

**CULTURAL COMMISSION
REQUEST FOR FINANCIAL ASSISTANCE**

APPLICATION PROCEDURE/GUIDELINES – Revised November 6, 2017

The purpose of this application is to allow Santa Clara based cultural groups to submit a request for assistance to meet significant community needs. To be eligible, programs for which funding is requested must relate services to existing City goals, policies, and plans.

Criteria for Program Evaluation

Applications are reviewed and evaluated by the Cultural Commission, concerning the following criteria:

- A. Community Contribution: An evaluation of the group's community contribution will be made with special emphasis on an analysis of the attributes that make the applicant's program valuable in terms of need and/or uniqueness.
- B. Reflection of Community Diversity: Although all proposals and requests brought before the Cultural Commission will be given the same level of consideration in the approval process, the Commission strongly encourages applicants to recognize and reflect the diversity that makes up the City of Santa Clara. This reflection and recognition may be in the group's structure, in its artistic vision, in the composition of its membership and direction, or in its choice of repertory.
- C. Artistic Level: Programs must be of interest and value to the community, and demonstrate public recognition of quality performance and artistic capability.
- D. Internal Management and Fiscal Responsibility: Organizations should be well managed; they should have funding sources other than the City of Santa Clara, and should have the highest possible ratio of earned income to grants and contributions. They should strive to meet nationally accepted norms of good management in their field of endeavor.
- E. Public Profile: Organizations receiving grants must actively pursue a high profile and high visibility within the City (and in the case of major professional organizations, outside the city as well) through an aggressive policy of public education and program promotion.

Eligible Organizations:

- A. The primary purpose of the organizations must be the advancement of the arts in the City of Santa Clara. Organizational categories include:
 - 1. Major Organizations – For example: museum, ballet, symphony, light opera, resident theater, and opera.

2. Minor Organizations – For example: galleries, dance theater, festivals, literary and poetry groups, film festival/series, one-time projects, and small music groups.
 3. Educational and Multi-cultural Groups – Groups that educate and promote deeper engagement in the arts to a more diverse audience.
 4. Exceptional Projects – New organizations may be considered for start-up funding if the project is of exceptional merit. These organizations are encouraged to seek advice and counsel from existing successful groups in the community.
- B. Organizations must have been in existence for at least one year (Exception: See A (4) above).
- C. Organizations must be community based. This means that at least 51% of the group participants and/or Board of Directors shall be Santa Clara residents, or the organization shall have its principal office and base of operations in the City of Santa Clara. Although not required, it is preferred that organizations have “Santa Clara” or “Mission City” as part of their name.
- D. Groups must be able to demonstrate California corporate non-profit status.
- E. Have governing body that is vested in a responsible and active board, which meets at least annually and establishes and enforces policies.
- F. Be willing to work toward achieving the goals of the Cultural Commission for the City of Santa Clara.
- G. Be willing to acknowledge the support of the Santa Clara Cultural Commission where appropriate and include this information on all printed material related to funding, including programs, etc. (e.g. collateral, events, opening of events, magazines and booklets, website, Facebook, and email).
- H. Be willing to provide a free concert or demonstration performance in Santa Clara at a mutually agreed upon time and location sometime during the fiscal year.
- I. Be willing to help volunteer at Cultural Commission events and provide marketing materials for events.



City of Santa Clara
 Cultural Commission
 1500 Warburton Avenue
 Santa Clara, CA 95050

FUNDING APPLICATION FOR FISCAL YEAR 18/19

<u>ORGANIZATION</u>	<u>AMOUNT REQUESTED FOR FISCAL YEAR 18/19</u>
	\$

Proposed use of requested funds:

RECENT HISTORY

List Cultural Programs and Events
Approved for Funding in 17/18 (Previous Fiscal year)

Amount Granted by the Cultural Commission for \$

Please submit eight (8) copies of the completed application to the City Manager's Office at 1500 Warburton Ave. Santa Clara, CA 95050 by close of business, Wednesday, December 13, 2017. Applicants are invited to present at the Cultural Commission's special meeting scheduled for Monday, January, 8, 2018 at 7:00 p.m. If you have any questions, please email cjung@santaclaraca.gov.

FOR COMMISSION USE ONLY	
Application No.	_____
Date Received	_____
Commission Approval	_____

APPLICATION FORM

1. NAME OF ORGANIZATION:

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2. ADDRESS:

Street	City	State	Zip Code

3. CONTACT PERSON, ADDRESS & PHONE

Name	Title

Address	City	State	Zip Code

Home Phone	Business Phone

4. DATE ORGANIZATION FOUNDED:

WAS NAME THE SAME:
() Yes () No

Month, Day	Year

Previous Name

5. LIST OF PAID STAFF AND SALARIES: (From July 1, 2017 - June 30, 2018)

6. TOTAL NUMBER OF VOLUNTEER STAFF: (From July 1, 2017 - June 30, 2018)

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7. AS OF FEB 1ST, ESTIMATED ANNUAL NUMBER OF PATRONS,
MEMBERS AND/OR SUBSCRIBERS:

8. LIST PROGRAMS AND FUNDRAISERS TO DATE DURING CURRENT FISCAL YEAR INCLUDING ATTENDANCE AND REVENUE FIGURES:

see attached (other side of form may be used)

9. LIST REMAINING PROGRAMS AND FUNDRAISERS THROUGH JUNE 30TH OF THIS YEAR.

10. SANTA CLARA EVENTS: (expected)

	2016/17	2017/18	2018/19
NO. OF SANTA CLARA EVENTS			
TOTAL ATTENDANCE			

11. A) DOLLAR AMOUNT OF FUNDING REQUESTED FOR 2018/19

\$

B) AMOUNT REQUESTED IS % OF YOUR TOTAL SANTA CLARA BUDGET FOR 2018/17

12. TOTAL REVENUE, GRANTS, FUNDING AND CONTRIBUTIONS

2015/16	2016/17	2017/18
ACTUAL	ESTIMATED	ESTIMATED

LIST MONETARY ASSETS (INCLUDE RESERVES) AS OF FEB 28, 2017

\$	
\$	
\$	

TOTAL \$

13. LIST ALL PUBLICITY OF YOUR PERFORMANCES DURING THE PAST YEAR AND ATTACH COPIES (INCLUDING PUBLICITY OBTAINED THROUGH CITY RESOURCES AND OTHER RESOURCES):

14. CITY FACILITY RENTAL SUBSIDY REQUESTED FOR 2018/19. RENTAL COST ESTIMATED TO BE \$ _____ RESERVATION TO BE MADE BY APPLICANT AND SUBJECT TO AVAILABILITY AND APPROVAL OF APPROPRIATE FACILITY MANAGEMENT.
15. ON THE SCHEDULES THAT FOLLOW, SUMMARIZE TOTAL EXPENSES AND SOURCES OF INCOME FOR 2016/17, 2017/18 AND PROPOSED 2018/19 BUDGET. ITEMIZE AS INDICATED.
IF YOUR ORGANIZATION YEAR END DIFFERS FROM SANTA CLARA (JUNE 30) PLEASE SPECIFY: _____

REVENUES: SOURCES OF INCOME, INCLUDING CITY OF SANTA CLARA, IF APPROVED.

REVENUE SOURCE	<u>CITY OF SANTA CLARA ONLY*</u>			<u>ENTIRE BUDGET**</u>	
	2016/17 ACTUAL PREVIOUS YR	2017/18 ACTUAL CURRENT YR	2018/19 PROPOSED	2017/18 ACTUAL CURRENT YR	2018/19 PROPOSED
PRIVATE BUSINESS	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
FOUNDATION (INCL. NAT'L FDN OF ARTS)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
GOVERNMENT (CITY, COUNTY, STATE)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
INDIVIDUAL DONATIONS	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
GATE RECEIPTS/SALES	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
OTHER (EXPLAIN)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

CITY OF SANTA CLARA ONLY*

ENTIRE BUDGET**

<u>EXPENSES:</u>	2016/17 ACTUAL PREVIOUS YR	2017/18 ACTUAL CURRENT YR	2018/19 PROPOSED	2017/18 ACTUAL CURRENT YR	2018/19 PROPOSED
ITEM I - SALARIES, FEES	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
ITEM I SUBTOTAL	\$	\$	\$	\$	\$
ITEM II - SUPPLIES & MATERIALS	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
ITEM II SUBTOTAL	\$	\$	\$	\$	\$
ITEM III - OTHER (TRAVEL, INSURANCE, ETC.)	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
ITEM III SUBTOTAL	\$	\$	\$	\$	\$
ITEM IV - RENTALS	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
_____	\$	\$	\$	\$	\$
ITEM IV SUBTOTAL	\$	\$	\$	\$	\$
TOTAL EXPENSES	\$	\$	\$	\$	\$

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

Questions

1. Is your organization a registered California corporate non-profit?

Yes _____ No _____

2. Is at least 51% of your organization's participants and/or Board of Directors Santa Clara residents?

Yes _____ No _____

3. Is your organization's principal office and base of operations in the City of Santa Clara?

Yes _____ No _____

4. Does your organization have an active board that meets at least annually and establishes and enforces policies?

Yes _____ No _____

5. Please describe how your organization contributes to the Santa Clara community:

6. Please describe how your organization reflects the diversity that makes up the City of Santa Clara. This reflection may be in the group's structure, in its artistic vision, in the composition of its membership and direction, or in its choice of repertory:

7. What are some strategies and approaches that your organization have utilize in the past year to increase marketing, membership and the number of attendance?

8. Is your organization willing to acknowledge the support the City of Santa Clara where appropriate and include this information on all printed material related to to funding, including programs, etc. (e.g. collateral, events, opening of events, magazines and booklets, website, Facebook, and email)?

Yes _____ No _____

9. Is your organization willing to provide a free concert or demonstration performance in Santa Clara at a mutually agreed upon time and location sometime during the fiscal year?

Yes _____ No _____

10. Is your organization willing to help volunteer at Cultural Commission events and provide marketing materials for events?

Yes _____ No _____

I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.

Authorized Representative Signature

Typed Name and Title

Date _____

FOR FURTHER INFORMATION OR INSTRUCTIONS REGARDING THE APPLICATION PROCEDURE, PLEASE CONTACT:

Christine Jung
Management Analyst
(408) 615-2218

