



**Cultural Lou Recovery Grants
for Arts & Culture Organizations**

Grant Guidelines

FY2021

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PURPOSE

The purpose of the Cultural Lou Recovery Grants is to provide mission-based operating support to **Greater Louisville** arts and culture organizations to support recovery from the impact of COVID-19 and to rebuild a thriving, vibrant, inclusive, and equitable community for all.

Cultural Lou Recovery Grants are designed to provide foundational operating support for established **Greater Louisville** arts and culture organizations with a proven capacity to steward the financial investment of the Fund for the Arts and its nearly 16,000 donors.

We recognize that all arts and culture organizations are operating under extreme uncertainties, with many unknown variables because of COVID-19. Additionally, The Fund for the Arts recognizes the community's call for racial equity and is committed to building a more inclusive and equitable community for all as one of our core pillars. In response, in the FY2021 Cultural Lou Recovery Grant application, the score weighting emphasizes the applicants' plans to recover from COVID-19 and commitment to rebuild a thriving, vibrant, inclusive, and equitable community for all.

To meaningfully support charitable arts and culture organizations and to effectively and efficiently steward donor dollars, with the FY2021 Cultural Lou Recovery Grants, Fund for the Arts will invest in arts and culture organizations that:

- Are **extraordinary**, providing exciting, unignorable, nationally- and regionally-recognized **offerings** that attract business, talent, **participants**, cultural tourism, and attention to **Greater Louisville**.
- Are essential to **Greater Louisville**, building a thriving community by driving educational **outcomes**, **access** to the arts, and economic activity.
- Are equitable and inclusive, intentionally serving and telling the stories of **diverse** and traditionally underserved and underrepresented populations.
- Demonstrate strong plans for maintaining sustainable operations in FY2021 and beyond, so that they may recover from COVID-19 and rebuild a thriving, vibrant, inclusive, and equitable community for all.
- Are looking for opportunities for new collaborations, shared services, and strategic alliances that could result in cost savings and/or revenue generation across the sector.

Please Note: Terms bolded in blue are defined in the Cultural Lou Recovery Grant Glossary, which is accessible on the Cultural Lou Recovery Grant page of the Fund for the Arts website.

WHO MAY APPLY

To be eligible for a Cultural Lou Recovery Grant, arts and culture organizations must meet all of the following criteria:

Mission and Programs

- Have a primary mission that is arts- and/or culture-focused.
- Offer programming that is accessible to all members of the public in **Greater Louisville**, at least nine months of the year for the last three consecutive years prior to the Cultural Lou Recovery Grant application deadline.

Governance



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- Recognized as a 501(c)(3), or has a 501(c)(3) charitable foundation, for at least the last three consecutive years prior to the Cultural Lou Recovery Grant application deadline with a primary place of business in [Greater Louisville](#).
- Employ at least one [full time equivalent](#) (FTE) staff or contract person to ensure consistent delivery of programs.
- Member of the Arts & Culture Alliance (ACA).

Financial and Organizational Health

- Have completed a 990 or independent audit for at least the last completed fiscal year prior to the Cultural Lou Recovery Grant application deadline:

Please Note: Form 990N or Form 990PF are not eligible documentation.

- Have demonstrated evidence of significant levels of community support through earned and contributed revenue.

Non-Eligible Organizations

The following entities will not be eligible for Cultural Lou Recovery Grants:

- Recipients of Fund for the Arts Sustaining Impact Grants.
- Institutions of higher education or individual departments of colleges and universities.
- Religious or primarily faith-based programs or organizations receiving a significant portion of their funding from a religious organization.
- Public, private, independent, or parochial schools.

Emerging organizations, artists, and established organizations that do not meet the eligibility criteria for Cultural Lou Recovery Grants are encouraged to apply for other Fund for the Arts opportunities, including project support or capacity building support. Visit the [Apply for Funding page](#) on the Fund for the Arts website to view a full list of current and on-going financial and non-financial support opportunities.

APPLICATION PROCESS

The following is an overview of the Cultural Lou Recovery Grant application process.

ACA member organizations (as of June 1, 2020) are invited to submit a full application for their assigned funding level.

Please Note: Should it be determined during review of an applicant's full application that the applicant does not meet the Cultural Lou Recovery Grant eligibility criteria, the applicant will be notified accordingly.

