

## City of Los Angeles Department of Cultural Affairs (DCA) Special Initiative Grant Application Instructions and Forms for Nonprofit Organizations

Please refer to the information and instructions below to apply for a grant as part of the **2009 Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara - FIL)**. As the Guest of Honor for 2009, the City of Los Angeles will celebrate the best of its arts and culture through a partnership among DCA, the National Endowment for the Arts (NEA), and the Guadalajara International Book Fair.



### Overview:

The FIL will take place in Guadalajara, Mexico from November 28 thru December 6, 2009. In addition to the commercial book fair activity of the FIL, for the nine days of the festival the spotlight shines on cultural offerings of the Guest of Honor, including music, theater, dance, visual arts exhibitions, and film presentations. Located in the state of Jalisco, the heart of western Mexico, the city is one of the most interesting cultural destinations in the country. With a population of approximately 1.6 million people, Guadalajara provides enthusiastic support for the FIL, and the event is considered one of the City's crown jewels.

### Eligibility:

Applicants must be nonprofit arts or cultural organizations (e.g., presenters, museums, performing arts companies) based in the Greater Los Angeles area. Individual artists and ensembles should seek to be included in the proposal of an eligible nonprofit organization. Groups or individuals headquartered beyond LA County may partner with local non-profit entities to make a joint proposal.

### Important Information about this Special Initiative:

This is a one-time special grant opportunity made possible by the National Endowment for the Arts. With funding support from the NEA, DCA is seeking to support 8 to 15 arts projects with grants ranging from approximately \$15,000 to \$150,000. Please use the enclosed budget forms and note that only the asterisked (\*) items are allowable for expense and support categories. FIL will provide: project-duration lodging, venues, on-site production assistance, and event marketing, as well as daily per diems of approximately \$29.50 (for meals and miscellaneous).

Due to the special nature of this initiative, a one-to-one cash match is not required. However projects that come with additional institutional support and/or other funding are encouraged. Proposed projects should be emblematic of Los Angeles' rich multicultural communities and may consist of both contemporary and traditional works in the visual, performing, and media arts, and/or performative literary arts.

For projects in the performing arts (dance, music, multidisciplinary, performative literary arts, site specific performances, theater, and traditional/folk art or presenters of these art forms), all applications by self-producing entities or presenters must be for the staging of previously performed work. Support is not available to commission new work. Additionally, DCA encourages applications from nonprofit presenters that offer thematic performances that constitute an evening program and/or multi-evening series of LA-based contemporary and/or traditional dance, music, spoken word and performance art. Presenters should only propose artists and ensembles that have been contacted and that are interested and available for performances between Saturday, November 28 and Sunday, December 6, 2009.

For projects in the visual arts (folk art/craft, gallery exhibitions of media arts - except for film series, multidisciplinary, site specific temporary works of art, and visual/design arts exhibitions), applicants are encouraged to propose exhibitions that are already organized and are available for presentation during the period of the FIL. Applicants proposing new exhibitions must provide detailed content and implementation information. All applicants proposing visual arts exhibitions must provide a full check list of works to be exhibited. Organizations proposing projects that involve sending works of visual art to Guadalajara are strongly encouraged to review information about the NEA Arts & Artifacts Indemnity Programs, which could result in significant savings on insurance. The deadline to submit a separate application to the NEA Arts and Artifacts Indemnity Program at: [www.nea.gov/grants/apply/Indemnity/index.html](http://www.nea.gov/grants/apply/Indemnity/index.html) is April 1, 2009.

The FIL cultural programs take place at specific venues. The attached Fact Sheet includes information on the venues. The final determination of venues will be made by DCA and the NEA with the FIL.

### Important Dates:

- All planning/preparations must be fully realized no later than April 30, 2009, for purposes of travel confirmations and FIL printed materials.
- All materials should be readied for international shipping during September, 2009.

**Rights and Responsibilities:**

The City of Los Angeles Department of Cultural Affairs reserves the right to decline all submissions, cancel this Request for Proposals (RFP), or cancel any recommended project at any time. Likewise, DCA reserves the right to extend the deadline and/or make personal invitations for organizations to apply late, if the original deadline passes and insufficient numbers or types of proposals are submitted. This RFP is subject to MBE/WBE and the Living Wage, Contractor Responsibility, Equal Benefits Ordinances, and other Los Angeles City ordinances. Additionally, the NEA requires travel adherence to the Fly America Act ([www.tvlon.com/resources/FlyAct.html](http://www.tvlon.com/resources/FlyAct.html)). Both DCA and NEA require mandatory liability and travelers insurance.

