



James River Arts & Cultural District Program

How-to-Apply Workshop

Agenda



- I. Overview of the James River Arts & Cultural Program
- II. Eligibility
- III. How to Complete an Application
- IV. How to Complete a Final Report
- V. Questions & Answers

What is the economic value of THE ARTS?



The arts and culture trade surplus in 2012 was **\$25 billion.**

\$698 Billion

What the arts contribute to the U.S. economy

4% of GDP

4.7 Million

Number of workers in the arts and cultural sector

\$334.9 Billion

Total compensation of arts and culture workers

\$105 Billion

Total capital investments in arts and culture

70%

Percentage of investments from entertainment originals, such as movies, TV shows, and books

\$869 Billion

Contribution to GDP from copyright-intensive industries

50% is from the arts sector!

62

Number of additional jobs created for every 100 from new demand for the arts

Advanced economies depend on growth.
The arts help the creative economy grow.



In FY 2019:

- 22 projects and activities
- \$64,122 in grants
- \$836,432 in total expenditures by organizations
- **\$6.1 million in total estimated economic impact**



FY 2019 James River Arts & Cultural District

Enabling Legislation



Commonwealth of Virginia

§ 15.2-1129.1. Creation of arts and cultural districts.

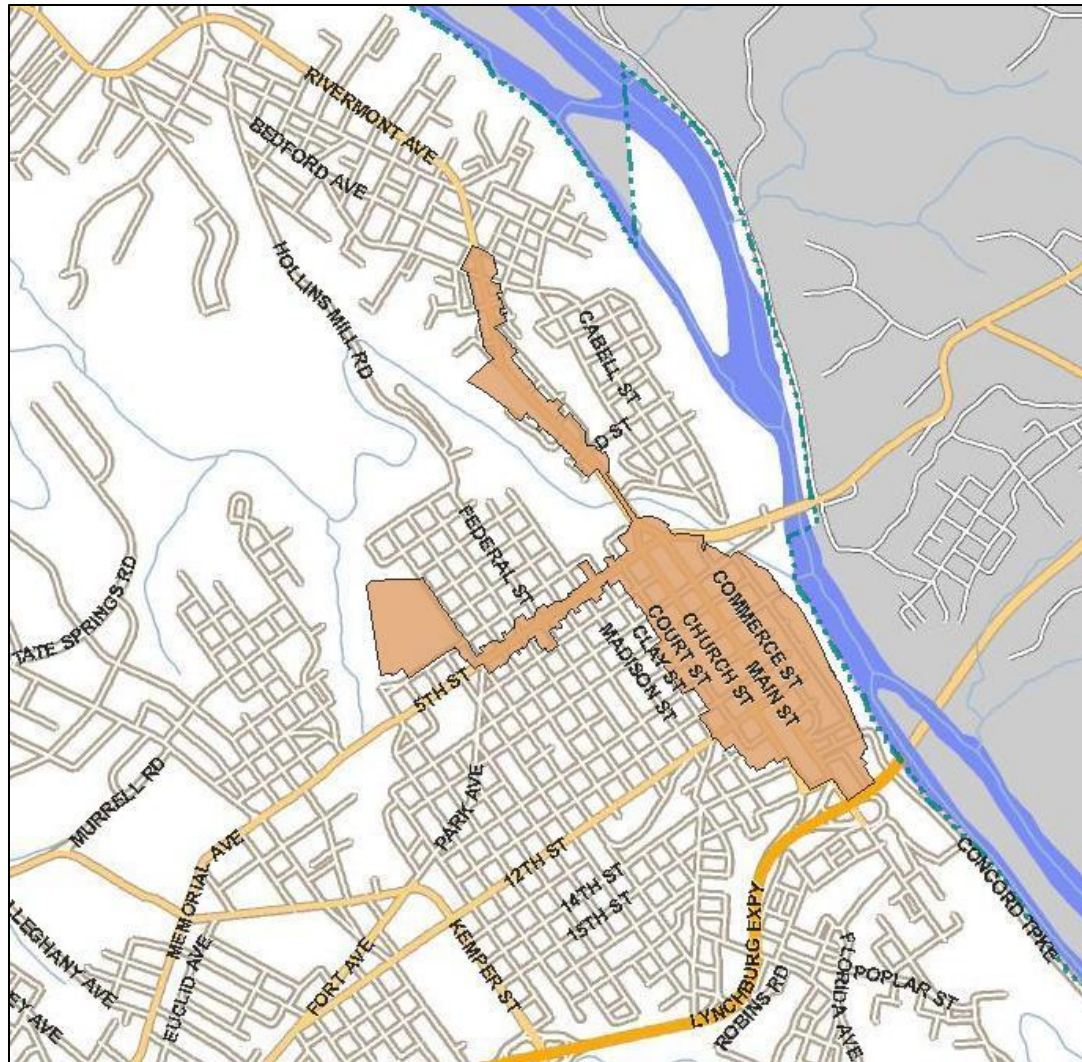
A. Any locality may by ordinance establish within its boundaries one or more arts and cultural districts for the purpose of increasing awareness and support for the arts and culture in the locality. The locality may provide incentives for the support and creation of arts and cultural venues in each district. The locality may also grant tax incentives and provide certain regulatory flexibility in each arts and cultural district.

