



Bloomington Urban Enterprise Association

www.bloomington.in.gov/buea

ZONE ARTS GRANT PROGRAM

sponsored by the
Bloomington Urban Enterprise Association (BUEA)
and
administered by the
Bloomington Entertainment and Arts District (BEAD)

DESCRIPTION

The Bloomington Urban Enterprise Association in partnership with the Bloomington Entertainment and Arts District (BEAD) will distribute funds through the Zone Arts Grant Program. This grant program will support arts projects located within the boundaries of the Bloomington Urban Enterprise Zone or that provide documented direct benefit to Urban Enterprise Zone residents (see <http://bloomington.in.gov/buea> for a map of the Zone).

The maximum grant award is **\$4,000**; and each applicant may be awarded only one grant.

The deadline for applications is **5 p.m. August 15, 2013**.

ABOUT THE BLOOMINGTON URBAN ENTERPRISE ASSOCIATION

The Bloomington Urban Enterprise Association provides the means to improve the economic, physical, and social environment for Zone residents and businesses and contributes to economic development efforts in Bloomington's urban core. The Enterprise Zone operates in accordance with Indiana State Code and has created or retained hundreds of jobs and spurred millions of dollar in increased investment.

ELIGIBILITY

Businesses, organizations and individuals based within the Urban Enterprise Zone are eligible to apply. While the business or organization's primary purpose may or may not be arts-related, the projects must be arts-related and open to Zone residents and the general public. Although not all project partners are required to be based within the Zone, the **applicant** must be and the **primary beneficiaries** of the project must be **Zone residents** (see <http://bloomington.in.gov/buea> for a map of the Zone).

Projects funded through this program must demonstrate a high level of artistic quality, provide evidence of professional management and demonstrate a positive impact on and provide value to the Zone and its residents, following the criteria and guidelines stated below. Exhibits, concerts, performances, festivals, art space development, murals and other public art are examples of the types of projects eligible for funding through the BUEA Zone Arts Grant program.

Projects which are proposed to take place in the public right-of-way, in City parks or would require action by the City in any way should have either sought approval in advance of application or should demonstrate an understanding of the process for gaining such approval before applying. The awarding of a BUEA Zone Arts Grant does not supersede any other applicable City approvals or regulations. Contact michaelm@bloomington.in.gov with specific questions.

Projects for which the Zone Arts Grant is the primary source of funding are not eligible; applicants must secure matching funding sources of at least 50% of project costs (at least 25% of the match must be cash.) If the BUEA initiates future rounds of the Zone Arts Grant program, applicants must apply and compete each year for a new Zone Arts Grant. Any prior funding by the BUEA or the City of Bloomington does not guarantee future funding through this or any other City-affiliated granting program. Applicants should read carefully the Legal Assurances on the last page of the application. In the event that a grant is awarded, these assurances become part of the legally binding contract between the applicant and the City of Bloomington. The award of these grants is made at the sole discretion of the BUEA and BEAD

and its decision is final. Any major changes from the original application (i.e. scope, budget or schedule) require immediate notification and must be submitted in writing and approved before continuing the project.

REVIEW CRITERIA

The following criteria are considered during the review and approval process:

- Project's overall benefit to the Zone and its residents including number of people served
- Artistic quality
- Payment of professional fees to artists (if applicable)
- Ability to administer and implement the project, including the development of an appropriate budget
- Projected income that reflects cash and in-kind contributions from a broad range of sources
- Effective and accountable management practices
- Completeness and clarity of application
- Demonstrated partner support
- Satisfactory completion of final reporting requirements for previous City of Bloomington-issued grants (if applicable)

FUNDING LIMITATIONS

Grant funds may be used for direct expenditures related to the proposed project; however, the following is a list of projects which are **NOT** eligible for the Zone Arts Grant:

- Projects executed outside of the Zone
- Previously completed projects
- Activities and performances not available to Zone residents
- Projects with a fundraising component

MATCHING FUNDS

Projects for which the Zone Arts Grant will be the sole source of funding are not eligible. At least 50% of project costs must be matched by the applicant. In-kind match is acceptable but at least 25% of the match must be cash. Other City grants or funds are eligible for the match.

