



WELCOME

Please...

- Mute your mic when not speaking.
- Note that we are recording today's meeting.

DOUGLAS:

Will take care of making sure people are using the technology appropriately.



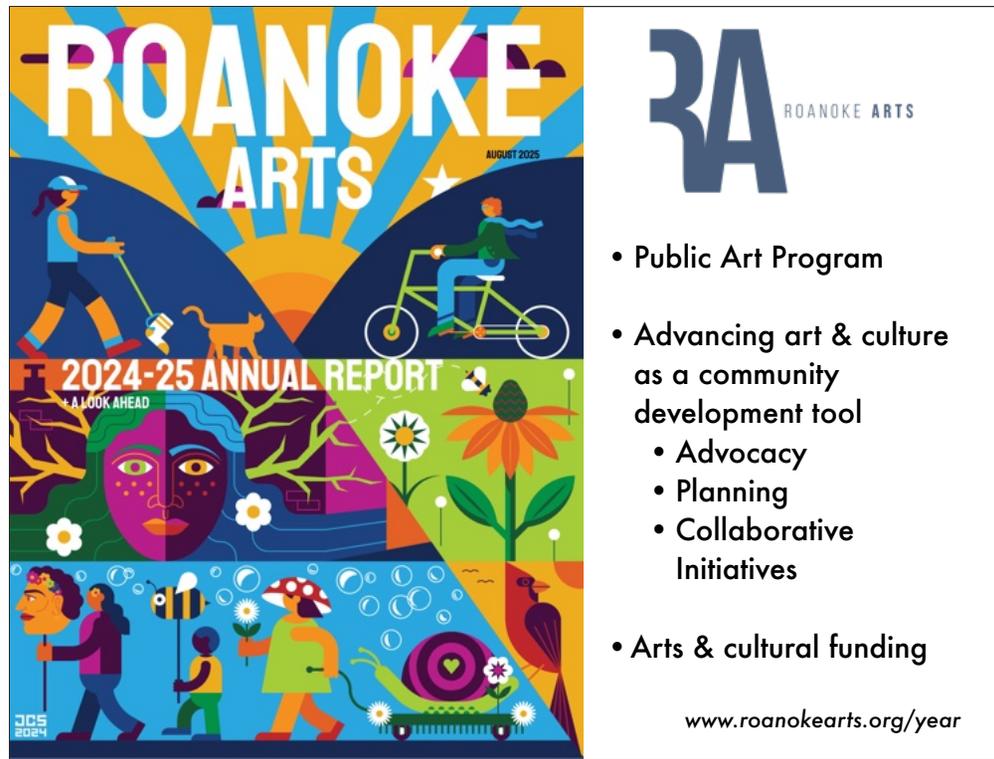
WILLIAM PENN

Chair, Roanoke Arts Commission

William

welcomes everyone &
introduces himself:

Thank you for attending today.



- Public Art Program
- Advancing art & culture as a community development tool
 - Advocacy
 - Planning
 - Collaborative Initiatives
- Arts & cultural funding

www.roanokearts.org/year

William

The main reason we are here is to support our partners in the arts and cultural sector. As members of the Roanoke Arts Commission, our work is to

- Advocate for arts and cultural initiatives and investment,
- Develop and Implement the City’s Public Art Plan,
- Advance the City’s Arts and Cultural Plan, and
- Guide City investments in arts and culture.

This is our the covers of our annual report. You can download it www.roanokearts.org/year.



AGENDA

- **Welcome from the RAC - William**
- **Goals & Overview - Catherine**
- **The Application Tools - Amya**
- **Organizational Capacity - MaryJean**
- **Communicating your Project - Becky**
- **Questions & Reminders - Catherine**

WILLIAM

Today we want to review the Arts & Culture granting program, go over key dates, make you comfortable with the process and our team, and give you a chance to ask questions.

If you get nothing else out of today, we want you to know that we want you to be successful. Your successful programs make Roanoke a stronger community.

So as you're applying and have questions, please reach out to any one of us—and it may be easiest to call or email our coordinator, Douglas Jackson. We'll close this with his contact information.

We are available for brainstorming, and certainly to answer questions about the application itself. So don't hesitate. Reach out to us, or even to one of your seasoned colleagues at another organization. We find that people are always ready to help each other.

The Funding Committee will lead us through these aspects of the granting program. The committee is chaired by Catherine Koebel Stromberg.



CATHERINE KOEBEL STROMBERG

Chair, Agency Funding Advisory Committee

CATHERINE

Thanks William.

Today's meeting is hybrid so that it can be recorded and available as part of our toolkit, but we also wanted to provide a space for you to connect as well.