Application Submission

Application Components

The Cultural Lou Recovery Grant application has four sections, which are the principles that anchor the application process:

- [Extraordinary/Artistic Excellence](#) (10% weighting) – an organization that is [extraordinary](#), providing exciting, unignorable, nationally- and regionally-recognized [offerings](#) that attract talent and attention to [Greater Louisville](#).
 - [Imagine Greater Louisville 2020](#) Priority Area(s) connection: [Promotion](#)



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- **Essential/Community Impact (30% weighting)** – an organization that is **essential** to **Greater Louisville**, building a thriving community by driving educational **outcomes**, **access** to the arts, and economic activity.
 - **Imagine Greater Louisville 2020** Priority Area(s) connection: **Access, Education, Cultivation**
- **Equity, Diversity & Inclusion (20% weighting)** – an organization that is equitable and inclusive, intentionally serving and telling the stories of **diverse** and traditionally underrepresented and underserved populations.
 - **Imagine Greater Louisville 2020** Priority Area(s) connection: **Equity, Diversity & Inclusion**
- **Organizational Capacity & Sustainability (40% weighting)** – an organization that:
 - Demonstrates strong plans for maintaining sustainable operations in FY2021, and beyond, so that it may recover from COVID-19 and rebuild a thriving, vibrant, inclusive, and equitable community for all.
 - Is looking for opportunities for new collaborations, shared services, **and** strategic alliances that could result in cost savings and/or revenue generation across the sector.

Applicant Information Session

Fund for the Arts staff will provide an applicant information session to organizations applying for a Cultural Lou Recovery Grant.

June 23, 2020, 11:00am to 12:30pm

<https://zoom.us/j/95724160507?pwd=bXluMWFEUjZSWmNnNzdzMWovRHUydz09>

Meeting ID: 957 2416 0507

Password: 388329

Please Note: Any questions, throughout the Cultural Lou Recovery Grant process should be directed to the Fund for the Arts staff. Applicants are not permitted to contact members of the Fund for the Arts Community Impact Committee. All questions and comments provided by applicants to Fund for the Arts staff will be shared with the Fund for the Arts Community Impact Committee for consideration and discussion.

Deadline to Submit Application

All application materials must be submitted via the Fund for the Arts online application system by 11:59 p.m., Monday, July 20, 2020.

To submit an application, visit the [Cultural Lou Recovery Grants page](#) on the Fund for the Arts website.

Post-Application

Application Review and Grant Recommendation Process

The *Fund for the Arts Community Impact Committee*, comprised of Fund for the Arts Board of Directors, oversees the Cultural Lou Recovery Grants process, and makes award



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recommendations to the Fund for the Arts Board of Directors for final approval based upon the scores and comments provided by the reviewers.

Application Scoring

The following criteria to evaluate and score Cultural Lou Recovery Grant applications on a scale of 1 to 100. An organization’s commitment to each criteria should be apparent throughout the entire application. By demonstrating this commitment, organizations of any size and discipline can achieve an overall rating of “**Exemplary**”.

Score	Rating	Definition	Recommended % of Maximum
90 to 100	Exemplary	The applicant has provided overwhelming evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact in support of Imagine Greater Louisville 2020 .	90 to 100%
80 to 90	Strong	The applicant has provided strong evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact in support of Imagine Greater Louisville 2020 .	80 to 90%
70 to 80	Good	The applicant has provided sufficient evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact in support of Imagine Greater Louisville 2020 .	70 to 80%
50 to 70	Needs Work	The applicant has provided little evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact in support of Imagine Greater Louisville 2020 .	50 to 70%
1 to 50	Weak	The applicant has provided very limited evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact in support of Imagine Greater Louisville 2020 .	Not eligible to be funded

Applicants must meet a minimum score of 50 to receive a Cultural Lou Recovery Grant.

For additional details on the Grant Criteria, refer to “Attachment A: Cultural Lou Recovery Grant Criteria & Scoring Rubric”.

Determination of Grant Award

Applicants are eligible to receive a one-year grant, dependent upon funding available.

Grant Requirements

In order to receive funding from the Fund for the Arts, an organization must fulfill all grant requirements for the duration of the grant period, accurately represent its organization and its activities in all documents submitted to Fund for the Arts, and continue to meet the minimum Cultural Lou Recovery Grant eligibility criteria.