APPLICATION REVIEW

Applications will be reviewed by an internal staff team from the Department of Economic & Sustainable Development and the BUEA. The BUEA Board makes final funding decisions.

PROJECT REPORTING

All grant recipients will be required to submit a final evaluation report to the City of Bloomington within thirty (30) days of project completion. No other City of Bloomington funding will be disbursed until all documents for any previous award are completed and submitted.

CONFIRMATION/ACKNOWLEDGEMENTS

All grant recipients shall give credit to the BUEA and BEAD in promotion, publicity, advertising and other collateral material associated with the funded project per specific requirements outlined in the contractual agreement between the applicant and the BUEA. Copies of these materials and records of when and at what occasion such credit was given should accompany the completed final evaluation report. Failure to follow these crediting requirements may result in ineligibility from further funding from the City of Bloomington.

DEADLINE

The deadline for applications is **5 p.m. August 15, 2013.**

HOW TO APPLY

Complete the attached application form. Please note that once an application has been submitted, the information contained in the application is a matter of public record. Applications may be submitted via email or delivered to:

BUEA/BEAD Zone Arts Grant
401 N. Morton St., Suite 130
Bloomington, IN 47402
Attn: Miah Michaelsen, BEAD michaelm@bloomington.in.gov



Bloomington Urban Enterprise Association

ZONE ARTS GRANT PROGRAM APPLICATION FORM

This form and accompanying materials may be submitted via email or delivered to:

BUEA/BEAD Zone Arts Grant
401 N. Morton St., Suite 130
Bloomington, IN 47402
Attn: Miah Michaelsen, BEAD michaelm@bloomington.in.gov

SECTION A. APPLICANT INFORMATION

1. Applicant name _____
Address _____
Zip code _____ Phone number(s) _____
Email _____
Web address _____
2. Provide a brief descriptive title for the project: _____
Project director or contact person for this project/activity: _____
Daytime telephone number: _____
Email address: _____
Project dates: _____
What is the total amount that is being requested in this application? \$ _____
3. Not-for-Profit applicants only:
President of the Board of Directors/Trustees: _____
Email address: _____
501(c) 3 number (if applicable) _____

SECTION B. PROJECT NARRATIVE

In an attached document, please answer the following, addressing in detail the criteria outlined in the guidelines, as applications will be evaluated based on these criteria. Please do not exceed five (5) total pages in length.

1. Describe the project. Include artistic samples (if appropriate) to communicate the scope of the project.
2. Describe **how the proposed project benefits the Bloomington Urban Enterprise Zone and its residents in a way that it merits public funding** (see <http://bloomington.in.gov/buea> for a map of the Zone).
3. Give a specific number of individuals benefitting from the project; i.e., the total audience, participants, students, etc. (excluding employees and/or paid performers).
4. Describe what particular need this project addresses and the planning process/market research you used to select/design this project.
5. Describe how the project will be marketed.
6. Give a specific number of artists who will participate in the project and how they will benefit.
7. Describe what method will be used to measure the success of the project.
8. If this is an annual or ongoing project, describe how it will be sustained long term.
9. If the project is a partnership with another entity, please attach a letter of support from that entity.
10. If the project is to take place on City property or would require City authorization, please address how authorizations has/will be obtained.
11. OPTIONAL: Attach up to three (3) pages of additional documentation (work samples, reviews, images) of prior projects.

SECTION C. PROJECT BUDGET

PROJECT BUDGET: IN-KIND CONTRIBUTIONS

Specify in-kind contributions (donated services and materials) as requested in the form below but do NOT add their total toward the total income or expense section of your budget.

Be sure to include rate information showing how you calculated dollar value for in-kind contributions. If you show a dollar value of \$100 for volunteer services, please, specify how many volunteers are anticipated for how many hours at what rate per hour. If you need additional space, please, add an additional page to this document with details as specified in the form below.

