rentals on Page 2.*) | **$ 19,000** | **$ 9,000** | **$ 28,000** | Auto |
| **NSES/CONTRACTED SERVICES** | | | | |
| RS | $ - | $ 10,000 | $ 10,000 | |
| | | $ - | $ - | |
| | | $ - | $ - | |
| **TOTAL EXPENSES:** | **$ 50,000** | **$ 55,000** | **$ 105,000** | Auto |
| **ars when Expenses do not equal Revenue. Please correct!** | | | | Auto |

Page 1 of 2

2021 ARTS CULTURAL ENRICHMENT PROGRAM
PROGRAM/PROJECT BUDGET

ANT: PROJECT:

*ions: Enter In-Kind Contributions. Matching Requirements will auto-calculate.*

**ND CONTRIBUTIONS**

| **zation Name** | **Goods or Professional Service** | **Dollar Value** | **Source/Method of Cal** |
|---|---|---|---|
| avannah (if applicable) | event parking | $ 3,000 | Letter of confirmation |
| atre | costumes | $ 5,000 | Store rental prices |
| nts, Inc. | tables, chairs, tents | $ 5,000 | Online price comparison |
| ecurity | security guards at venues | $ 8,000 | Letter of donation |
| t Shop | invitations, programs, posters | $ 5,000 | Print shop invoice with cost esti |
| | | | |
| | | | |
| **. IN-KIND MONETARY VALUE:** | | **$ 26,000** | |

**-Inkind Ratio** (excludes City): Volunteer Organizations - minimum 30:70 Cash/Inkind Ratio; Paid Organizations - 50:50 Cash/

| | | | |
|---|---|---|---|
| Non-City Cash Revenue (page 1): | $ 55,000 | 71% | |
| Non-City In-Kind Revenue: | $ 23,000 | 29% | |
| **Total Non-City Revenue:** | **$ 78,000** | **100%** | |

**DING MATCH**

| | | | |
|---|---|---|---|
| EQUESTED CITY CONTRIBUTION - Cash Revenue Only (Page 1): | $ 50,000 | 39% | **<--Cannot exce** |
| NON-CITY CONTRIBUTION - Cash and In-Kind Revenue (Above): | $ 78,000 | 61% | |
| **TOTAL CONTRIBUTIONS:** | **$ 128,000** | **100%** | |

**SET EXPLANATIONS**

**NNEL FEES:** *Enter job titles, number of staff, and total pay for project work only. Total Personnel Fees should match Page 1*

| **ISTRATIVE** | *Page1 Subtotal $ 4,000* | | **# Staff** | **Total Pay** |
|---|---|---|---|---|
| ssistant | | | 1 | $ 300 |
| ng Coordinator | | | 1 | $ 1,000 |
| n Manager | | | 1 | $ 2,700 |
| | *Page1 Subtotal $ 11,000* | | | |
| Heads Band | | | 4 | $ 7,000 |
| roupe | | | 7 | $ 2,000 |
| rs/Speakers ($200/event x 10 events) | | | 5 | $ 2,000 |
| **CTION/** | *Page1 Subtotal $ 20,000* | | | |
| eam | | | 5 | $ 8,000 |
| Team | | | 3 | $ 4,000 |
| lanager/Stage Hands | | | 6 | $ 8,000 |
| **ERSONNEL FEES** | *Page 1 Total: $ 35,000* | *"Alerts!" if figures don't match.* | **33** | **$ 35,000** |

**RENTAL FEES:** *Enter space rental information below. Total Space Rental Fees should match Page 1 total.*

| **IONS** (Name, Street Address, City, State, Zip Code) | **TYPE** (Office, Rehearsal, Performance, Event) | **# Rentals** |
|---|---|---|
| , 1240 E. Illusion Ave, Savannah GA 31404 | Rehearsal & Mini-Performances | 14 |
| Land, 1000 Television Circle, Savannah, GA 31409 | Concert Hall | 4 |
| On, 559 Thread Street | Courtyard Event | 1 |
| High, 101 Radar Rd | Lecture Hall | 10 |
| | | |
| **SPACE RENTAL FEES** *Page 1 Total: $ 28,000* | *"Alerts!" if figures don't match.* | **29** |