ATTACHMENT A: CULTURAL LOU RECOVERY GRANT CRITERIA & SCORING RUBRIC

Extraordinary (10% weighting)

An organization that is **extraordinary**, providing exciting, unignorable, nationally- and regionally-recognized **offerings** that attract talent and attention to **Greater Louisville**.

Imagine Greater Louisville 2020 Priority Area Connection(s): **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.

Question	Exemplary Example			Point Range
1 Describe how your organization is extraordinary , providing exciting, unignorable, nationally- and regionally-recognized offerings that attract talent and attention to Greater Louisville . Include in your response any awards, recognition, achievements, and/or significant press coverage your organization has received in the last three years.	<ul style="list-style-type: none"> Recognized regionally, national, and internationally as a leading arts and culture organization. Builds Greater Louisville's brand as a leading city of arts and culture by receiving significant regional, national, and international press; industry recognition; awards; etc. Attracts business, talent, participants, and cultural tourism to Greater Louisville. 	Exemplary	Applicant provides overwhelming evidence that it is extraordinary .	4 pts
		Strong	Applicant provides strong evidence that it is extraordinary .	3 pts
		Good	Application provides sufficient evidence that it is extraordinary .	2 pts
		Needs Work	Applicant provides little evidence that is extraordinary .	1 pt
		Weak	Applicant provides very limited evidence that it is extraordinary .	0 pts
2 Describe how COVID-19 has impacted your offerings . Include in your response information on cancellations, postponements, and innovations/adaptations made in response to COVID-19.	<ul style="list-style-type: none"> Adapted offering plan to comply with COVID-19 social-distancing requirements. Developed and implemented innovative approaches to continuing to provide extraordinary offerings. 	Exemplary	Applicant provides overwhelming evidence that it is extraordinary .	3 pts
		Strong	Applicant provides strong evidence that it is extraordinary .	2 pts
		Good	Application provides sufficient evidence that it is extraordinary .	1 pt
		Needs Work	Applicant provides little evidence that is extraordinary .	0.5 pts
		Weak	Applicant provides very limited evidence that it is extraordinary .	0 pts
3 Describe your organization's offering plan for the next 12 months, including any contingency plans/scenarios.	<ul style="list-style-type: none"> Plan includes exciting, unignorable offerings that will attract talent and attention to Greater Louisville. 	Exemplary	Applicant provides overwhelming evidence that it is extraordinary .	3 pts
		Strong	Applicant provides strong evidence that it is extraordinary .	2 pts



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	<ul style="list-style-type: none"> Plan is realistic. Has leadership and financial capacity to implement the plan. 	Good	Application provides sufficient evidence that it is extraordinary .	1 pt
		Needs Work	Applicant provides little evidence that is extraordinary .	0.5 pts
		Weak	Applicant provides very limited evidence that it is extraordinary .	0 pts

Essential (30% weighting)

An organization that is **essential** to **Greater Louisville**, building a thriving community by driving educational **outcomes**, **access** to the arts, and economic activity.

Imagine Greater Louisville 2020 Priority Area Connection(s):

- 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 **offerings** in their schools, out-of-school programs and with their families.

	Question	Exemplary Example		Point Range	
4	For each of the Imagine Greater Louisville 2020 priority areas you selected above, describe how your organization is essential to Greater Louisville , building a thriving community by driving educational outcomes , access to the arts, and/or economic activity. Include in your response qualitative and quantitative evidence of your organization's community impact (examples could include: number of locations , zip codes, neighborhoods, participants served; academic achievement	Access: <ul style="list-style-type: none"> Offerings, and the locations where they are provided, are intentionally accessible to all people Considers affordability in offerings (free and/or reduced-price admission, scholarships, sliding scale, etc.) Offerings provided in various, diverse neighborhoods throughout the year. Information about offerings is easily accessible and available to the public. Education: <ul style="list-style-type: none"> Offerings are connected to core curriculum and support teaching objectives. 	Exemplary	Applicant provides overwhelming evidence that it is essential .	9-10 pts
			Strong	Applicant provides strong evidence that it is essential .	7-8 pts
			Good	Application provides sufficient evidence that it is essential .	5-6 pts
			Needs Work	Applicant provides little evidence that is essential .	3-4 pts
			Weak	Applicant provides very limited evidence that it is essential .	0-2 pts



