

**CREATIVE PINELLAS
2017 STRETCH GRANT “IMPACT RETURNS”
GUIDELINES AND CRITERIA**

Application and guidelines available at creativepinellas.org

Online Application Deadline: 5:00 pm, December 15, 2016.

TIME LINE

November 3 – December 21, 2016: Nominations and applications accepted and received

January 2, 2016 – January 30, 2017: Panel review

January 31 – February 3, 2017: Panel decisions announced

February 10 – December 8, 2017: Grants period

APPLICATION PROCESS

This is a two-part application process.

1. The event and its sponsoring organization must be nominated by one of the three Pinellas County arts alliances (The St. Petersburg Arts Alliance, The Clearwater Arts Alliance or the North Pinellas Cultural Alliance) using our [online nominating form](#).

Nominating organizations will be asked to submit some basic information about the event and why they support it. ***Please submit no later than November 15, to ensure that the organization seeking the Stretch Grant has time to complete their application!***

2. Once nominated, the event/organization will be notified by Creative Pinellas and sent a link to the [Stretch Grant Application](#)

Applicant organizations will be asked to provide a narrative that includes a brief history of their organization and the event itself, an overview of how they plan to expand the event so it reaches more residents of and visitors to Pinellas County, program details, and an explanation of the benefits of the event to the community. Additional support materials, as detailed below and in the application form will be required.

GRANT AMOUNT

Eligible organizations are encouraged to apply only for the amount that they need, to meet their and the grant's goals, up to \$18,000 (the amount Creative Pinellas has available for Stretch Grants this year).

QUESTIONS?

For Guidelines and Applications Support email stretchgrant@creativepinellas.org For Technical Online Application Support email media@creativepinellas.org

FUNDING FOCUS

The mission of the Creative Pinellas Stretch Grants is to showcase Pinellas County as a Cultural Destination while supporting other goals such as creating vibrant communities, supporting artists and arts and cultural organizations, and supporting economic development.

For the purposes of this grant, Creative Pinellas will provide assistance to Pinellas County not-for-profit arts and cultural organizations with events that can realistically be **stretched geographically** throughout the county, by (for example) having the event in multiple locations, moving it to a central location, providing transportation to attendees, making the event mobile, etc. thus giving residents and visitors alike the opportunity to experience what their neighbors in St. Pete or in Tarpon Springs, Dunedin or Clearwater might already be enjoying.

To be considered for a Stretch Grant, the event or program:

- Must be open to the public and of interest to residents and visitors
- Happen over a multiple-day-but-definable-time for maximum participation and to make it easy to market
- Already have an existing brand or following and history of success
- Be sponsored or managed by a 501(c)(3) organization able to accept funds

Once nominated, applicant organizations are encouraged to apply in meeting reimbursable program expenses that measurably expand events that are open to the general public and held in Pinellas County. These funded programs must give the participants the opportunity to experience positive live arts experiences.

FUNDING CRITERIA

Funding is awarded based on the overall quality of cultural excellence, effectively showcasing Pinellas County as a cultural destination, community outreach (how well it lends itself to expansion), public impact (of interest to residents and visitors alike) and financial/administrative organizational merit.

All grant funds need to financially support the expansion of the program or event - they cannot be used for funding the event as it exists today.

Funding requests can be up to the full amount we have available (this year it is \$18,000) but must be based on what is actually and realistically needed to meet the Stretch Grant goals, so may also be much smaller.

In evaluating the grants, the review panel may chose to award a percentage of the request based on scope of project, the nature of request and their best judgment. In the event that total grant requests exceed funds available, approved requests may not be fully funded.

FUNDING POLICY

Stretch Grants are awarded on a competitive basis to non-profit arts and cultural organizations who sponsor or manage events or programs that meet the criteria and eligibility requirements of the grant, and who create events and / or activities in Pinellas County. Funding is awarded based on overall quality of the program and its perceived impact by the review panel in terms of the goals of the grant as outlined in these guidelines and in other informational materials, and on the needs of the community.

Funds are administered through a Grants Agreement which will be provided by Creative Pinellas and are awarded on a non-matching basis, based on reimbursable expenses.

Creative Pinellas reserves the right not to fund this grant based on the quality of the applications. Creative Pinellas reserves the right to increase or decrease either the amount or the number of awards granted in any given year and to cancel this program for any reason, including lack of funds or change in organizational direction.

Creative Pinellas is committed to the participation of all segments of Pinellas County's population in arts and cultural programs offered by our grantees. Creative Pinellas encourages requests for arts and cultural programs and events that address the needs of special populations, including but not limited to programs that reach geographically underserved and economically disadvantaged persons. In addition, it is the intent of the Creative Pinellas to encourage professional development of both cultural and administrative operations of local organizations.

Funds provided through this grant program may also enhance organizational ability to attract new and increased funding from other sources. Organizations that receive program funding directly from the Board of County Commissioners are not eligible for Creative Pinellas funding. This does not include capital (bricks and mortar) projects or funds from the Tourist Development Council.

ELIGIBILITY

Any not-for-profit applying for a Stretch Grant must be a 501(c)3 organization and have as its primary mission the delivery of arts and cultural programs. In order to apply for a Stretch Grant, the organization and its event:

- A. Must be nominated by one of the three Pinellas County arts alliances (The St. Petersburg Arts Alliance, the Clearwater Arts Alliance or the North Pinellas Cultural Alliance)
- B. Must be incorporated as a nonprofit arts/cultural organization in the State of Florida and be the entity responsible for managing, overseeing and implementing all administrative aspects of the proposed arts and cultural event, including but not limited to: data collection, reporting, scheduling, program design, production, implementation, contracting for artists/services, etc.
- C. Must have had at least a one year or round of uninterrupted history successfully producing the event or program in Pinellas County, for the period immediately preceding the date of application

- D. Must submit a completed online application by the published deadline (as per the guidelines) and all requested information and supporting documents that include required application materials (see below)
- E. Must have additional funding options to complete the project should the panel award a percentage of request (based on scope of project, nature of request and their best judgment)
- F. Must meet the mission, funding focus and goals of the grant outlined above

Applications cannot be submitted unless all fields and requested documents have been uploaded.

In addition, all organizations applying for a Stretch Grant must meet the following eligibility criteria at the time of the grant application and throughout the grant period:

1. Have the ability to provide their documented tax exempt status under Section 501(c)3 of the IRS code
2. Have the principal office address in Pinellas County, as recorded in the Secretary of State's office with at least a half time paid professional associated with that office either in a staff position or paid consultant to manage the event.
3. Have a board of directors which meets on a regular basis
4. Have secured a Charitable Solicitation registration with the State of Florida, and maintain registrations throughout the grant period
5. Have programs and events open to the public and be accessible, according to policies set forth in the Americans With Disabilities Act

Note: *Compliance concerns must be resolved prior to the application deadline in order for an application to be considered for funding.*

REQUIRED APPLICATION MATERIALS

- Completed application questions and narrative
- Completed certification and compliance form
- Form 990, FY2014
- Balance Sheet, FY2015
- Profit & Loss Sheet, FY2015
- Proposal budget form and detail
- Organization and event narrative
- Event details
- Summary description
- Bios of key personnel responsible for or participating in the event
- Commitment letters, contracts or other documentation that supports the organization's ability to successfully run and manage the program or event
- Support materials such as work samples, brochures, programs, news articles, letters of recommendation

ALLOWABLE EXPENSES

Requests for funding will be only be considered for expenses related to the expansion of an event or program open to the general public in Pinellas County, that is sponsored and managed by an eligible arts/culture organization, and that occur and are used during the Grant Period February 10 to December 8, 2017 for:

- Marketing and other public facing materials
- Additional administrative / coordination support necessary to manage expanded program
- Facilities rental above and beyond current budget
- Supplies for newly expanded event and locations
- Transportation for Pinellas County residents or visitors to provide more public access
- Fees, reimbursement, transportation or other costs for artists participating in the event as performers, facilitators, exhibitors etc.
- Costs involved in the logistics of organizing or operating multiple locations
- Other costs directly tied to expanding the event so that it reaches more people county-wide

Funds cannot be used for such things including but not limited to:

- Financially supporting or funding the event or program as it currently (or historically) exists
- Scholarships, tuition waivers, purchase awards or cash prizes
- Benefits and projects planned primarily for fund-raising purposes
- Private entertainment, food/beverages, plaques, awards
- Interest on loans, fines, penalties or costs of litigation
- Activities for which academic credit is given
- Projects to reduce existing deficits
- Projects not open to the general public and/or restricted to an organization's membership only
- Remuneration of Creative Pinellas Board members or its Independent Contractors for any services rendered as part of a project receiving a grant from Creative Pinellas
- "Bricks and Mortar" or permanent facilities
- Out-of-state travel that is not directly related to the proposed event or program

CREDITS

The grantee must include the following credit designation in all news releases; print; publications; programs; and any radio and television advertising; related to artwork created as a result of their fellowship:

“With the Support of Creative Pinellas and the Pinellas County Board of County Commissioners.”

This designation must be at least the same font size as all other recognized organizations/ sponsors. The Fellow’s website must include Creative Pinellas’ logo with a hyperlink to the Creative Pinellas’ website. Fellows will also submit exhibition information to Creative Pinellas’ arts and cultural activities website.

STRETCH GRANT ACTIVITIES AND REPORT

Grantees are required to complete a Stretch Grant Report that details expenditures and activities during the grant period: February 3 – December 8, 2017.

The report is due 30 days after the completion of the event, or on December 18, 2017 which ever comes first.

Stretch Grant grantees will also be expected to contribute to a designated blog leading up to, during and after the Stretch Grant event, documenting the activities and resident and visitor participation through photos, videos and the written word.

Funding will be withheld if the grantee does not submit the required report or meet all of the criteria for the award.

REVIEW AND FUNDING DETERMINATION

Each application will be reviewed by the Creative Pinellas Team to determine that it is complete and meets the grant guidelines. All grants that meet the guidelines will be presented for panel review.

Stretch Grants Panel members will include balanced representation from non-competing local artists and arts organizations, VSPC, local city government, chambers of commerce and from outside of Pinellas County.

The panel will award grants based on how well the applicant meets the funding focus and primary mission of the grant – with 20% of the weight going to each of the categories below. The applicant's (and its event) must:

1. Effectively showcases Pinellas County as a Cultural Destination
2. Lend itself to expanding beyond their geographic boundaries (realistic and feasible)
3. Be of interest to residents and visitors alike
4. Meet the criteria of the mission and focus of the grant
5. A viable and appropriate budget and demonstrated history and credibility of the 501(c)(3) organization and its ability and fiscal responsibility to accept and manage funds

The maximum score possible is 100 points (20 points per category). Applicants must receive a minimum of 75 points to be considered for funding. Eligibility, including a score of 75 or higher does not guarantee an applicant request will be funded.

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