Page 2 of 2

# BUDGET INSTRUCTIONS

- A separate document that must be accessed, completed, and uploaded in Neighborly
  - A separate budget and contingency budget must be submitted for each program/project
- Program/project budget should only include revenue and expenses related to the program
- Only cash revenue and operating expenses should be entered in Project Revenue and Expenses section
- Round all budget figures to the nearest whole dollar
- Expenses must be applied to the proposed program within the project's timeframe
- Do not include in-kind donations in the cash revenue/expenses section
  - Separate in-kind section

# BUDGET REVENUE AND EXPENSES

## REVENUE

- Only committed revenue to the proposed project
- Revenue without an existing category should be entered in the "other" section
- Total revenue and percentages will auto-calculate

## EXPENSES

- Enter expenses covered by City funds in the City Share column
- Enter expenses covered by other sources in the Organization Share column
- Total project expenses and percentages will auto-calculate
- Please itemize all sections marked with asterisks on page 2

# BUDGET MATCHING FUNDS AND IN-KIND CONTRIBUTIONS

MUST MATCH ON A ONE-TO-ONE (1:1) BASIS

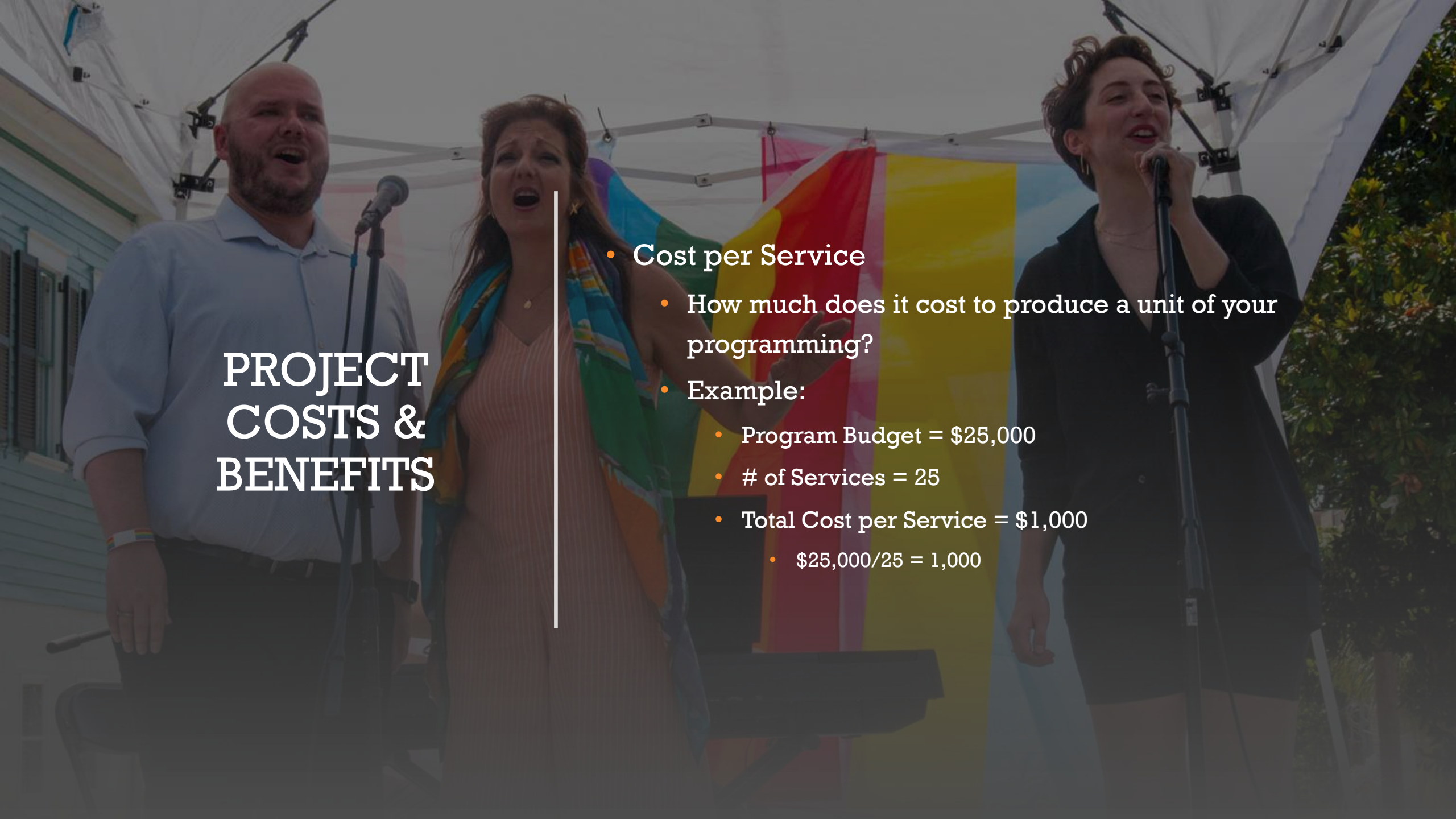
IN-KIND ENTER NAMES OF CONTRIBUTORS

TYPES OF DONATED GOODS/SERVICES

MONETARY VALUE

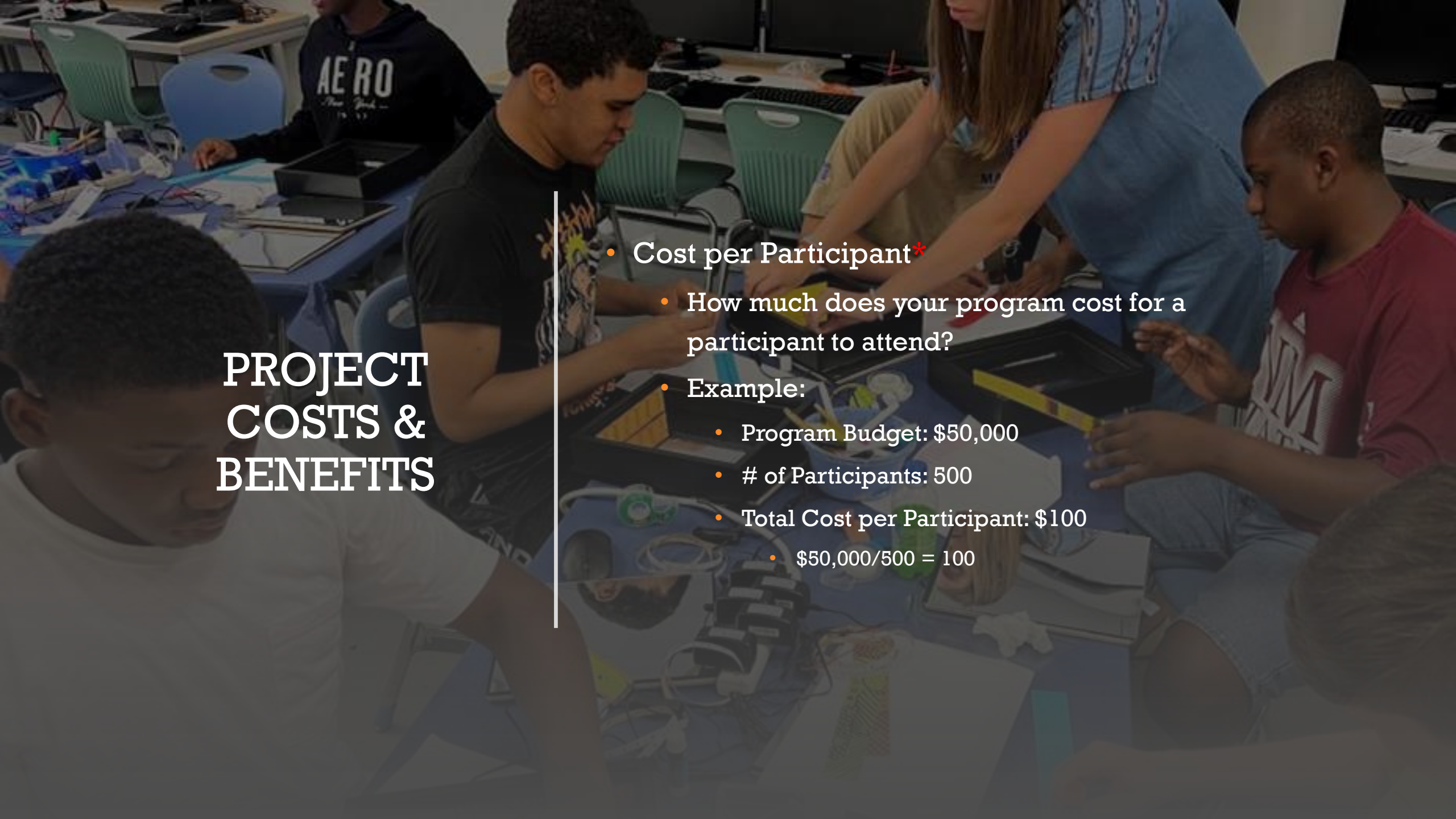
METHOD FOR VALUE DETERMINATION

ALL CONTRIBUTIONS AND PERCENTAGES WITH AUTO-CALCULATE



# PROJECT COSTS & BENEFITS

- Cost per Service
  - How much does it cost to produce a unit of your programming?
  - Example:
    - Program Budget = $25,000
    - # of Services = 25
    - Total Cost per Service = $1,000
      - $25,000/25 = 1,000



# PROJECT COSTS & BENEFITS

- Cost per Participant*