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	<p>and 21st Century skills development; economic activity generated; number of creators and collaborators employed; etc. You may frame your response based on a “typical, pre-COVID-19 year”.</p>	<ul style="list-style-type: none"> • Offerings support student academic achievement. • Offerings promote 21st Century skill development. • Provides equitable access to offerings for children from diverse and special populations. • Provides offerings for families to experience the arts together. <p>Cultivation:</p> <ul style="list-style-type: none"> • Employs/attracts local (Level 1) creators and collaborators. • Employs/attracts nonlocal (Level 2), particularly national-level (Level 3) creators and collaborators. • Trains creators and/or collaborators. • Generates significant economic activity through ticket sales. 			
5	<p>Describe how COVID-19 has impacted your organization’s ability to drive community impact. Include in your response any new or adapted outcomes you were able to achieve in your response to COVID-19.</p>	<ul style="list-style-type: none"> • Adapted offerings and operations to comply with COVID-19 social-distancing requirements. • Developed and implemented innovative approaches to continuing to drive community impact. 	Exemplary	Applicant provides overwhelming evidence that it is essential .	9-10 pts
			Strong	Applicant provides strong evidence that it is essential .	7-8 pts
			Good	Application provides sufficient evidence that it is essential .	5-6 pts
			Needs Work	Applicant provides little evidence that it is essential .	3-4 pts
			Weak	Applicant provides very limited evidence that it is essential .	0-2 pts
6	<p>Describe your organization’s plans for driving outcomes across the Imagine Greater Louisville 2020 priority area(s) you selected above over the next 12 months, including any contingency plans/scenarios.</p>	<ul style="list-style-type: none"> • Plan will drive outcomes across the Imagine Greater Louisville 2020 priority areas of Access, Education, and/or Cultivation. • Plan is realistic. • Has leadership and financial capacity to implement the plan. 	Exemplary	Applicant provides overwhelming evidence that it is essential .	9-10 pts
			Strong	Applicant provides strong evidence that it is essential .	7-8 pts
			Good	Application provides sufficient evidence that it is essential .	5-6 pts
			Needs Work	Applicant provides little evidence that it is essential .	3-4 pts



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			Weak	Applicant provides very limited evidence that it is essential .	0-2 pts
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Equity, Diversity & Inclusion (20% weighting)

An organization that is equitable and inclusive, intentionally serving and telling the stories of **diverse** and traditionally underrepresented and underserved populations.

Imagine Greater Louisville 2020 Priority Area Connection(s): **Equity, Diversity & 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.

	Question	Exemplary Example			Point Range
7	Describe how your organization is equitable, diverse , and inclusive. Include in your response a description of your participants , staff, and board, and how you intentionally serve and tell the stories of diverse and traditionally underserved and underrepresented populations. You may frame your response based on a “typical, pre-COVID-19 year” and prior to the recent racial equity movement.	<ul style="list-style-type: none"> • Presents offerings created by and with diverse creators and creators belonging to special populations. • Creates and presents offerings telling the stories of diverse and special populations. • Intentionally and strategically recruits diverse collaborators (volunteers, staff, board, donors, participants, etc.) and creators. • Develops meaningful partnerships and collaborations with diverse neighborhoods and communities to provide equitable opportunity to create and participate. 	Exemplary	Applicant provides overwhelming evidence that it is equitable and inclusive.	5-6 pts
			Strong	Applicant provides strong evidence that it is equitable and inclusive.	3-4pts
			Good	Application provides sufficient evidence that it is equitable and inclusive.	2-3 pts
			Needs Work	Applicant provides little evidence that is equitable and inclusive.	1 pts
			Weak	Applicant provides very limited evidence that it is equitable and inclusive.	0 pts
8	Describe how COVID-19 has impacted how you serve and engage diverse and traditionally underserved and underrepresented populations.	<ul style="list-style-type: none"> • Adapted offerings and operations to comply with COVID-19 social-distancing requirements. • Developed and implemented innovative approaches to continue serving diverse and traditionally underrepresented and underserve populations. 	Exemplary	Applicant provides overwhelming evidence that it is equitable and inclusive.	5-6 pts
			Strong	Applicant provides strong evidence that it is equitable and inclusive.	3-4pts
			Good	Application provides sufficient evidence that it is equitable and inclusive.	2-3 pts