Services Rendered/Materials Contributed	Donor	Rate	Dollar Value
_____			\$ _____
_____			\$ _____
	Total In-Kind Contributions		\$ _____

PROJECT BUDGET: CASH INCOME

List all projected sources of funding.

1. **Admissions** Itemize below description and rate(s). Include revenue from sale of admissions, tickets, subscriptions, memberships, inventory etc.: \$ _____

2. **Contracted Services Revenue** Itemize below description and rate(s); Examples include workshop fees, contracts for services, performance or residency fees, tuition, etc.: \$ _____

3. **Other Revenue** Itemize below source(s) and amount(s). Include revenue derived from advertising space in programs, gift shop income, concessions, interest, etc.: \$ _____

4. **Private Support** Itemize below corporate, foundation or other private support for project; include source(s) and amount(s): \$ _____

5. **Government Support** Identify agency source and amount(s): \$ _____

6. **Applicant Cash** Funds from accumulated resources or savings: \$ _____

Total Applicant Income, items 1-6 \$ _____

Total amount requested from Zone Arts Grant \$ _____

TOTAL PROJECT CASH INCOME: \$ _____

NOTE: Total project
Cash INCOME must
equal total project
EXPENSE on page 4.

PROJECT BUDGET: CASH EXPENSE

- 1. **Personnel** Itemize below payments for employee salaries, wages and benefits): \$ _____

- 2. **Outside Services** (contracted artists, technical, legal, accounting, etc.): \$ _____

- 3. **Facility Rental:** \$ _____

- 4. **Publicity and Promotion:** \$ _____

- 5. **Remaining Expenses:**
 - a. Supplies/materials \$ _____
 - b. Insurance \$ _____
 - c. Administration (postage, utilities, phone, photocopying, etc.): \$ _____
 - d. Other (itemize): _____ \$ _____
 - _____ \$ _____
 - _____ \$ _____

TOTAL PROJECT CASH EXPENSES: \$ _____

NOTE: Total project
cash EXPENSE must
equal total project
INCOME on page 3.

LEGAL ASSURANCES

In the event a grant is awarded as a result of this application, the following terms and conditions shall be complied with as signified by the applicants' signatures. This application shall become part of the legally binding contract ("grant agreement") between the applicant and the City of Bloomington.

1. The grant cannot be assigned to a different project or transferred without prior written approval of BUEA/BEAD. The Grantee must present major changes to its original proposal in writing to the Department for approval.
2. The Grantee shall submit to BUEA/BEAD (30) days after project completion, the final evaluation report. **In cases where documents are not submitted in a timely manner, the City of Bloomington may, without notice, withhold or refuse any future grant funds.**
3. Grantee must maintain detailed records and other evidence pertaining to costs incurred and revenues acquired for the project and during its term. Funding can only be used during the term of the grant agreement, and for the activities agreed upon in the grant agreement.
4. Credit must be given to BUEA/BEAD in brochures, news releases, programs, publications and all other materials published within the context of the Project. Copies of such materials must accompany the evaluation report. When no such materials are used, verbal credit shall be given at each performance or presentation and a record of those shall be submitted in the evaluation report.
5. The Grantee agrees to indemnify and hold harmless the City of Bloomington and its employees from any and all claims or actual injury, damage or loss to a person, or real or personal property that results from or is in any way connected to the use of City grant monies. The Grantee agrees to comply with all federal and state laws, and with local ordinances that are applicable to the grant agreement.
6. The filing of this application has been authorized by the governing body of the applicant, and the undersigned representative has been authorized to file this application for and on behalf of said applicant, and otherwise to act as the authorized representative in connection with this application.

SIGNATURES (Signatures of two individuals required.)

I /We have read and understand the guidelines, criteria and legal assurances established by the City of Bloomington. If an award is granted, and the grantee does not comply with these stated policies, the City of Bloomington reserves the right to withhold funding.

Date of Application: _____

Administrative Officer/

Primary Contact: X _____ Print Name: _____

Alternate Contact : X _____ Print Name: _____