



Cultural Pass 2024

Venue Grant Guidelines

What is Cultural Pass?

The Cultural Pass provides free access to many of Greater Louisville's arts and culture institutions for youth ages 0-21. The Pass is valid for a one-time general admission at each of the participating venues and is valid from June 1 through August 4, 2024. The 2024 Cultural Pass is a partnership of Louisville Metro Government, Fund for the Arts, Louisville Free Public Library, and the Arts & Culture Alliance (ACA). Cultural Pass is also made possible with the support of Bullitt County Public Library, Charlestown-Clark County Public Library, Floyd County Public Library, Harrison County Public Library, and Jeffersonville Township Public Library.

How does Cultural Pass work?

- Families sign up for the Pass at a participating library: Louisville Free Public Library, Bullitt County Public Library, Charlestown-Clark County Public Library, Floyd County Public Library, Harrison County Public Library, and Jeffersonville Township Public Library.
- To be eligible for a Pass, participants must have or be eligible for a card from one of the participating libraries.
- Each participant (ages 0-21) and one accompanying adult will receive free, one-time, admission to each of the participating venues. 1 participant = 1 adult; more than 1 participant = 2 adults; maximum 2 adults.
- Venues receive financial reimbursement for tracked and reported admission at the conclusion of the program.
- There will also be opportunities for venues to participate by providing an activity booth or performance in community events promoting the Cultural Pass, including the festival-style Summer Reading & Cultural Pass Kickoff at Louisville Free Public Library's main branch (downtown) on Saturday, June 1.

Who may register as a Cultural Pass venue?

Arts and culture 501(c)(3) nonprofit organizations* offering arts and/or culture programming during the summer, with a primary place of business in the service region are encouraged to register. The Cultural Pass service region includes Bullitt and Jefferson counties in Kentucky; Clark, Floyd, Harrison counties in Indiana. Please note that Oldham and Shelby county venues are eligible to apply for the Program as they fall within the Fund for the Arts service region; however, there are no participating libraries within these counties.

If you are not a 501(c)(3) arts or culture nonprofit organization and would like to be considered for eligibility, you are encouraged to register, however, reimbursement may be based on an alternate payment model. The Cultural Pass Committee will review all submitted registrations. Teaching Artists and independent businesses are encouraged to apply for the [Teaching Artists and Arts Organizations Directory](#).

Please note:



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- Applicants who are previous Cultural Pass venue participants and/or current Fund for the Arts grantees must be compliant with all grant requirements and reporting to be eligible for this opportunity.
- All reimbursement awarded for the Cultural Pass is restricted to supporting arts and culture programming.

How does my organization apply to be a Cultural Pass venue?

The Cultural Pass venue application is a 2-step process:

1. Registration
 - Read the entire Venue Grant Guidelines document.
 - Attend the Venue Registration Information Session (see Timeline for details).
 - Submit your Registration through the Fund for the Arts online grant portal no later than 11:59pm EST Friday, January 8.
 - To start your application, click here:
<https://us.grantrequest.com/application.aspx?sid=5723&fid=35489>
 - Login to access a saved application here:
https://www.GrantRequest.com/SID_5723?SA=AM
2. Offering Description
 - After you have submitted the registration, and your eligibility is confirmed, Fund for the Arts will notify the primary, secondary, and additional contact email addresses provided in the Registration by 11:59pm EST Monday, February 5. Registered organizations:
 - Attend the virtual Venue Offering Information Session on Friday, February 9, 11:00am-12:00pm EST.
 - Submit your Offering Description for consideration through the Fund for the Arts online grant portal no later than 11:59pm EST Friday, March 1.
 - The Fund for the Arts notification email will include Zoom information for the Venue Offering Description Information Session and how to access the Offering Description application.

Please note:

Pending eligibility and review of all submitted Registration and Offering Descriptions, confirmed Cultural Pass venues will be notified by email no later than 11:59pm EST Friday, March 15.

Should you need support in completing your applications, please contact the Fund for the Arts Community Investment & Support Team at grants@fundforthearts.org or (502) 882-8696. Virtual Office Hours are also available Mondays December 11 – February 26 12:30-1:30pm EST. Additional Virtual Office Hours for general grant questions are available every Tuesday from 4-5pm EST. Please visit fundforthearts.org at the top of the Apply for Funding page for more information.

What information will I need to provide in my Registration?