B. The tax incentives for each district may be provided for up to 10 years and may include, but not be limited to: (i) reduction of permit fees; (ii) reduction of user fees; (iii) reduction of any type of gross receipts tax; and (iv) rebate of real estate property taxes. The extent and duration of such incentive proposals shall conform to the requirements of the Constitutions of Virginia and of the United States.

C. Each locality may also provide for regulatory flexibility in each district that may include, but not be limited to: (i) special zoning for the district; (ii) permit process reform; (iii) exemption from ordinances; and (iv) any other incentive adopted by ordinance, which shall be binding upon the locality for a period of up to 10 years.

City of Lynchburg Sec. 13.1-1.

The Lynchburg City Council finds that the continued development and success of its arts and cultural venues requires incentives, and determines that the most appropriate method of offering incentives for the area described below is to create an arts and cultural district in that area, as authorized by Section 15.21129.1 of the Code of Virginia. City Council believes the establishment of an arts and cultural district will improve the economic conditions of this geographic area located in the central portion of the City which could, in turn, benefit the welfare of the citizens of Lynchburg. (Ord. of 4-27-10, #O-10-041)



Interactive map available online at
<http://info.opportunitylynchburg.com/james-river-arts-and-cultural-district-program>

About the Program



- Local arts and cultural endowment of approximately \$35,000 each fiscal year
- Receives support from the Virginia Commission for the Arts
- New arts related businesses to the district are eligible for exemption of BPOL taxes and fees for three full years

Application Deadlines:

- September 5
- February 5

Program Guidelines



Guidelines for the Arts & Cultural District Program are intended to attract citizens, organizations and consortiums that wish to create and execute projects within the Arts & Cultural District to benefit the welfare of the citizens of Lynchburg. The term “project” may include events, activities, capital investments, promotions, improvements, displays or like pursuits that serve to further arts and culture in the District. Guidelines include but are not limited to:

- Project funds are for arts- and culture-related projects only;
- Projects must show an estimated economic impact, if the project is of a Public Art nature please show estimated public access and make a case for the artwork in the location chosen;
- Projects must demonstrate a public benefit;
- Applicants must demonstrate familiarity with arts & cultural organizations, artists and/or other relevant constituencies within the District;

Program Guidelines



- Projects that have secured other funding resources will be given priority;
- Project funds can only be used for the specific project or event applied for, and cannot be used for organizations' routine operating expenses;
- Projects must take place within the Arts & Cultural District - see District map.
- Projects that have been funded by the grant program for more than 2 years are not eligible to apply for funding again without significant program innovation or change.
- Projects that do not already receive other forms of City support, including City sponsorship, will be given priority.

Eligibility



Eligible Applicants

- Any citizen of Lynchburg, non-profit organization within city limits, or any consortium of organizations within the City is eligible to apply
- Applicant is not required to be a citizen of Lynchburg or be located within City limits, priority will be given to these applicants
- Funds cannot be used for projects for which a single entity or individual profits directly (not applicable to projects in which proceeds are donated or there is no intent for profit generation)

Eligible Use of Project Funds

- Funds are only for projects within the geographic boundaries of the Arts & Cultural District
- Funds can be used to leverage other funding sources for the specific project, but are solely intended to cover expenses directly related to the project for which the applicant requested funding
- Funds may not be used to cover the routine operating expenses of an organization, or for expenses incidental to a project or event such as personnel expenses, dues, planning expenses, etc.

Amusement Taxes



Every business or organization that charges admission to an activity or event shall impose a 7% tax on the total amount charged for admission.

The fees for admission taxes imposed by the city code and collected by qualified arts organizations in the Arts & Cultural District are redistributed through the Arts & Cultural District Program to promote and market the district and to improve aesthetic or infrastructure. In order to be eligible for project funds, organizations should contact the Commissioner of the Revenue's office to determine if they are required to pay the City's amusement tax and to obtain the necessary remittal forms which are due on or before the 20th of the following month. Learn more at <http://www.lynchburgva.gov/amusement-tax>.

How to Complete an Application



- ☐ Organization Information
- ☐ Project Summary
- ☐ Estimated Economic Impact and Benefit to the Public
- ☐ Sources of Project Funds
- ☐ Proposed Project Budget
- ☐ Budget Narrative
- ☐ Authorization

Download the application

<http://www.opportunitylynchburg.com/local-incentives/>

Applications must be typed!

Organization Information



Project Title:		
Applicant Organization/Individual:		Address of Organization/Individual:
Employer Identification Number:		
Is Applicant: <input type="checkbox"/> Individual <input type="checkbox"/> Nonprofit Organization <input type="checkbox"/> For Profit Entity <input type="checkbox"/> Other (Please Explain)		
Project Start Date:	Project End Date:	Est. Attendance:
Requested Grant Amount:	Total Project Cost:	

Organization Information (cont'd)



	Project Leader	Organization Director (if applicable)
Full Name		
Title		
Organization		
Telephone Number		
Fax Number		
E-Mail Address		
Mailing Address		
Web Address		
Signature		
Date		

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Project Summary



Project Summary

- Briefly describe the project for which you are requesting an Arts & Cultural Project Grant. Be sure to include details such as date, time and expected project completion. If this is a multi-year project, please provide details on previous achievement.
- What other individuals or organizations are you collaborating with? Please list and describe the relationship.
- How does this project or activity provide a new or innovative offering in the Arts District? How is the project or activity inclusive and reaching new arts audiences?

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Estimated Economic Impact



Estimated Economic Impact and Benefit to the Public

- Describe how this project will enhance the Arts & Cultural District, and explain the project's benefit to the citizens of Lynchburg.
- Provide an estimated economic impact for the project; for assistance with this estimate, applicants can utilize the Americans for the Arts “Arts & Economic Prosperity Calculator,” [available online here](#). The City of Lynchburg Office of Economic Development can assist applicants when requested.

Economic Impact Calculator



Use the calculator developed by Americans for the Arts to estimate the economic impact of your event

Link:

<http://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv/calculator>

ARTS & ECONOMIC PROSPERITY IV
ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY > CALCULATOR

INFORMATION

STEP 1: POPULATION
POPULATION of your community: Choose one ▼

STEP 2: TOTAL EXPENSES
Your Organization's TOTAL EXPENSES (please do not use commas): \$

STEP 3: TOTAL ATTENDANCE (OPTIONAL)
TOTAL ATTENDANCE to your organization's arts events (again, do not use commas):

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Nonprofit Arts and Culture Audiences:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Industry Impact: (The Sum of Organizations and Audiences)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Please see the [fine print](#) below.

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Sources of Funds



Sources of Project Funds

If necessary, duplicate this page to accommodate additional sources.

State	
Agency Name:	Ex. Virginia Commission for the Arts
Amount Received:	\$xxxx.xx
Status	Secured
Purpose	Ex. Operating Grant
Federal	
Agency Name:	Ex. National Endowment for the Arts
Amount Received:	\$xxxx.xx
Status	Secured
Purpose	Ex. Our Town Grant

Sources of Funds



Local	
Name of Locality:	Ex. City of Lynchburg Parks and Recreation
Amount Received:	Any other local support (ex. Value of services for City-sponsored event)
Status	Secured or Pending
Purpose	
Private	
Source(s):	Ex. Appalachian Power, Bank of the James, etc.
Amount:	\$xxx.xx
Status	Secured or Pending
Purpose	Sponsorship

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	A&C Grant	State	Federal	Local	Private	Other	In-kind	Total
Personal Services								Total Personal Services
Contracted Services								Total Contracted Services
Supplies & Materials								Total Supplies & Materials
Equipment								Total Equipment
Insurance								Total Insurance
Marketing & Promotion								Total Marketing & Promotion
Miscellaneous or Other								Total Other
TOTAL COSTS:	\$ Total Grant	\$ Total State	\$ Total Federal	\$ Total Local	\$ Total Private	\$ Total Other	\$ Total In-Kind	\$ Project Total

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Budget Narrative



Budget Narrative

- List all income and expenses and specifically describe how funds will be used. Detail all indirect costs and identify any in-kind contributions. Explain estimates used.
- Explain how, when, and by whom the sources of funds will be obtained and managed.

EXAMPLE

Expenses

- CLC Landscaping: \$4,805.00 to light 12 trees, 2 pergolas, and install lit garland and wreaths on 12 light poles. (estimate and rendering attached)
- Vector Space: \$1,000 to create a reusable “Happy Holidays” sign (Rendering attached)
- \$150 to produce posters and flyers
- \$600 advertising and online marketing: social media, blog posts, radio campaign, email campaign

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Authorization



By signing this Application, the Authorizing Agent is guaranteeing that the information contained in this Application is correct and verifiable. The Authorizing Agent is affirming that the funds requested herein will be used for the specific purpose outlined in this Application and for no other purpose. Providing false, inaccurate or misleading information or the use of grant funds for other than the expressed purpose will result in disqualification from consideration and forfeiture of any grant awarded. Upon grant approval, the Authorizing Agent agrees to sign a Grant Disbursement Agreement that may include an audit of grant expenditure.