**Instructions:**

If you represent a non-profit organization that has filed a 2009-2010 DCA Cultural Grant Program application, DCA will provide the peer review panel collateral materials from that proposal, thereby reducing the amount of information you will need to submit for this special initiative. All you need to submit is: A) the cover sheet (page 3); B) the two-page narrative (question 1, part B, page 4); and C) sample artistic documents (page 10). Please submit 7 full copies of your proposal materials to DCA, each secured in order with a binder clip, no later than 5 p.m. on November 7, 2008.

If your non-profit organization has not recently filed a DCA grant application, please follow the full instructions (pages 3 to 10). Please submit 7 full copies of your proposal materials to DCA, each secured in order with a binder clip no later than 5 p.m. on November 7, 2008.

**Proposal Review Process:**

DCA will convene peer review panels of 5 to 7 arts professionals in the performing and visual arts, each facilitated by DCA Cultural Grant Program Director Joe Smoke. Projects in the visual arts include: folk art/craft, gallery exhibitions of media arts - except for film series, multidisciplinary, site-specific temporary works of art, and visual/design arts exhibitions. Projects in the performing arts include: dance, music, multidisciplinary, performative literary arts, site specific performances, theater, and traditional/folk art or presenters of these art forms. All applications by self-producing entities or presenters must be for the staging of previously performed work. Panel recommendations will be considered by DCA and NEA Senior Staff who will make the final selection based on program goals. Because of the international nature of this program, organizational applicants are strongly encouraged to provide at least one letter of recommendation from a prior international project partner.

**Evaluation Criteria:**

For proposals from nonprofit organizations, a peer panel will review each application considering the following criteria:

- **Artistic merit/excellence of the proposed project/series**, determined by submitted work samples, history of the organization, application attachments, and/or letters of support.
- **Relevance of the proposed work** to this specific initiative and ability of the proposed project to represent Los Angeles, USA.
- **Proposed budget.**

**Term and Results:**

The dates of the 2009 FIL are November 28 through December 6, 2009. Performing arts projects must take place in Guadalajara during the 2009 FIL. Exhibitions must occur during the 2009 FIL but may extend past the December 6, 2009 date. Activities must have a defined public benefit for local and international audiences at the Guadalajara International Book Fair.

**Contracting, Reporting, and Payments:**

Contracts will be available in February/March, 2009. Reporting Forms will be available on [www.culturela.org](http://www.culturela.org).

**Grant payments will be made as follows: 75% for planning and 25% after completion of all work. If, for any reason, full services are not provided, 75% planning funds are owed as a debt to the City of Los Angeles.**

Selected grantees should be prepared to acquire necessary health insurance and/or indemnity, to absolve NEA, DCA and FIL of all liabilities. Research the NEA's Arts & Artifacts Indemnity Program at <http://arts.endow.gov/grants/apply/indemnity/index.html>

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**Submission Deadline:**

Mail or hand-deliver 7 copies of all requested materials no later than 5 p.m. on November 7, 2008 to:

**Joe Smoke**  
**Cultural Grant Program Director**  
**Department of Cultural Affairs**  
**201 North Figueroa Street, Suite 1400**  
**Los Angeles, CA 90012**

You will be notified of your application's approval or decline in January 2009.

Email Questions to: [joe.smoke@lacity.org](mailto:joe.smoke@lacity.org).

**The City of Los Angeles Department of Cultural Affairs (DCA)  
Special Initiative Grant Application Cover Sheet**

**Cover Sheet**

A. Official IRS Name: \_\_\_\_\_ Popular name: \_\_\_\_\_  
Address (street, city, zip code): \_\_\_\_\_  
Mailing address (if different from above): \_\_\_\_\_  
Contact person: \_\_\_\_\_ Title: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Dunn and Bradstreet #:

B. Category (check one only):

Special Initiative – Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara – FIL)

C. Discipline (check one only):

Performing Arts

Dance  Music  Multidisciplinary  Performative Literary Arts  Site Specific Performances  
 Theater  Traditional/Folk Art

Visual Arts

Folk Art/Craft Exhibitions  Gallery Exhibitions of Media Arts (except for Film Series)  Multidisciplinary  
 Site Specific Temporary Works of Art  Visual/Design Arts Exhibitions

D. Proposed venue for services (Please list 2 or 3 venues in preferred order, knowing that final determination will be made by FIL, NEA and DCA. FIL venues are listed in the accompanying Fact Sheet.):

E. Proposed dates for services (Final determination of dates and venues will be made by NEA and LADCA in consultation with FIL):

E. Grant amount requested by nonprofit arts organization (between \$15,000 and \$150,000): \$

Certification:

*I/We certify that the information contained in this application, including all attachments and supporting materials, is true and correct to the best of our knowledge. If payment is to be made to anyone other than the grantee, it is understood that the grantee is financially, administratively, and programmatically responsible for all aspects of the grant and that all reports must be submitted through the grantee.*

Applicant or Organization Director

Typed name

Signature

Date

## Proposal Narrative Questions and Other Required Forms for Non-Profit Organizations

If you represent a non-profit organization that has filed a 2009-2010 DCA Cultural Grant Program application, your answers to questions 1A-1 and 1A-2 can be copied from your prior application. Continue by completing and submitting project specific information for questions 1B through 8. If you are a non-profit organization that did not file a recent grant application with DCA on August 15, 2008, please complete all questions 1A through 8 (pages 3 through 10). If your proposal has multiple elements that are to be judged separately because they are not a part of one series to be presented at one venue (i.e. two separate exhibitions, or multiple events that are not connected by theme or proposed venue) please submit one cover page with as many complete copies of questions 1B through 8 as required to describe your multiple elements. All applicants should follow the submission instructions (page 10).

This is not a writable form. Please use headings below and provide your answers on separate pages.

### 1) Narrative

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#### A) Organizational Background

Please address the following questions in no more than two single-sided 8½ x 11" pages with 1" margins. Number each page and indicate the Applicant's name in the upper right of each page. Applications must be typewritten, single-spaced in font size 11 point or larger. Use the exact questions, headings or letters to organize your response:

1. **Mission/Purpose of Applicant:** Provide the applicant's mission statement.
2. **History/Programming:** Briefly describe the history of the applicant and its current core programs and services. Please note any significant administrative or artistic changes and/or major accomplishments and initiatives that have taken place over the past two years.

#### B) Proposal Narrative

Please address the following question in no more than two single-sided 8½ x 11" pages with 1" margins. Be as specific as possible.

3. Detail the artistic project being proposed for FIL (detail what, where, when, why, and who). With this particular initiative in mind, please address how the proposed activities will best represent LA arts and culture.

## 2) Staff & Artists

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Provide short biographies of key staff and/or artists for the applicant. Begin with the applicant's leaders (e.g. Artistic Director, Executive Director, Managing Director). If necessary, attach additional sheets of the original form to accommodate more staff/artists.

Name:	Title:

Name:	Title:

Name:	Title:

Name:	Title:

Name:	Title:



**4) Proposed Project Expenses** (Only fill out relevant project-related expenses in categories marked with \* and provide notes.)

	Total	Notes
<b>I. EXPENSES</b>		
<b>A. Salaries &amp; Fringe</b>		
1. Artists & Performers – Salaries*		
2. Program – All Other – Salaries*		
3. Fundraising – Salaries	N/A	
4. General & Administrative – Salaries*		Cannot be more than 10% of Grand Total Expenses
5. Fringe Benefits*		
<b>Subtotal Salaries &amp; Fringe</b>		
<b>B. Operating Expenses</b>		
6. Advertising and Marketing	N/A	
7. Artist Commission Fees	N/A	
8. Artists & Performers - Non-Salaried*		
9. Catering & Hospitality	N/A	
10. Conferences & Meetings	N/A	
11. Cost of Sales	N/A	
12. Equipment Rental*		
13. Facilities – Other	N/A	
14. Fundraising Expenses – Other	N/A	
15. Fundraising Professionals	N/A	
16. Honoraria*		
17. In-Kind Contributions	N/A	
18. Insurance*		Include cost of mandatory liability and travelers health insurance
19. Internet & Website	N/A	
20. Lodging & Meals	N/A	
21. Office Expense – Other	N/A	
22. Other*		Please describe
23. Shipping*		
24. Printing*		
25. Production & Exhibition Costs*		
26. Programs – Other*		
27. Professional Development	N/A	
28. Professional Fees*		
29. Public Relations	N/A	
30. Rent	N/A	
31. Supplies	N/A	
32. Telephone*		
33. Touring	N/A	
34. Travel*		
35. Utilities	N/A	
<b>Subtotal Operating</b>		
<b>GRAND TOTAL EXPENSES (A + B)</b>		

## 5) Proposed Project Support

Although the DCA grant is intended to cover all expenses related to presenting the proposed project at FIL, certain major projects may require additional resources. If so, please fill out the \* categories below:

	DCA Support	Other Support and Notes
<b>A. Earned Revenue</b>		
1. Admissions	N/A	N/A
2. Ticket Sales	N/A	N/A
3. Tuitions	N/A	N/A
4. Workshop & Lecture Fees	N/A	N/A
5. Touring Fees	N/A	N/A
6. Special Events - Other	N/A	N/A
7. Gift Shop/Merchandise Sales	N/A	N/A
8. Gallery Sales	N/A	N/A
9. Food Sales/Concession Revenue	N/A	N/A
10. Parking Concessions	N/A	N/A
11. Membership Dues/Fees	N/A	N/A
12. Subscriptions	N/A	N/A
13. Contracted Services/Performance Fees	N/A	N/A
14. Rental Income – Program Use	N/A	N/A
15. Rental Income – Non-Program Use	N/A	N/A
16. Advertising Revenue	N/A	N/A
17. Sponsorship Revenue	N/A	N/A
18. Other	N/A	N/A
<b>Subtotal Earned Revenue</b>		
<b>B. Support</b>		
19. Trustee/Board Contributions*		
20. Individual Contributions*		
21. Corporate Contributions*		
22. Foundation Contributions*		
<b>23. Govt-City (DCA Grant Request) *</b>		
24. Govt – County*		
25. Govt – State*		
26. Govt – Federal*		Direct NEA support for your project in the U.S. cannot be used as revenue to support this project
27. Special Events – Fundraising*		
28. Other Public Support*		
29. Parent Organization Support*		
30. In-kind Contributions	N/A	
<b>Subtotal Support</b>		
<b>GRAND TOTAL REVENUE (A + B)</b>		

For Corporate, Foundation and Government, if there are multiple sources of support in each category, please provide a detailed list in the box below:

**Other Budget Notes**

## 6) Letters of Support

Place at the conclusion of your grant application no more than 2 letters of support by experts or past project partners that can attest to the significance of your previous work and/or this specific project. Applicants are strongly encouraged to provide at least one letter of recommendation from a prior international project partner.

## 7) Guidelines for Artistic Documentation:

Please select a format and send no more than 3 samples for a total of 10 minutes of panel viewing. Make sure that the label on the Artistic Documentation corresponds to the letter on the sample work itself. Each different DVD, CD, Publication, or CD-ROM should be considered one artistic work sample. **If at all possible, please submit documentation on the specific work(s) to be presented during FIL.** The following are accepted formats for submission:

**DVD** (Strongly Encouraged for Dance, Media, Multidisciplinary, Performative Literary Arts, Site Specific Performances, Theater, and Traditional/Folk Art or Presenters of these art forms): Up to 10 minutes. In general, panelists prefer to review substantive artistic excerpts rather than short edited clips with heavy narration. List each different DVD as one work sample on the Artistic Documentation Index. Include track/chapter information in the Artistic Documentation Index. Place selection(s) in priority order.

**Audio CD** (Strongly Encouraged for Music producing or presenting entities): Up to 10 minutes. List each different CD as one work sample on your Artistic Documentation Index. Include track information in your Artistic Documentation Index. Place your selection(s) in priority order.

**Published Material:** This format is best used for catalogues (to represent visual arts exhibitions in lieu of images on CD ROM).

**Images on CD ROM** (Strongly Encouraged for Visual Arts and Folk/Craft Arts): Up to 20 images. Digital files of completed artwork. All images must be numbered (1 through 20). Digital files must be in JPG format, 300 DPI, 5MB or smaller. This format is best used for exhibition materials. In addition, if a catalogue was produced for a previous presentation of the proposed exhibition, please submit 2 copies.

**REQUIRED: Sample A: DVD CD CD-ROM\***

Title	Artist(s)	Date work completed	Track(s) or Chapter(s)	Sample Running Time

\* For visual arts proposals, select CD Rom above. On a separate sheet of paper create a numbered image list. For each JPG image include: artist name, title of work, medium, dimensions, and date of work. If possible include the same information as a caption in the JPG file under the image.

## 8) Supplementary Printed Materials

### OPTIONAL: Samples B and C

Please attach no more than two items (reviews, program brochures, or program catalogs) from the past one or two years, that specifically support the quality, content, relevance, or intended impact of the proposed project.

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### Submission Instructions:

- Completed and signed cover sheet (page 3)
- 4-page narrative - questions 1A and 1B (page 4)
- Other required information including Budget Forms (pages 5-9)
- Primary Artistic Documentation and Optional Supplementary Printed Materials (instructions above, page 10)
- Letters of Support (instructions on page 10)

If your proposal includes multiple elements that are to be judged separately, because they are not a part of one series to be presented at one venue (i.e. two separate exhibitions, or multiple events that are not connected by theme or proposed venue); please submit one cover page with as many complete copies of questions 1B through 8 as required to describe your multiple elements.