- Organization Information
 - Organization:



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- Name
 - Address
 - Louisville Metro Council District (if applicable)
 - Tax Designation
 - IRS Designation Letter (attachment, PDF preferred)
 - Website and Social Media Information (optional)
- Executive Director:
 - Name
 - Title
 - Email Address
- Contact Information
 - Primary Contact (this person will receive all communications about this application and the Cultural Pass):
 - Name
 - Title
 - Email
 - Phone Number
 - Secondary Contact (this person will receive all communications about this application and the Cultural Pass, in addition to the Primary Contact):
 - Name
 - Title
 - Email
 - Phone Number
 - Additional Contact Information, if applicable
- Participation
 - In what way is your organization interested in participating as a Cultural Pass venue? (Select all that apply: General Admission, Kickoff – Activity Booth, Kickoff - Performance)
 - Would your organization be interested in being considered for participation in the Group Pass Pilot?
 - Is your organization interested in being considered for participation in the Republic Bank Performance Village at the St. James Court Art Show (October 4 – 6, 2024)? Participating organizations facilitate an hour of tabling and engagement promoting their organization and a 10–20-minute family-friendly performance. NOTE: This event is not currently affiliated with the Cultural Pass program and follow up communications for those interested will be separate.
 - Participant Incentives (Optional)

If selected to advance, what information will I need to provide in the Offering Description application?

Tentatively:

- Venue Information
 - Logo for inclusion in print and web materials (attachment, jpg or png preferred)
 - In what way is your organization interested in participating as a Cultural Pass venue? (Select all that apply: General Admission, Kickoff – Activity Booth, Kickoff - Performance)
 - Venue Type
- General Admission Offering
 - Offering Description



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- Brief description of your organization’s proposed, general admission Cultural Pass offering.
 - Recommended ages
 - Offering Dates, Times, and Location
 - Is admission to your venue typically free or paid?
 - Average ticket price for youth (0-21)
 - Average ticket price for adults
 - Dates and times of proposed offering
 - Will this offering take place indoors, outdoors, or both?
 - Location and address of the offering
 - Additional information Passholders and their family might need to know prior to coming to your venue.
- Summer Reading & Cultural Pass Kickoff Offering
 - Would your organization like to participate as a booth or performance?
 - Summer Reading & Cultural Pass Kickoff Activity Booth
 - Provide a brief description of your proposed activity booth offering.
 - Recommended ages
 - Summer Reading & Cultural Pass Kickoff Stage Performance
 - Provide a brief description of your proposed performance offering.
 - Recommended ages
 - What kind of stage and sound needs do you have?

Is there a funding limit? How will the grant be paid?

General admission reimbursement is based on total tracked and reported Passholder visits to your venue at a target rate of \$6.50, depending upon available program funding and total reported visits.

Venues will receive two payments:

1. **June:** Advance payment during Summer 2024.
 - June payments are based on visits to venues during the summer of 2023.
 - Up to 250 visits, **or new venues**, June payment = \$250
 - 251-500 visits in 2023, June payment = \$500
 - 501-1,000 visits in 2023, June payment = \$2,000
 - 1,001+ visits in 2023, June payment = \$3,000
2. **September:** Venue’s total tracked and reported 2024 visits, less the June payment.

The maximum reimbursement for any organization is \$25,000.

Summer Reading & Cultural Pass Kickoff and other Community Engagements will be reimbursed in September at a rate of \$450 per activity booth and \$350 per performance.

What is the timeline?

Tentatively:

Monday, December 4	Registration Opens
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Friday, December 8 12:00pm-1:00pm EST	Venue Registration Information Session <ul style="list-style-type: none">• Zoom Link: https://us06web.zoom.us/j/82132118126?pwd=uSb5Peb49YyvqUXFWQeTtmCJQU3vk.1• Meeting ID: 821 3211 8126• Passcode: 504936• Call-In Number: (646) 931-3860
Mondays December 11 - February 26 12:30pm-1:30pm EST *There will be no Office Hours Monday, January 29 th	Virtual Office Hours <ul style="list-style-type: none">• Zoom Link: https://us06web.zoom.us/j/84576776775?pwd=YnFNSm9EWFJ5VzBLclpickJRSVowQT09• Meeting ID: 845 7677 6775• Passcode: 587846• Call-In Number: (312) 626-6799 <p>Virtual Office Hours are available for anyone planning to apply as a Cultural Pass venue, to provide time for questions with FFTA staff. Additional resources include the Grant Guidelines and recorded Info Session. RSVP is not required.</p>
By Monday, January 8 11:59pm EST	Registration Closes
By Monday, February 5 11:59pm EST	Applicants Notified of Registration Status Link for Offering Description and Offering Description Information Session emailed to Primary and Secondary contacts.
Friday, February 9 11:00am-12:00pm EST	Offering Description Information Session Link for Offering Description and Offering Description Information Session emailed to Primary and Secondary contacts by Monday, February 5.
By Friday, March 1 11:59pm EST	Offering Description Due in the Online Grant Portal
March 4-22	Review Period Primary and Secondary Contacts may be contacted for additional information.
By Friday, March 22	Applicants Notified of Award Status