Name of Requesting Entity:	
Name of Authorizing Agent:	
Title of Authorizing Agent:	
Address of Authorizing Agent:	
Email Address:	
Telephone Number:	
Signature of Authorizing Agent:	
Date:	

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- ✓ Authorization

Submit Application



Submit one hard copy:

Lynchburg Visitor Center – Economic Development & Tourism
Attn: Arts & Cultural District Program
216 12th Street
Lynchburg, VA 24504

Send a PDF copy of the grant via email to: Emelyn.Gwynn@lynchburgva.gov
or via external hard drive to the Visitor Center.

Certain projects that utilize public space or City streets require permitting from the City of Lynchburg; it is the responsibility of grant applicants to determine these requirements.

To learn more about Special Events permits, please visit the City's website <http://www.lynchburgva.gov/reservation-rentals-events>.

Scoring Criteria



Category	Scoring Criteria	Points Awarded
Residency	Is the appliance or applicant organization located in the City?	5 points
Collaboration	No collaborators – 0 pts. 2 or more entities – 5 pts. 3 or more entities – 7 pts. 4 or more entities – 9 pts. Collaborators in the District +1 pt. *Do not include paying advertisers or facility rentals	10 points
Years of Event/Project Duration	First time to 2 years – 5 pts. 3 to 5 years - 2 pts. 5 years or more – 0 pts.	10 points
Attendance/Audience	Up to 250 – 5 pts. 250-750 – 7 pts. 750-1500 – 8 pts. 1500+ – 10 pts.	5 points
Economic Impact	Requested grant amount is: Less than estimated ROI – 10 pts. Equal to estimated ROI – 6 pts. Greater than ROI – 2 pts.	10 points

Scoring Criteria



Category	Scoring Criteria	Points Awarded
Other Funding Sources	2 -5 sources – 5 pts. 5 + sources – 10 pts.	10 points
Request % of Total Project Funding	Up to 75% – 2 pts. Up to 50% – 4 pts. Up to 25% - 7 pts. Less than 10% - 10 pts.	10 points
Artistic & Cultural Excellence	Does the activity support or showcase professional artists or cultural presenters? Does the activity expose citizens to artistic excellence?	10 points
New/innovative activity in the District	Does the activity bring a new offering to the District? Is it innovative in its approach?	10 points
Benefit to the Public	Does the project further Arts & Culture in Lynchburg? Is it inclusive to as many citizens as possible?	20 points
Additional Comments		Score = 100

Disbursement & Grant Acknowledgement



- ❑ Notification of Award (will take 4-6 weeks from application deadline)
- ❑ Complete a Disbursement Agreement and W-9 Form
- ❑ **Please complete these steps within 2 weeks of award notification**
- ❑ Record Retention
 - ↳ Retain all financial records and supporting documents for at least two years
- ❑ Grant Acknowledgement
 - ↳ Ensure recognition of the City of Lynchburg in all publicity materials;
 - ↳ Failure to recognize grant funding may result in denial of future grant requests
 - ↳ Use City logo
- ❑ Final Report submitted within 45 days of project completion

Final Report



- ☐ Organization name, address, telephone, email and contact person.
- ☐ Title of project including start and end dates.
- ☐ Briefly describe the project that took place including any significant changes that occurred in the project's structure, budget, programming, staff, or physical location since the time your application was submitted.
- ☐ Total project cash income and expenses. Using the table below, itemize all sources of funding for this activity, including City of Lynchburg funds, organizational operating funds devoted to this activity, earned income, any other local government support, foundation grants, corporate contributions, and cash donations from individuals. Itemize all expenses.

Income Source	Amount	Expense Source	Amount
Total	\$	Total	\$

Final Report



- ☐ Total number of artists participating in this project.
- ☐ Total number of individuals who directly participated in this activity, including attendance.
- ☐ Of the total number attending, how many were age 18 or under?
- ☐ Did you collate any other demographic statistics with this project? i.e. minority attendance, number of males/females, etc. Please provide any information gathered.
- ☐ In your own words, how did this project effect or advance the James River Arts & Culture District?
- ☐ Enclose publicity material, press clippings, printed programs, reviews, articles, evaluation forms, or brochures regarding the project. Highlight acknowledgment of City of Lynchburg in publicity materials.
- ☐ Two to three high resolution images documenting the event or activity.
- ☐ A testimonial from staff, a board member, or attendee about the Program or the specific project.

Past Example Projects



Vector Space- LYH Marquee Letters



Past Example Projects



The Listening- Signature Series



Past Example Projects



The Academy Center for the Arts- Riverfront Concert Series



Questions?



Program Contact:

Emelyn Gwynn
Lynchburg Experience Manager
(434) 485-7291
Emelyn.gwynn@lynchburgva.gov