We do this optional workshop to help you create a strong application. We also want you to feel comfortable with the funding committee who leads this process.

AND THAT IS...



Agency Funding Advisory Committee

Catherine Koebel Stromberg, Chair
Ben Bazak
Becky Carr
MaryJean Redon Levin
Amya Matthews
William Penn
Shaleen Powell, *ex officio*

CATHERINE [Introduces committee]



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CATHERINE

We're going to

- explain the program
- talk big picture about how you can write a successful grant
- show you tools we've prepared to help you
- provide specific pointers based in our experience reviewing the grants.



CRITERIA

This is funding for nonprofit arts and cultural organizations conducting programs that serve City of Roanoke residents and visitors.

(max 20% management costs)

<https://roanokeva.gov/DocumentCenter/View/15456/Funding-Criteria?bidId=>

CATHERINE

BIG PICTURE: The City funds **programs**, not operational costs, so we base our review on the degree to which your specific program advances established city goals in serving Roanoke Residents.

Applicants do not necessarily have to be headquartered in the City of Roanoke, BUT they must make the case for how they **serve residents and visitors of the City of Roanoke**. This program is fully funded by City of Roanoke tax revenue. Other jurisdictions receive and program their own tax revenue.

Only **20% of the grant can go to management costs**, which are often called indirect costs. Think: those percentages of rent, utilities, administrative staff, etc...that are required to put on the program.



CRITERIA

CITY PLAN 2040

Interwoven Equity
Healthy Community
Harmony with Nature
Livable Built Environment
Resilient Economy
Responsible Regionalism

<https://roanokeva.gov/2632/City-Funding-for-Arts-Culture>

CATHERINE

In December 2020, Council approved City Plan 2040. This comprehensive plan will give us direction as we continue developing our next Arts and Cultural Plan in the coming year. Watch for input sessions and the launch of a survey in January.

We hope you will use this process to get acquainted with the community goals around equity and wellness, our connection to the outdoors and support for a local economy.

There's a lot that the arts and our cultural partners are doing to create a stronger Roanoke and we look forward to hearing from you how you plan to do that.



CRITERIA

ARTS & CULTURAL PLAN

Lifelong learning

<https://roanokeva.gov/2632/City-Funding-for-Arts-Culture>

CATHERINE

But don't worry if you haven't found the niche for what you do already in the City Plan. You'll also be able to weave back into Lifelong Learning from the Arts and Cultural Plan.

But it's important that you think through how your program ties to our City goals so that you can communicate that in your application.

We envision a Roanoke where
creativity builds bridges,
culture lives in every neighborhood,
and the arts help shape a
future we design — *together*.

Bring people together.

Make space for everyone.

Imagine what's possible.

Celebrate along the way.

Nurture what's next.

CATHERINE

I mentioned that in 2025, we started developing the next Arts and Cultural Plan. We hope you will all be part of that process as we pull together what we've learned in the year since the last plan, and set a path for the next decade. Watch for a survey on that in early January. Additionally, there will be a dedicated input session at the January Executive Director Roundtable.

We're focusing a lot on what the arts can do to connect us across the community and be a tool for continually advancing and growing. The values are actions advanced by the energy and creativity of the arts.



REVIEW CRITERIA

- Alignment
- Community Need
 - Program Plan
 - Collaboration
 - Organizational Management
- Financial Stability
- Commitment to Inclusion

CATHERINE

That's the big picture of what we are looking to do through the grant funding.

That **community alignment** is the first of 7 categories your application will be reviewed in.

Your program has to be well planned out. We'll look at what you want to accomplish, how you want to accomplish it, and how you will measure your progress and success. Becky will share information on that.

The organization has to be well managed and financially stable. MaryJean will talk more about how we gauge that.

But FIRST, AND VERY IMPORTANTLY....



Put down in your calendar now that applications are due via the online system at

NOON Thursday January 30, 2025

there is **no grace around the January 30, noon deadline.**

You will not be funded if you don't have your application submitted in time. That means fully submitted, not just in the system. (The submit button has to be clicked!)

IMPORTANT DATES

Friday, Jan. 30 at <u>NOON</u>	Applications Due
Wednesday, March 4 , all day	Virtual Meet and Greet
Wednesday April 1	Allocation Meeting
Tuesday, April 21	Recommendations to RAC
Friday, April 24	Tentative notifications out
NLT Monday, June 15	Recommendations to Council

CATHERINE

We expect to have \$300,000 to fund programming for our community.

