



2019 Norcross Art Splash Arts and Education Grant Program Guidelines

All applications should be emailed or mailed to:

Cindy Flynn, splashfestivals@gmail.com
Splash Festivals, Inc.
17 N Peachtree St.
Norcross, GA 30071

Splash Festivals 2019 Norcross Art Splash Grant Program

Splash Festivals, Inc., the producer of Norcross Art Splash, is pleased to announce our 2019 Arts and Education Grant Program. It is designed to benefit the citizens and organizations within the City of Norcross who wish to support and enhance art and/or education within the City of Norcross. Splash Festivals is a for-profit Georgia corporation and designates a portion of the proceeds from Norcross Art Splash for the purpose of art and/or educational activities that will enhance these aspects within the City of Norcross.

This program is designed for qualified applicants whose project(s) clearly demonstrate a mission for enhancing the arts or education within the City of Norcross. This is strictly an expense reimbursement program and should not be viewed as a loan program. No advance payments will be made. Disbursements to recipients of the program are not taxable to the recipients.

Grant applications will be reviewed in the November/December Norcross Art Splash Grant Committee meeting. Applications should be received by October 31, 2019 (hard copy/email) for review. Committee members who may have submitted a Grant Request or, are affiliated with an organization or individual who have submitted a request will be ineligible to review or vote on any grant application submitted.

All grant applications received up to the deadline:

- Will be reviewed together by the special Grant Committee
- Will be approved/disapproved by, and at the special Grant Committee meeting in either November or December, 2019
- Will be given greater consideration for projects that incorporate both art and educational aspects into their plan
- Qualified first-time applicants will be given a higher priority than organizations that have previously received funding

Even though a project application may qualify, limited funds may not allow all projects to receive assistance. Grant requests are limited to an amount between \$100 and \$1000. All projects awarded a grant must be completed, and final receipts/project overview submitted by October 31, 2020. If project receipts are not received by October 31, 2020, Splash Festivals reserves the right to decline funding. If receipts are not submitted by October 31, 2020, the remaining balance granted will be forfeited. All questions regarding the program or status of an application should be directed to Cindy Flynn, splashfestivals@gmail.com or 678-427-6450. Individual committee members should not be contacted.

Any funding Splash Festivals receives either in its normal course of business or which, is specifically designated for the grant program is considered taxable income to Splash Festivals, and is not tax-deductible by the contributor.

Guidelines

To function in accordance with the mission of Splash Festivals, Inc., all grant money must be used for the purpose of enhancing the arts or education within the City of Norcross.

The Grant Program consists of four basic areas:

1. Eligibility Requirements
2. Application Process
3. Performance Criteria
4. Final Report Process

1. ELIGIBILITY REQUIREMENTS

- A. All projects or programs must take place within the City of Norcross, Georgia.
- B. Items eligible for funding assistance include, but are not limited to, the following:
 1. Development of new projects, programs, exhibits and activities geared to potentially enhance the arts or education in the City of Norcross.
 2. Successful expansion of established projects, programs or activities that have enhanced the arts or education in the City of Norcross.
 3. Promotional activities that complement the program(s) above.
 4. Tangible pieces of art or art/educational materials used specifically for the project or program. Public art displays must be for permanent display.
- C. Items ineligible for funding consideration include, but are not limited to, the following:
 1. Expenses incurred or obligated before grant project approval.
 2. Projects or programs restricted to private or exclusive participation.
 3. Administrative costs including salaries, travel, food, beverages, lodging and entertainment for personnel and/or volunteers of organization.
 4. Tangible personal property including, but not limited to, office furnishings or equipment, permanent collections of individual pieces of art, etc. not intended for public display.
 5. Interest, reduction of deficits or loans.

6. Scholarships endowments or cash awards of any description.
7. Direct funding to acquire or maintain a facility.

Factors considered in Grant approval include, but are not limited to the following:

1. High probability of significant impact on the City of Norcross arts and/or education.
2. Organizational stability, management capacity, responsibility and accountability of organization.
3. Advance marketing and public relations planning; advance budget planning.
4. Overall impact or potential for the City of Norcross's arts and/or educational program enhancement.
5. If the project will be a piece of public art, prior written approval from the Norcross Public Arts Commission (NPAC) must be obtained.
6. Grant applications with financial input from organization are typically graded higher than those requesting 100% assistance.

2. APPLICATION PROCESS

A COMPLETE APPLICATION CONSISTS OF AN OFFICIAL APPLICATION FORM, PLUS THE FOLLOWING ITEMS:

- A. A project Marketing plan that describes the specifics of the proposed project. The marketing plan should address objectives, strategies and actions plan.
- B. A complete business plan (if available) that describes the financial aspects of the project. The business plan should address and include:
 1. Projected revenues anticipated to be generated by sponsorships, grants, gate receipts, concession sales, souvenir sales, in-kind services or other forms of financial contributions.
 2. Projected expenses for the project in line-item detail.
 3. Profit/Loss projections.
- C. If the proposal is for art that will be installed in a public space or visible to the public, written proof of approval from the Norcross Public Arts Commission must first be obtained and submitted with this application.
- D. Applicants will be notified via email of receipt of the application.

3. PERFORMANCE CRITERIA

- A. Notification
Splash Festivals will notify all grant recipients of final decision by email.

B. Project Contents

1. Project must contain the following phrase on all printed materials, collateral materials, advertising materials, banners and signs and in some instances, tag lines of broadcast media:

“This project is fully (partially) funded through a grant from Splash Festivals, Inc., as well as inclusion of the Splash Festivals logo.

2. Splash Festivals must be granted the right to use any photography for the project.

C. Execution

1. Project must be completed as approved. Any substantial changes made to the project that alter its approved format may result in the project not receiving reimbursement.
2. Reimbursements will be made for pre-approved expenses only; reimbursements will not exceed the total amount approved for the original grant. Receipts must be submitted for reimbursement.
3. A final project overview must be submitted within 30 days of completion of the project or by October 31, 2020 whichever occurs first, or Splash Festivals reserves the right to deny reimbursement.

4. FINAL REPORT PROCESS

A COMPLETE FINAL REPORT MUST INCLUDE THE FOLLOWING ITEM(S):

- A. A written summary of the results of your project and the impact it had on arts and/or education in the City of Norcross. Include attendance figures, photos, media coverage etc.

SPLASH FESTIVALS RESERVES THE RIGHT TO REQUEST:

- B. A summary of all expenditures. (Copies of invoices may be requested).

C. A summary of all revenues generated by your project (sponsorships, grants, gate receipts, concessions, etc.)

D. Actual samples of advertising and promotions from the completed project (tear sheets, tapes, photographs, broadcast affidavits, audio/video tapes, etc.).

For additional questions, contact Cindy Flynn, 678-427-6450, or splashfestivals@gmail.com