



FY25 & FY26
General Operating Support
Parades and Festivals
Workshop

Welcome!

The workshop will begin in a few minutes to allow people to join.

- ASL interpreters and closed captioning are available
- Attendees are muted
- Please ask questions in the Q&A box and we will review them together at the end of the presentation.
- If you have questions specific to your organization, please reach out to the program team directly: [**GFTA-program@sfgov.org**](mailto:GFTA-program@sfgov.org)
- The slide deck and recording of this workshop will be added to the GFTA website by Friday, May 17, 2024.

Land Acknowledgement

We acknowledge that Grants for the Arts sits on the unceded ancestral homeland of the Ramaytush Ohlone who are the original peoples of the San Francisco Peninsula. As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost nor forgotten their responsibilities as the caretakers of this place, as well as for all peoples who reside in their traditional territory. As guests, we recognize that we benefit from living and working on their traditional homeland, and we affirm their sovereign rights as first peoples.

GFTA Staff



Tabitha Tapia
Senior Finance &
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she/her



Amy Chou
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she/her



Sarah Simon
Program Officer

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Lorraine Cawili-Thy
Program &
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she/her

Application Workshop Dates

- ✓ Arts Programming: Tues, May 7, 2024, 1-2 pm PST
- ✓ Arts Services: Thurs, May 9, 2024, 1-2 pm PST
- ✓ Parades & Festivals: May 14, 2024, 1-2 pm PST

Technical Assistance Dates

Thursday, May 16, 2024, 1-2 PM PST

Tuesday, May 21, 2024, 10-11 AM PST

Thursday, May 30, 2024, 1-2 PM PST

Friday, June 7, 2024, 10-11 AM PST

To register, please visit: <https://www.sf.gov/events/departments/grants-arts>

Agenda

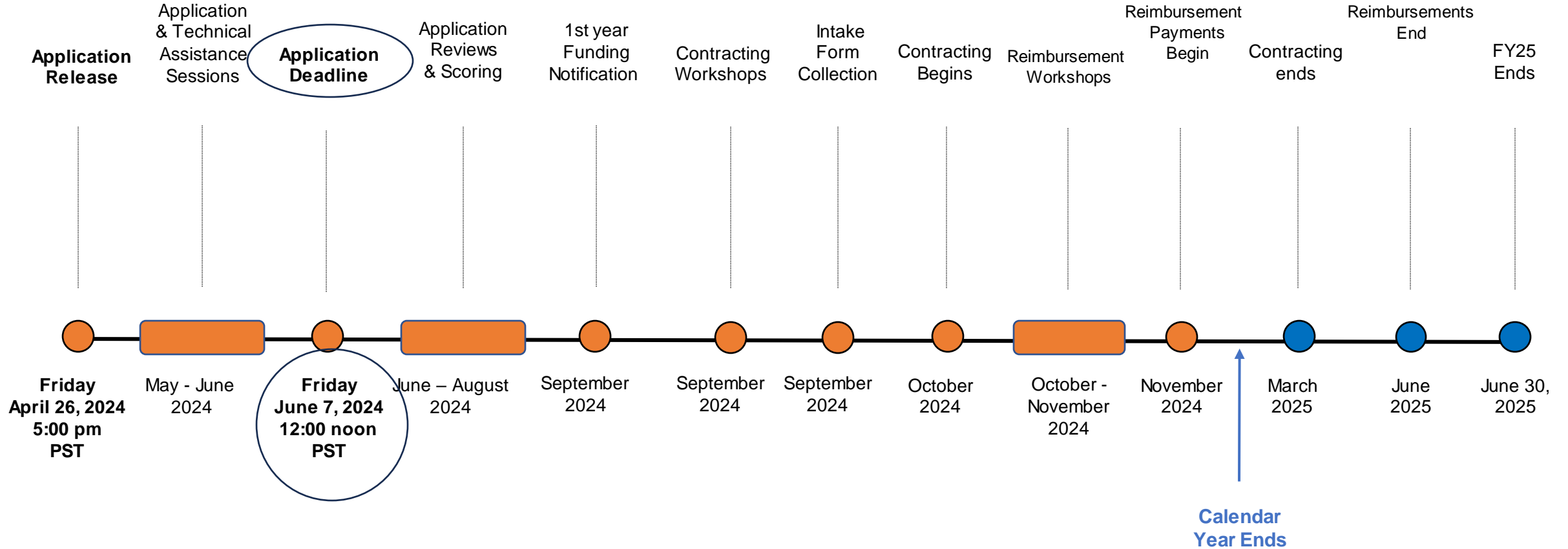
1. Grant Timeline, Overview, & Updates
2. Parades & Festivals Overview & Updates
3. Application Overview
4. Application Attachments
5. Q&A



Grant Timeline, Overview, & Updates

Timeline: GFTA General Operating Support (GOS) Grants

Year one of two-year grant – July 1, 2024, to June 30, 2025 (FY25)



GFTA Mission

At Grants for the Arts (GFTA), our mission is to promote the diverse and unique communities of San Francisco by supporting the arts through equitable grantmaking.