  - How much does your program cost for a participant to attend?
  - Example:
    - Program Budget: $50,000
    - # of Participants: 500
    - Total Cost per Participant: $100
      - $50,000/500 = 100

# BUDGET

- Additional workshops are available
  - Organization Budget
  - Project/Program Budget
- E-mail cbogle@savannahga.gov

ALTERNATIVE PLANS

# CONTINGENCY SECTION

**C.37.** What is your organization's plan for weather-related delays? Will your organization be able to reschedule programming? *(1000 characters remaining)*

**C.38.** How will a weather-related delay affect program goals and outcomes?

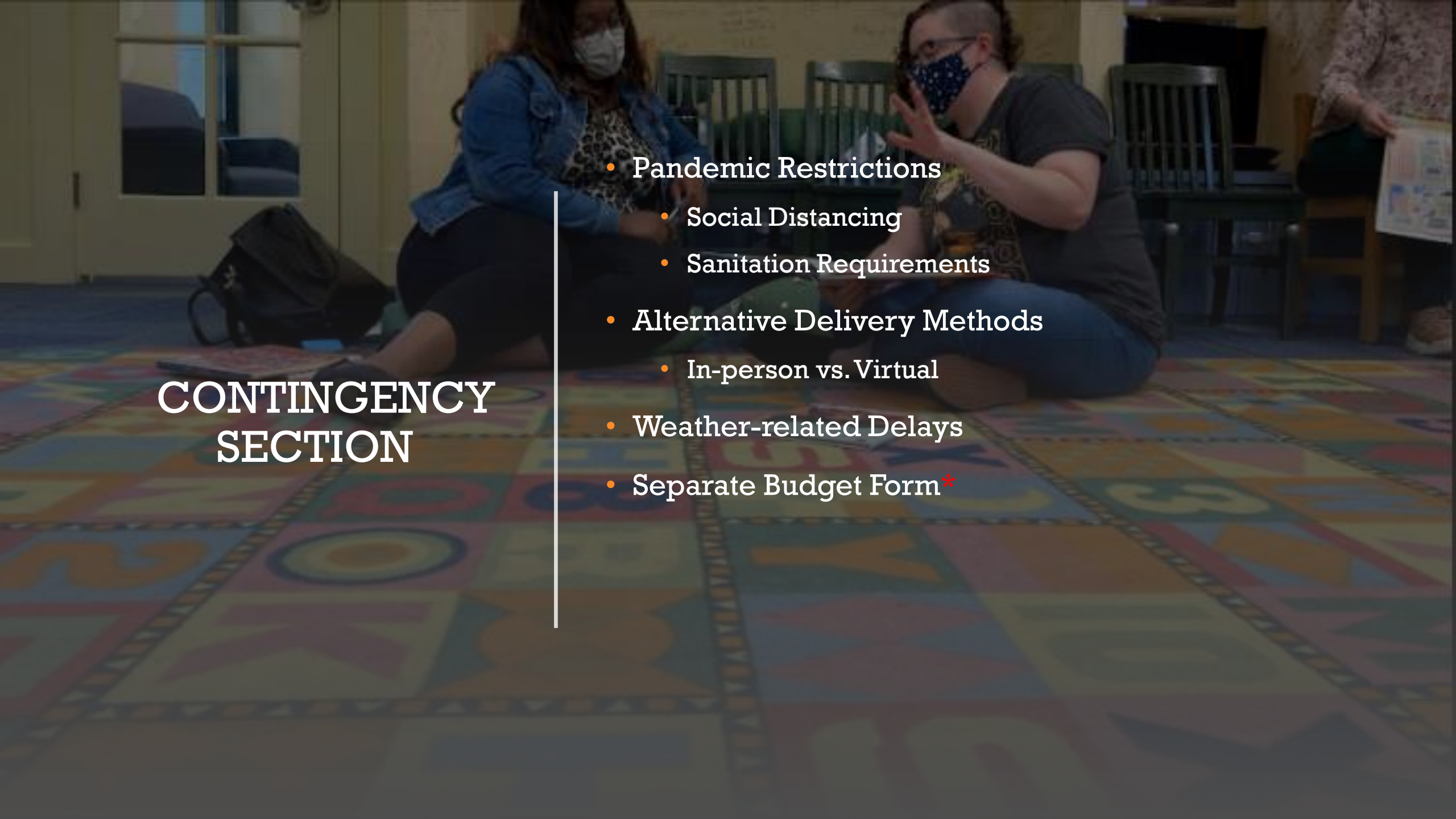
**C.39.** Contingency: Please provide a separate contingency program budget. Only revenue and expenses related to the project should be reported in this budget. The completed contingency budget must be uploaded with the application and other required documents.

