

# VISION ARTS 2020

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## CREATIVE & CULTURAL ECONOMIC RECOVERY PROGRAM



**VISION Arts** emphasizes the artistic and cultural industry within Tulsa and solidifies its role as a driver of economic growth and development. The specific purpose of the **VISION Arts** is to strategically engage the City's arts and cultural organizations in boosting the local economy.

The **VISION Arts Creative & Cultural Economic Recovery Program** is a response to the COVID-19 global pandemic crisis. The City of Tulsa recognizes that the creative and cultural sectors of Tulsa's economy are profoundly impacted by the crisis. This program is designed to provide needed funding to support ongoing programming, events, and/or exhibits to encourage economic development opportunities in Tulsa while complying with social distancing and sanitation requirements.

This guide contains essential information which serves as an aid to any qualified organization interested in applying for funding.

All applicants are required to read the guidelines and application instructions provided within this packet. Information on program eligibility, requirements, and evaluation criteria are provided in order to streamline the application process.

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## HOW TO APPLY

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Applications are hosted on Submittable™. You can find the application at the program webpage: [tulsaplanning.org/VISIONarts](https://tulsaplanning.org/VISIONarts)

To maintain impartiality, Arts Commissioners will not assist individual applicants with their submissions; and VISION Arts review panelists will not discuss the VISION Arts applications or process with any potential applicant at any time.

## APPLICATION ASSISTANCE PROGRAM

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This option is only available if submitted no later than November 15, 2020 at 11:59 pm. After filling out the application completely, check the box to request assistance before submitting your application. Upon receipt, your application will be distributed to an arts and culture professional for independent review and consultation. You will receive feedback within one week and will have until November 30, 2020 to make any desired changes based on the review.

## IMPORTANT DATES

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- **Application Open:** October 13, 2020, 8:00 AM CDT
- **Virtual Informational Sessions**
  - **To Join Every Meeting:** [Conference Link](#), **Meeting ID:** 652 724 6961, **Passcode:** visionarts
    - 3:00 PM Thursday, October 22
    - 2:00 PM Saturday, October 24
    - 10:00 AM Monday, October 26
    - 6:00 PM Wednesday, October 28
- **Application Assistance Deadline:** 11:59 PM Sunday, November 15
- **Application Close:** 5:00 Monday, November 30
- Awards will be announced by early January 2020
- Grants funds disbursed during Q1 2021
- Organizations have until December 31, 2021 to use funding for Eligible Expenses

## POINTS OF CONTACT

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For questions or general assistance, please contact:

JT Paganelli – Planner  
Tulsa Planning Office  
[jpaganelli@incog.org](mailto:jpaganelli@incog.org)

# BACKGROUND

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## VISION, MISSION, OBJECTIVES

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### CITY OF TULSA MISSION

The mission of the City of Tulsa is to deliver exceptional services and create the foundation for economic prosperity, health, and quality of life for our community.

### TULSA ARTS COMMISSION PURPOSE

The Tulsa Arts Commission is charged with assisting the City in public matters concerning public artwork. Its responsibilities include: recommending the purchase and maintenance of new and existing artwork; imparting advice on concerning public matters having aesthetic implications; reviewing public signage (including neighborhood signs); stimulating superior aesthetic quality in all phases of physical development within the community; and assisting in the procurement of additional works of public art.

The Tulsa Arts Commission shall evaluate and make recommendations to the Mayor regarding use of the Vision Tulsa funds for art-related purposes. The Tulsa Arts Commission shall review the use of, and economic impact derived from, the organization's receipt and use of Vision Tulsa funding and present an annual assessment to the Mayor and City Council.

### VISION ARTS PURPOSE

In April of 2016, voters approved Vision Tulsa, which included approved funding for a program that supports arts projects which stimulate economic development throughout Tulsa. \$2,250,000 was allocated to Tulsa Arts Commission to provide annual arts support over a 15-year cycle, with a total amount of \$150,000 awarded every year to eligible organizations.

Recognizing that the arts are a vital component of a vibrant community and a thriving economy, the City of Tulsa seeks to strategically engage the city's arts and cultural organizations in boosting the local economy.

### GOALS FOR THE ALLOCATION OF FUNDS

- Provide for working capital to arts organizations necessary for programming, events, and/or exhibits to encourage economic development opportunities in Tulsa while complying with social distancing and sanitation requirements
- Support the creative economy through payroll support for artists, performers, scholars, technicians and other vital members of the cultural community
- Secure a vibrant arts community in Tulsa
- Maintain local employment during the COVID-19 pandemic and response

## ROLES & RESPONSIBILITIES

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### MAYOR OF TULSA

The Mayor of Tulsa will, upon receipt of Tulsa Arts Commission's recommendations, approve funding for selected projects.

### TULSA CITY COUNCIL

The Tulsa City Council will annually review and approve the *VISION Arts* program, process and timeline. Two city councilors will sit on the review panel.

### TULSA ARTS COMMISSION

Tulsa Arts Commission is responsible for evaluating the funding recommendations of the *Vision Arts* Review Panel and for the general oversight of the *VISION Arts* Program. Commissioners will acknowledge any conflicts of interest during the evaluation process and, if necessary, will recuse themselves from voting.

### VISION ARTS STAFF

City of Tulsa staff assists in the facilitation of the program, the collection of applications, and updates to the *VISION Arts* website and program materials.

### REVIEW PANEL

The review panel is responsible for scoring all eligible applications. Panelists shall not review applications which present a conflict of interest. By city ordinance, the review panel is made up of three representatives selected by ahha Tulsa, three representatives selected by Arts Alliance Tulsa, two city councilors and one representative of the Economic Development Commission.

# ELIGIBILITY

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## ORGANIZATIONAL REQUIREMENTS

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1. Organizations must be principally located within the limits of the City of Tulsa.
2. Organizations must be nonprofit institutions that engage in the cultural, intellectual, historical, or artistic enrichment of the people of Tulsa through programs, exhibits, and/or performances. To this end, the organizations' mission statements must be arts-, humanities-, or culturally- focused in order for the organization to be eligible.
3. Organizations must carry their own 501(c)(3) exemption **OR** have a fiscal sponsor with a 501(c)(3) nonprofit exemption.
4. Organizations must demonstrate a financial loss principally due to the COVID-19 public health response.

**The following are NOT Eligible for this Funding Opportunity:**

1. Organizations having a primary mission related to social services (housing, community development, justice, etc.) but also have an arts program
2. Stand-alone or one-time festivals, conferences, or other events
3. Stand-alone publications, films/videos, or websites
4. Religious-based activities
5. Groups that are legally, financially, or operationally part of a larger institution, e.g. the art department of a college

## EXPENSE REQUIREMENTS

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### PROGRAMMING

**At least 50% of the awarded funds must be used for the following:**

1. Artist, performer, and/or scholar payroll directly related to completing the program
2. Contracted artist, performer, and/or scholar payments directly related to completing the program

**Other allowable programming expenses include:**

1. Marketing, advertising and social media expenses related to online cultural content
2. Venue rental fees for programming
3. Technology fees for programming, including audio/visual, staging, etc.
4. Travel and accommodation expenses for visiting artists, including hotel, restaurant, and transportation fees

### BUSINESS OPERATIONS

**Up to 20% of funds may be allocated to overhead business expenses described below:**

1. Payroll expenses, including benefits
2. Rent/mortgage payments
3. Utilities expenses, including internet and telephone
4. Regular facilities maintenance expenses, including janitorial, security, refuse, and groundskeeping
5. Insurance payments, including property, liability, umbrella, and workers compensation
6. Office supplies and postage

## INELIGIBLE EXPENSES

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1. Travel or transportation fees for staff
2. Auto mileage
3. Costs of goods sold
4. Entertainment expenses
5. Signage and decorations expenses, except as related to facilitating the program
6. Food and beverage expenses
7. Professional development or conference fees
8. Advocacy or lobbying expenses
9. Equipment or capital purchases
10. Any other fee not listed in Eligible Expenses

## PROGRAM AWARDS

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The **Creative & Cultural Economic Recovery Program** will provide funding for programs that support cultural and creative workers while offering arts and humanities experiences for Tulsans. Applying organizations may request up to \$25,000 in funding with no private match requirement.

Awards will evenly allocate the total funding amount across small and large organization subcategories. *Small organizations are those with annual donations totaling less than \$400,000, while large organizations are those with annual donations totaling \$400,000 or more.*

# APPLICATION QUESTIONS

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## ORGANIZATIONAL INFORMATION

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- 1. Organizational Information**
  - a. 501(c)(3) Organization/Fiscal Sponsor Name exactly as listed with the OK [Secretary of State](#)
    - i. Applicable DBAs
    - ii. Proof of tax-exempt status or sponsorship (IRS Letter of Determination)
  - b. Organization Location
    - i. Mailing Address
    - ii. Within City of Tulsa city limits
  - c. Proposal Coordinator Contact Information
    - i. name, address, email, phone
  - d. Registration with City\* (See [tulsaplanning.org/visionarts](http://tulsaplanning.org/visionarts) for downloadable forms)
    - i. Organization/Fiscal Sponsor Form W9 (DBA must match above)
    - ii. Supplier Registration Form (DBA must match above)
  - e. Signee Contact Information (City will only accept signatures from the 501(c)(3) organization's Board Chair, Vice Chair, or President)
    - i. Signee name, address, email, phone
  - f. Organization Mission Statement(s)
  - g. Type of arts-, humanities-, or culturally-focused institution
- 2. Donations received in FY 20**
  - a. Less than \$400,000
  - b. \$400,000 or more
- 3. Most recently completed Federal Tax Filing (Form 990; Form 990-N)**
- 4. Demonstration of financial loss due to the COVID-19 public health response**

## SUPPORTING THE CREATIVE ECONOMY

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5. Program Name
6. Program Narrative
7. Artist, Performer, Scholar payroll, stipends or contract fees
  - a. Please show how you will use at least 50% of your grant funds to pay creatives

## MAXIMIZING VALUE

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8. Funding Request
9. Program Budget
10. Open Date
11. End Date
12. Venue(s)
13. Marketing Plan – Describe your program marketing plan, including paid and earned opportunities
14. Accessibility – Describe your accessibility plan for your program, considering physical, economic, and/or social accessibility concerns

## CULTURAL TOURISM

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15. Audience Size – both virtual and in person
16. Economic Impact – Describe your program's economic impact for the City of Tulsa



# THE REVIEW PROCESS

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## STAFF REVIEW

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1. City of Tulsa staff will eliminate any applications that are not eligible using the eligibility requirements listed above.

## PANEL REVIEW

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2. The Review Panel will independently score each application, except for any application that may pose a conflict of interest for that panelist.
3. The Review Panel will meet virtually to review aggregated scores for each application and to make selection recommendations to the Arts Commission. The Review Panel will recommend a slate of awardees that represents a broad distribution of arts organizations based on size.

## SCORING RUBRIC

SECTION	PROMPTS	WEIGHT
Organizational Information	Organization is eligible; organization has performed in the past; applicant proves themselves historically responsible	10
Supporting the Creative Economy	Program has creative merit; applicant proves at least 50% of funds will be used to pay creatives	50
Maximizing Value	Program is logistically feasible; budget is reasonable; marketing plan is sound; accessibility is considered and properly addressed	40
Cultural Tourism	Program will stimulate tourism and economic impact; economic impact goals are realistic and achievable	Bonus +10

## ARTS COMMISSION & MAYORAL REVIEW

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4. The Arts Commission will review the panel's recommendations and make final recommendations for funding to the Mayor of Tulsa.
5. Within 10 days of receiving approval from the Mayor of Tulsa, the VISION Arts staff and the Chair of the Arts Commission shall notify applicants of their award status. Dates for project reports will be included for approved applicants.
6. The Arts Commission will then make a public announcement of the organizations selected for VISION Arts funding.

## NEXT STEPS

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### CONTRACTING

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7. Following the approval of the funding recommendation, the City will enter into contracts with organizations. The contracts will establish procedures and responsibilities for both the City and the funding recipients, including reporting requirements regarding the use of funds.

### INVOICING

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8. Once the contracts are executed and entered into the City's workflow, organizations will be asked to provide invoices that includes their contract numbers.

### REPORTING

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9. Organization shall maintain records of expenditures related to the program in sufficient detail to permit the City to monitor the use of the Program funds and shall retain these records for two (2) years from the date of the above-mentioned contract and make them available upon request. Organizations shall submit final reports in a form as prescribed by the City no later than December 30th, 2021.