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			Needs Work	Applicant provides little evidence that it is equitable and inclusive.	1 pts
			Weak	Applicant provides very limited evidence that it is equitable and inclusive.	0 pts
9	Describe your organization's plans for serving and engaging diverse and traditionally underserved and underrepresented populations to help heal and rebuild an inclusive and equitable community for all over the next 12 months, including any contingency plans/scenarios.	<ul style="list-style-type: none"> Plan will drive cultural equity, serving diverse and traditionally underserved and underrepresented populations. Plan is realistic. Has leadership and financial capacity to implement the plan. 	Exemplary	Applicant provides overwhelming evidence that it is equitable and inclusive.	7-8 pts
			Strong	Applicant provides strong evidence that it is equitable and inclusive.	5-6 pts
			Good	Application provides sufficient evidence that it is equitable and inclusive.	3-4 pts
			Needs Work	Applicant provides little evidence that it is equitable and inclusive.	1-2 pts
			Weak	Applicant provides very limited evidence that it is equitable and inclusive.	0 pts

Organizational Capacity & Sustainability (40% weighting)

An organization that:

- Demonstrates strong plans for maintaining sustainable operations in FY2021, and beyond, so that it may recover from COVID-19 and rebuild a thriving, vibrant, inclusive, and equitable community for all.
- Is looking for opportunities for new collaborations, shared services, **and** strategic alliances that could result in cost savings and/or revenue generation across the sector.

Question		Exemplary Example		Point Range	
10	Describe the strategic operational decisions your organization has made in response to COVID-19 to remain solvent. Include as much detail as possible. When discussing reductions or increases, you are encouraged to use percentages to demonstrate changes.	<ul style="list-style-type: none"> Made strategic changes to personnel. Made strategic changes to expenses. Made strategic changes to offerings. 	Exemplary	Applicant provides overwhelming evidence that it made strategic decisions to remain solvent.	9-10 pts
			Strong	Applicant provides strong evidence that it made strategic decisions to remain solvent.	7-8 pts
			Good	Application provides sufficient evidence that it made strategic decisions to remain solvent.	5-6 pts



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			Needs Work	Applicant provides little evidence that it made strategic decisions to remain solvent.	3-4 pts
			Weak	Applicant provides very limited evidence that it made strategic decisions to remain solvent.	0-2 pts
11	Describe your organization's plan for sustainability for FY2021? Your response should correspond with your FY2021 budget and information included in the Financial Workbook and any scenarios or assumptions (for example, venue operating at 50% capacity in a certain month, venue operating at 70% capacity in a certain month, etc.).	<ul style="list-style-type: none"> Has positive cash flow through December 2020. Has a planned balanced budget or surplus of operating revenues over operating expenses for FY2021. Has a realistic and strategic plan for sustainability for FY2021. Plan aligns with information provided in FY2021 budget and the Financial Workbook. 	Exemplary	Applicant provides overwhelming evidence that it will be sustainable for FY2021.	17-20 pts
			Strong	Applicant provides strong evidence that it will be sustainable for FY2021.	13-16 pts
			Good	Application provides sufficient evidence that it will be sustainable for FY2021.	9-12 pts
			Needs Work	Applicant provides little evidence that it will be sustainable for FY2021.	5-8 pts
			Weak	Applicant provides very limited evidence that it will be sustainable for FY2021.	0-4 pts
12	What innovative approaches to operating (such as strategic alliances, shared services, new collaborations, etc.) going forward has your organization made or is considering?	<ul style="list-style-type: none"> Demonstrates plan or desire to implementing innovative approaches to operating. 	Exemplary	Applicant provides overwhelming evidence that it has an innovative approach to operating going forward.	9-10 pts
			Strong	Applicant provides strong evidence that it has an innovative approach to operating going forward.	7-8 pts
			Good	Application provides sufficient evidence that it has an innovative approach to operating going forward.	5-6 pts
			Needs Work	Applicant provides little evidence that has an innovative approach to operating going forward.	3-4 pts
			Weak	Applicant provides very limited evidence that it has an innovative	0-2 pts



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			approach to operating going forward.	
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