Click here to download the short form.
Click here to download the program budget long form.

○ Contingency Budget Sheets

# CONTINGENCY SECTION

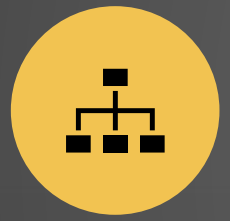
## ALTERNATIVE PLANS



# CONTINGENCY SECTION

- Pandemic Restrictions
  - Social Distancing
  - Sanitation Requirements
- Alternative Delivery Methods
  - In-person vs. Virtual
- Weather-related Delays
- Separate Budget Form*

# REVIEW CRITERIA



ORGANIZATION MANAGEMENT AND EXPERIENCE

15 POINTS

PROGRAM/PROJECT DESIGN

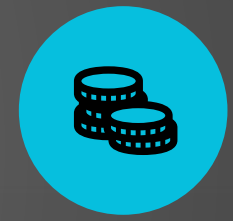
15 POINTS

COMMUNITY BENEFITS/CITY PRIORITIES

30 POINTS

PERFORMANCE OUTCOMES

20 POINTS



BUDGET PLANNING & MANAGEMENT

20 POINTS

# IMPORTANT DATES

# IMPORTANT DATES

**September**

Funding recommendations finalized

**September/October**

Funding recommendations submitted to City Council

Applicants notified of funding recommendations

**November/December**

Annual budget approval

Successful applicants notified of approved awards

**December/January**

Applicants begin contract process

# QUESTIONS?

# OTHER FUNDING OPPORTUNITIES

- Weave-A-Dream Program (FY24 Program Closed)
  - FY25 funding
  - Award amounts up to $5,000
  - Application opens January 2025
  - Application closes October 1 or until all program funds have been allocated, whichever occurs first*
- Spotlight Facility Usage Program
  - Applications open on June 12th and close on July 28th at 5:00 PM
    - September 19th – 21st
    - October 17th – 19th
    - November 14th – 16th
- ACE Recipients are not eligible for the Weave-A-Dream & Spotlight Programs.*

# THANKS!!

CJ Bogle

Cultural Resources Contract Coordinator

Department of Cultural Resources

City of Savannah

Ph: 912-651-6783

Email: cbogle@savannahga.gov

https://www.savannahga.gov/1436/Investment-Programs