What We Support

We offer **unrestricted, general operating support** grants to arts and cultural nonprofits that are physically based in San Francisco and have as their primary purpose the public presentation of art, the public presentation of parades or festivals, **or** arts services for SF-based arts and culture organizations and/or artists.

FY25 & FY26 Updates

- **GFTA Director Search**
- **Two-Year Funding**
- **Three separate RFPs & Applications**
 - Arts Programming
 - Arts Services
 - Parades & Festivals
- **Award Determination**
 - Anticipated Budget Cuts
 - Applicant's Score (75+) x Applicant's General Operating Budget x GFTA Budget

How to Apply

Step 1:

Visit Our Website

- [GOS Overview Page](#)
- [Parades & Festivals Overview Page](#)
- [Events Page](#)

Step 2:

Review the GOS Grant Overview: Parades & Festivals

- General information
- Eligibility criteria
- Scoring criteria
- [PDF](#)

Step 3:

Review the Application Instructions: Parades & Festivals

- Online application instructions
- Application questions
- Info about required uploads
- [PDF](#)

Step 4:

Apply using the Online Application: Parades & Festivals

- <https://gfta.fillout.com/pa/paradesandfestivals>



Parades and Festivals Overview & Updates

Grant Type Definition: Parades and Festivals

Art and cultural experiences in the form of parades and/or festivals in San Francisco public spaces that have **free admission** and are open to the public.

Focus areas can include celebrating:

- cultural heritage**
- a community, a neighborhood, or a shared cultural interest**

New Eligibility Criteria & Restrictions

- **Parades & Festivals:** does NOT need to have a mission that is clearly focused on the development, production, presentation and/or support of arts, youth arts, and/or cultural activities in San Francisco
- **Parades & Festivals:** present at least one annual art and/or cultural experience in the form of a parade or festival in a San Francisco public space between July 1, 2024 and June 30, 2025 and between July 1, 2025 and June 30, 2026
- **In-School Programming:** If primary programming takes place at San Francisco K-12 schools, GFTA recommends seeking youth development funding



Application Overview

Unscored Sections

Part 1 General Information

Grant Plan: Be sure your grant plan aligns with the definition of the grant type you are applying for.

Annual actual expenses from last three fiscal years:
Please provide actual expenses from FY21-FY23

Requested Amount: Grant amounts range from \$10,000 to \$450,000 for each year of a two-year grant. Consider your GFTA award amount in previous years and/or your organization's anticipated budgetary needs

Part 2 Demographic Survey

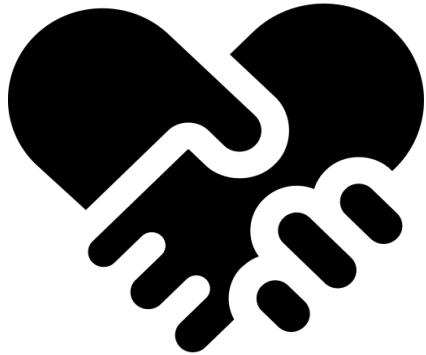
Grants for the Arts collects demographic data about our grant applicants to better serve our communities. We thank you for your participation!

Scored Sections

Part 3

SF Community Impact

35% / 35 points



Part 4

Economic Impact of SF Nonprofit Arts & Culture Orgs

50% / 50 points



Part 5

Operational & Fiscal Accountability

15% / 15 points





San Francisco Community Impact

1. Mission Alignment

Describe your primary program(s) including the goals, relationship to your organization's mission, primary components, and the importance and impact on San Francisco. (1500-character limit)

Describe the importance and impact of your program(s) for historically underserved people and neighborhoods in San Francisco. (1500-character limit)

If providing free/discounted tickets/fees, what percent of overall tickets/fees does this account for? If the activity is not fee-based, write "Free".

CRITERIA: The applicant's program(s) demonstrate: 1) alignment with their mission; 2) measurable impact and value to people and neighborhoods of San Francisco; 3) a significant effort to serve historically underserved people and neighborhoods in San Francisco. Panelists may also refer to Mission Statement, Core Programs and Services, and Intended Communities/Audience.

5 = Strongly disagree

10 = Disagree

15 = Somewhat

20 = Agree

25 = Strongly agree



San Francisco Community Impact

2. Creative Partnerships

Please use the fields below to provide information about up to 3 San Francisco creative partnerships or collaborations:

Name of SF-based partner (artist/creator/ institution/organization/business/ SFUSD school(s)/neighborhood or merchants association)	Duration of partnership	1-2 sentences describing the nature of this partnership. If partnership is with SFUSD, how long and how often does your program engage with the school(s)? (500-character limit)	Partner's point of contact (include Name, Role, Email, Phone #)

CRITERIA: The applicant 1) has an array of San Francisco creative partnerships, including (but not limited to): artists, creators, artistic or cultural institutions, organizations, businesses, neighborhood or merchant associations, or SFUSD school(s) and 2) the depth and duration of these partnerships reflects a commitment to collaboration in San Francisco.

2 = Strongly disagree

4 = Disagree

6 = Somewhat

8 = Agree

10 = Strongly agree



Economic Impact of SF Nonprofit Arts & Culture Organizations

3A & 3B. FY24 & FY25 Programming & Attendance

4. Creating Jobs

FTE = total # of all employees hours worked per year ÷ total working hours per year

CRITERIA: The applicant demonstrates economic investment in San Francisco through robust, diverse programming, evidence of well-attended events, and regular efforts to create and retain jobs given the organization's number of FTEs, budget size, and grant type.

5 = Strongly disagree

10 = Disagree

15 = Somewhat

20 = Agree

25 = Strongly agree



Economic Impact of SF Nonprofit Arts & Culture Organizations

5. Neighborhood Activation

Describe partnerships, collaborations, strategies, and/or marketing and promotional efforts you're employing in order to economically activate the neighborhood(s) and/or commercial corridors in which your in-person programs/services are taking place. Please share specific examples from programs/services between **July 1, 2023 and June 30, 2024.**

CRITERIA: The applicant demonstrates strong partnerships, collaborations, strategies, and/or marketing and promotional efforts to economically activate the neighborhood(s) and/or SF commercial corridors where the organization's in-person programs/services occur.

5 = Strongly disagree

10 = Disagree

15 = Somewhat

20 = Agree

25 = Strongly agree



Operational & Fiscal Accountability

7. Fiduciary Oversight

Please select who is responsible for fiscal oversight and management of your organization.

- Artistic Director/Executive Director
- Board President/Director
- Board Treasurer
- CFO
- Finance Manager
- Auditor
- Accountant
- Bookkeeper
- Other: _____

CRITERIA: The applicant demonstrates that it has dedicated staff, board, and appropriate third-party entities (e.g., bookkeeper, auditor, etc.) that oversee and manage its financial health, given the organization's budget size.

1=Strongly disagree 2 = Disagree 3 = Somewhat 4= Agree 5= Strongly agree



Operational & Fiscal Accountability

8A. Budget Snapshot:

Applicants must enter their actuals from their organization's **most recently completed fiscal year**. Please note that the following will be auto-calculated: total revenue, total expenses, and net income/deficit , so applicants must ensure that inputted fields are correct.

8B. Budget Narrative

Optional narrative if organization underwent any significant financial changes from the prior fiscal year.

CRITERIA: The applicant's financial information demonstrates a strong commitment to multiple, diverse income streams and no significant financial changes from organization's previous fiscal year; any significant financial changes are supported with programmatic cause in alignment with the organization's mission and vision.

2 = Strongly disagree

4 = Disagree

6 = Somewhat

8 = Agree

10 = Strongly agree



Application Attachments

Attachments

Reference pages 17-18 of the Application Instructions under section "Part 6: Attachments" for the detailed list of required uploads for the application

Important:

- These attachments are required.
- Attachments are accepted in the following file types: JPEG, PNG, GIF, TIFF, PDF, DOC, PPT, XLS
- Individual files must be below 20MB in size.

REQUIREMENTS FOR ALL APPLICANTS

- Proof of San Francisco Corporate Address

Attachments

REQUIREMENT FOR APPLICANTS THAT ARE NEW TO GFTA

- