



ArtsMatch Grant Guidelines

At Fund for the Arts, we believe in the transformative power of the arts. We work to maximize the impact of the arts on economic development, education and the quality of life for everyone by generating resources, inspiring excellence, and creating community connections.

What is ArtsMatch?

ArtsMatch, a matching grant opportunity, expands the capacity of Cultural Providers (i.e., artists, cultural groups, arts organizations, etc.) to create special arts-based projects to reach new audiences and invest in innovation. ArtsMatch utilizes a crowdfunding platform to match donors to projects that are of interest to them. Fund for the Arts maximizes support for ArtsMatch projects by matching the dollars raised.

Matching funds are made possible by Fund for the Arts in partnership with LG&E/KU.

How does ArtsMatch Work?

Each ArtsMatch cycle has a theme. Cultural Providers submit project proposals that address the cycle's theme. A committee will review all project proposals and select a set of projects to participate in each cycle based upon the matching dollars available. Please note that the selection committee will consider an applicant's likely ability to raise matching funds when determining grant awards.

Each project selected to participate in ArtsMatch will have a project profile and crowdfunding page on the Fund for the Arts website. In close collaboration, Fund for the Arts and the grantees will promote the projects, encouraging the community to make donations in support of the selected projects. Fund for the Arts will match dollar-for-dollar the funds raised via the crowdfunding page for each selected project (with the total matching funds not to exceed the lesser of one-half the total approved project budget or \$20,000). Once the crowdfunding window closes, grantees will implement their projects.

Who may Apply?

Cultural Providers (i.e., artists, artist teams or collectives, arts and culture organizations, schools, community centers or community-based organizations, neighborhood associations, etc.) located in Kentucky may apply.

Please note that preference will be given to 1) applicants not currently receiving Fund for the Arts' Sustaining Impact Grant funds or 2) applicants who have never received funding from the Fund for the Arts.

How do I Apply for ArtsMatch?

All proposed projects must utilize the arts to address the cycle's theme. In the February 2020 cycle, all selected projects must advance at least one strategy and action of one of the five Imagine Greater Louisville 2020 priorities.

- **Access:** Arts, culture and creativity are fully integrated into daily life and accessible to everyone in every neighborhood. More art for more people in more places.
- **Cultivation:** Greater Louisville is a magnet for artists and creative professionals, where arts and culture organizations and creative industries, both institutional and emerging, are thriving.
- **Education:** Every child in our community has the opportunity to experience and participate in arts and culture through experiences in their schools, out-of-school programs and with their families.



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- **Equity, Diversity and Inclusion:** Cultural equity is leading the way to a more equitable, diverse, and inclusive community improving the social equity and cultural vitality of our region.
- **Promotion:** Greater Louisville is recognized nationally and internationally as a leading city of arts and culture attracting talent to live and work here and tourists to stay and play.

To read the specific actions and strategies associated with each of these five priority areas, refer to the Imagine Greater Louisville 2020 plan, accessible here: <http://imaginegreaterlou.org>.

To submit your application, visit the ArtsMatch page on the Fund for the Arts website: <https://fundforthearts.org/artsmatch/>. You may also directly access the application using the following links.

- If you are starting an application: https://www.GrantRequest.com/SID_5723?SA=SNA&FID=35119
- If you are working on a saved application: https://www.GrantRequest.com/SID_5723?SA=AM

Is there a Funding Limit? What are Eligible Expenses?

Cultural Providers may request between \$500 and \$20,000 in matching funds. Selected projects will receive a dollar-for-dollar match from the Fund for the Arts for funds raised via the project’s crowdfunding page (with the total matching funds not to exceed the lesser of one-half the total approved project budget or \$20,000).

Please note:

- Cultural Providers may submit more than one project proposal for consideration; however, a Cultural Provider may have only one project selected to participate in each funding cycle.
- ArtsMatch funds may be used to cover costs associated with planning, implementing, and evaluating projects that address the cycle’s theme.
- ArtsMatch funds may not be used to cover general operating expenses or event/season sponsorships.

What is the Timeline?

January 15, 2020	Project proposal period opens
January 30, 2020 6 to 7pm	Applicant Info Session Centennial Room Louisville Free Public Library - Main Branch 301 York St Louisville, KY 40203 RSVP at grants@fundforthearts.org
March 2, 2020, 11:59 p.m.	Project proposals due
March 25, 2020	Grantees notified of grant award
April 9, 2020 at 10:00am	Grantee orientation session at Fund for the Arts
April 13 - June 15, 2020	Crowdfunding window



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July 1, 2020 - June 30, 2021	Selected projects implemented
February 1, 2021	Mid-Year Impact Report due
August 31, 2021	Final Impact Report due

How will the Grant be Paid?

All fundraising transactions for each selected project must be made via the ArtsMatch crowdfunding platform hosted on the Fund for the Arts website. Grantees may raise funds only during the crowdfunding window detailed above. Within 30 days after the crowdfunding window closes, a single grant payment will be issued to the grantee. The payment will include the funds raised through crowdfunding and the matching funds provided by the Fund for the Arts.

Grantees who do not reach their crowdfunding goal will be required to submit an updated project proposal and budget that aligns with the amount of funds raised via crowdfunding, plus the matching dollars, to the Fund for the Arts for approval before the grant payment will be issued and project implementation may begin.

What are the Requirements if I am Awarded a Grant?

Upon notification of selection to participate in ArtsMatch, grantees must sign a Letter of Agreement with the Fund for the Arts. Grantees are required to work with Fund for the Arts to develop content for the grantee's crowdfunding page, attend a grantee orientation, promote their project to raise funds, submit a Mid-Year Impact Report and Final Impact Report, recognize the Fund for the Arts and LG&E/KU as a donor, and participate in at least one advocacy activity.

Additional Questions?

If you have any additional questions about ArtsMatch, please read the [Cultural Provider FAQ](#) or you may contact the Fund for the Arts at grants@fundforthearts.org.