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11:59pm EST	
April 2024	Pass Creation Primary and Secondary Contacts will be contacted for additional information and/or to proof venue listing prior to Pass printing.
May 2024	Venue Orientation Date(s) and Time(s) TBA
June 1-August 4	Cultural Pass 2024
June 1	Summer Reading Cultural Pass Day Kickoff
June 2024	Venue Payment 1
Monday, July 8	Tracking Period 1 (June 1-30) Report Due in the Online Grant Portal
Monday, August 12	Tracking Period 2 (July 1-August 4) Final Report Due in the Online Grant Portal
Late August 2024, TBA	Virtual Venue Feedback Session
September 2024	Venue Payment 2

How will my application be reviewed?

The Cultural Pass Committee consisting of Cultural Pass partners, libraries, and community representatives review submissions and make award recommendations.

Venues will be selected based on the following criteria:

- Venue meets eligibility requirements.
- Venue and proposed offering support the Cultural Pass purpose of providing free access to arts and culture throughout the duration of the program.
- Clear description of the proposed offering.
- Proposed offering is appropriate for participants ages 0-21.
- Venue is in good standing with the Fund for the Arts and Cultural Pass previous or current grants.
- Available funding.

Please note:

- Funding priority will be given to:
 - 1) Applicants from traditionally underrepresented and underserved populations.
 - 2) Offerings that, when combined, provide unique and exciting opportunities for passholders throughout summer 2024.
- Fund for the Arts staff does not score applications.

What are the requirements if I am awarded a grant?

Upon receiving the confirmation as a Cultural Pass 2024 venue, grantees will sign a Grant Agreement with the Fund for the Arts. Grantees are required to:

- Provide programming as described and approved via Registration and Offering Description applications.



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- Work with Fund for the Arts and the Cultural Pass Committee to develop content for the grantee's Cultural Pass listing.
- Attend grantee orientation(s).
- Promote the Cultural Pass and respective library systems' Summer Reading program.
- Collect and record visitor data, reporting outcomes across two reports throughout the summer.
- Use the following credit line for the program in promotions including print and web materials: The 2024 Cultural Pass presented in partnership with Louisville Metro Government, Fund for the Arts, Louisville Free Public Library, and Arts & Culture Alliance.
- Submit any updates to Cultural Pass offerings, changes to primary or secondary contacts, etc. to grants@fundforthearts.org.

Additional questions?

Fund for the Arts encourages all interested applicants to attend the Registration Information Session and Virtual Office Hours. If you have any additional questions about Cultural Pass, please contact the Fund for the Arts Community Investment & Support Team at grants@fundforthearts.org or (502) 882-8696.

*An 'Arts and Culture' organization, for the purpose of Cultural Pass, is broadly defined as an entity that actively engages in the creation, promotion, preservation, or presentation of artistic and/or cultural endeavors. This includes, but is not limited to; artist communities, arts education, dance, folk and traditional arts, literary arts, museums, music, opera, presenting and multidisciplinary arts, theater, visual arts, heritage, science and engagement with nature. Museums, as integral components of this category, are institutions that collect, conserve, and/or display objects of artistic, cultural, historical, or scientific significance. To be considered an 'Arts and Culture' organization, an entity must demonstrate a commitment to providing services such as exhibitions, performances, educational programs, outreach initiatives, or other activities that contribute to the enrichment and accessibility of cultural experiences to guests and the community at large.

Qualifying organizations should actively contribute to the vibrancy and diversity of the arts and culture landscape, fostering a dynamic environment that engages, educates, and inspires the public. The organization's mission and activities should align with the promotion of artistic expression, cultural understanding, and/or the enhancement of community well-being through the provision of accessible and impactful cultural services.