PLAN in your calendar for the optional Meet and Greet on **March 4** to participate in the Optional ALLOCATION MEETING -

It's optional, but I highly recommend you participate in it... and here's why....

The committee will make recommendations to council and let you know by **Friday, April 24**, if you are being awarded a grant and what we might expect that to be.

...

In early February, you will receive an invitation to sign up for a 15 minute virtual time with the committee.



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- Goals & Overview - Catherine
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CATHERINE

And with that, I'll turn it over to Amya, who will show us the form and help us think through any potential issues you might have using it.



THE APPLICATION

www.roanokearts.org/2027ac

Or navigate to it from
www.roanokeva.gov/art

AMYA

HERE's the login site with your application tools.

If you don't remember it, remember, you can always go to **www.roanokeva.gov/art**.

On the left you'll see resources for arts and culture organizations.

www.roanokeva.gov/art

www.roanokearts.org/2027ac

AMYA

You should be able to google “City of Roanoke Arts Funding” and come to the full resources on either one of two pages on two websites.



GENERAL TIPS - 1

- Use the RESOURCES listed on the webpage. There are forms you will need to fill out and upload.



RESOURCES

[APPLICATION GUIDE \(PDF\)](#)

[APPLICATION WORKSHEET \(WORD DOC Download\)](#)

[PROGRAM BUDGET WORKSHEET \(EXCEL DOC Download\)](#)

[PROGRAM OUTCOMES / QUARTERLY REPORT \(WORD DOC Download\)](#)

[RCPS PARTNERSHIP FORM \(PDF\)](#) (Required only if working with RCPS)

[REPRESENTATIONS & AGREEMENTS FORM \(PDF\)](#)

[CITY PLAN 2040 \(HTML\)](#)

[ARTS & CULTURAL PLAN \(PDF\)](#)

[EMAIL FOR SUPPORT](#)

We tried to pull everything together for you on this RESOURCES list page.

Links open in new windows or are downloads that you'll find in your downloads form.

The **application guide** pulls together everything you need.

If you want to share the questions with colleagues, the easiest way to do that is with the **Application Worksheet** (a Word document).

The **budget worksheet**, **program outcomes**, and **Representations and Agreements** are required uploads.

One tip: When you're uploading a form, it's clearest for the reviewers if you name it with your organization and what it is, such as something like: RSO_27_budget



GENERAL TIPS - 2

- This year, we're using a **Jot Form**, and you should be able to save your work and return.
 - you will get a return link to copy
 - it will also be emailed to you.
- We won't see anything until you press the final **SUBMIT** button.

ROANOKE
ARTS COMMISSION

FY 2027 Arts & Culture Funding Application

1. Email *

example@example.com

A. ORGANIZATIONAL INFORMATION

Drag and drop files here

2. Organ

This is the final page in PART ONE: ORGANIZATIONAL INFORMATION.
You're ready to move on to PART TWO: PROGRAM INFORMATION. You must complete both parts to be eligible for funding.

Save Next

You'll see an encouragement to save your work when you get to the bottom of part one, but you can save your work at any point and get your return link.



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I'll turn it over now to MaryJean Levin to talk about the demonstration of Organizational Capacity in Part one.



ORGANIZATIONAL INFORMATION

- A. The Basics
- B. Organizational Governance
- C. Board & Staff Diversity
- D. Organizational Financial Overview
- E. Organizational Uploads

MARYJEAN:

We get a lot of information from you on the application.

The whole first half is on your organization.

This information includes the basics of contact information, but we also want to know about your practices. You'll either have to attest with yes or no answers or go deeper, depending on the question.



UPLOADS

- A. Certificate of liability insurance (>\$25,000)
- B. Most recent financial audit or signed financial documents
- C. Most recent 990
- D. Signed & notarized representations and agreements
- E. VDACS confirmation letter
- F. Board List with contact information

MARYJEAN

You'll have to have the following documents ready to upload.
We need to know.

1. That you are a qualifying 501-C(3)
2. That you are insured
3. That you follow financial best practices
4. That you have some independent review of finances at a certain size
5. That you have an active and engaged board that represents the community



ORGANIZATIONAL CAPACITY QUESTION PREVIEW

- Board Participation—active and contributing
- Your outreach strategies for board and staff diversity to ensure community representation and participation
- Strategic Planning and Implementation
- Past deficits?

MARYJEAN

1. We won't go through the application question by question. You can read those easily enough on your own in the Application Guide and in the Application worksheet.
2. Your team can use both of those tools to review your the questions even before you sit down to write it.
3. Here are some highlights of what we'll ask you about.

[REVIEW BULLETS

NEXT WE ASK YOU ABOUT YOUR PROGRAM, And Beck will tell us about that.



A KEY QUESTION

Describe the organization's efforts to ensure **diverse staff and board leadership**. Please include current goals or progress in your outreach and engagement strategies.

MARYJEAN : We look closely at all of your responses. We also look at trends over the past years. We've been asking this question for a number of years and we expect to see the outcomes in the makeup of your board.

We will look at your response to this question alongside your board make-up.



CONCISE & CLEAR

- More words are not necessarily better. Get to the point.
- It is quickly evident to reviewers when you are writing around an answer to avoid answering.
- An AI 'word salad' may not effectively communicate your strategy.
- It is also easy to recognize copy from past years. Please do not recycle your program or your application. What is new? What are you learning?

MARYJEAN

A note on the applications

We spend a lot of time reviewing the applications. One thing we haven't said yet is that your application should be concise and clear. Lot of words are not necessarily better. Get to the point quickly.



AGENDA

- The RAC + Overview - Catherine
- Goals & Overview - William
- The Application Tools - Douglas
- Organizational Capacity - MaryJean
- **Communicating your Project - Becky**
- Questions & Reminders - Catherine

BECKY

Thank you MaryJean.

We are going to ask you questions about your program. As MaryJean said, If we don't understand what you're trying to accomplish, it won't score well.



PROGRAM SECTIONS

- A. Program Overview
- B. Outcome Measures
- C. Innovation & Collaboration
- D. Organizational Capacity to Deliver the Program
- E. Program Budget

BECKY

We hope the questions we're asking will help you communicate to us clearly.

We also think that the application is a very strategic space. That's why we give you two months with the application. Use this time to think through your strategy.

PRO TIP: Engage other staff members, a board member, or a volunteer in thinking this through. That may set the stage for greater engagement in carrying it out.

You have to tell us

- what you're going to do— big picture goals and how it fits into our priorities from the arts and cultural

plan

- What you're going to get done to advance your goal
- How you're going to measure that success
- Who it's going to benefit
- How effective the program has been in the past, and how you're built to deliver it.
- How you'll pay for it.



UPLOADS

- A. Program Budget
- B. Outcomes Worksheet
(Quarterly Report Form)

BECKY

Grant reviewers often look first to two specific upload document first to understand your program.

The Outcome Measures and the Budget. We will spend a good amount of time looking at these documents, asking questions like:

- It it feasible,
- Will our resources make a significant difference in your ability to implement the program

ROANOKE ARTS & CULTURAL FUNDING - OUTCOMES WORKSHEET (For Quarterly Reporting, Upload this form at www.roanokearts.org/quarter)

Name of Organization _____ Name of Program _____

Program Goal: _____

OBJECTIVE 1 _____

ACTIVITIES	INDICATORS	TARGET NUMBER	ACTUAL NUMBER <small>(Filled out once funded for quarterly reports with both a quarterly number and a year-to-date number)</small>
			Q YTD -
			Q YTD -
			Q YTD -
Measurement Tool			

OBJECTIVE 2 _____

ACTIVITIES	INDICATORS	TARGET NUMBER	ACTUAL NUMBER <small>(Filled out once funded for quarterly reports with both a quarterly number and a year-to-date number)</small>
			Q YTD -
			Q YTD -
			Q YTD -
Measurement Tool			

BECKY

First, your outcomes worksheet is the same as your quarterly report if you get funded.

It looks like this.

OBJECTIVE 3

ACTIVITIES	INDICATORS	TARGET NUMBER	ACTUAL NUMBER <small>(Filled out once funded for quarterly reports with both a quarterly number and a year-to-date number)</small>
			Q YTD -
			Q YTD -
			Q YTD -
Measurement Tool			

Some Notes on Terms		
TERM	DEFINITION	EXAMPLE
Goal	The high level goal you want to achieve. This should tie directly to a City Plan 2040 or Arts and Cultural Plan Goal.	Increase access to, and knowledge of, two-dimensional fine art in the community. (Arts & Cultural Plan: "Support partnerships that focus on visual and performing arts instruction at early ages in K-12")
Objective	What you want to measure. Consider making yours SMARTIE Objectives. Watch a quick YouTube video from University of Kentucky Extension and download resources from The Management Center.	Increase knowledge of two-dimensional fine art vocabulary for 500 elementary students at Title One RCPS schools through attendance at the Spring exhibition by June 30, 2025.
Activity	How you will do it. Don't show your detailed workplan. Just share the key, higher-level activities through which you will accomplish your objectives.	Provide on-site tours of the spring exhibition and hands-on SOL-based workshops for all Roanoke City elementary students.
Indicator	What you will measure	Number of children from Title One schools participating and understanding.
Target Number	The number you want to achieve.	- 500 students participating - 250 students able to answer 5 questions
Actual Number	The number you have achieved.	(Filled out during quarterly reports with quarterly and year-to-date numbers.)
Measurement Tool	How you will measure your success.	Attendance counts will be recorded, tracking both total students and Title One school students. A fun visual quiz will be incorporated as students leave the exhibition, with results tracked.

BECKY

At the bottom you'll see definitions and resources that can help you develop your measurable objectives.

NOTE that this is the same form as your quarterly report. (If you were funded last year, this second quarterly report is due January 15. That must be submitted to be eligible for funding in the next year.)



GOALS & OBJECTIVES

GOAL – Increase access to, and knowledge of two-dimensional fine art in the community. (Arts & Cultural Plan: “Support partnerships that focus on visual and performing arts instruction at early ages in K-12.”)

OBJECTIVE – Increase knowledge of two-dimensional fine art vocabulary for 500 elementary students at Title One RCPS schools through attendance at the Spring exhibition by June 30, 2025.

ACTIVITIES – Conduct on site tours and hands on SOL-based workshops for all Roanoke elementary students

INDICATORS – # of children attending & understanding

**TARGETS – 500 students participating
250 able to answer 5 questions**

BECKY

Let’s go through that now with an example

Take on one primary goal. This is big picture and connects to City Plan 2040 or the arts and cultural plan.

While your program might do a great deal of other things, what’s the **objectives** for which you want to measure your progress? Depending on how you structure your program, you’ll have between one and three objectives.

If you get more than three objectives, look at your structure. You are probably getting into the activities.

We recommend that you keep activities rather big picture as well. Providing tours to elementary students would be an activity. Calling the school to arrange the dates is a task that belongs in your workplan, not in this document.

Your indicators get to the measurement—you need to know what you're going to measure up front so that your design and tools support it.

The targets are what you hope to achieve,

The final column, you leave blank for now.

QUESTIONS ON THIS?

With that, I'll turn it back to Catherine.

AFAC Partnership Form with Roanoke City Public Schools

Name of Organization: _____

Brief Description of how the organization plans to partner with Roanoke City Public Schools:

If the grant is awarded, the organization will

example: provide a field trip on site at the Taubman Museum of Art for all second grade classes for a hands-on activity and exhibit tour of the exhibit, "Art, Health, and You"

If the grant is awarded, what would the organization need from RCPS?

example: schedule and transport each second grade student to the Taubman Museum of Art for the experience on an agreed upon schedule beginning November 4, 2024 and ending March 10, 2025.

Organization Signature _____

RCPS Signature _____

BECKY -

You'll note that we are not requiring collaboration letters UNLESS you are working with the school district. If you are, you are required to submit a form signed by both the school district.

Collaboration is demonstrated through a question in which we ask you to name PEOPLE in up to five ORGANIZATIONS that you are collaborating with.



DEMOGRAPHICS ARE REQUIRED

Present this information:

Membership, outreach, attendance...

Box Office

Schools Data

WHO ARE YOU SERVING (last year)?

Outreach Strategy

We do ask who you serve. We must serve the entire community and we have seen programming strategies advance outreach and build new relationships, including additional volunteers, staff members and board members. Don't dodge this question. It's a text question so you can tell us about your outcomes as well as the strategies you're deploying. If you've never run the program before, you can still tell us about your outreach strategy to welcome a diverse and inclusive audience.



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YOUR QUESTIONS



WRAP-UP

- Thank you.
- Reach out if you have questions.
- Begin early so that...
 - we can help
 - this is a meaningful planning process.
 - tell your best community-aligned story.
- Mark your calendars: **1/30 NOON**
3/4 APPTS AVAILABLE ALL DAY

Thank you for being in the meeting and for the work you are doing to make Roanoke a livable city that provides meaningful cultural experiences for all of its citizens.

[Talk a little about your experience on the committee and in reviewing grants. Give them any advice we've missed.]

Make sure you begin early so that we can help. Writing a grant is itself a planning process. We hope it helps you firm up your goals, activities and collaborations.

Make sure you mark your calendars for the application deadline

NOON, Friday, January 30

Then the March 4 presentation date.



CONTACTS

BIG PICTURE: Catherine Koebel Stromberg
Catherine.Koebel@groceriesnoguns.org

TECH: Douglas Jackson, City of Roanoke
540-853-5652
Douglas.Jackson@roanokeva.gov

Finally: Here's contact information if you have any questions between now and then.

Good luck!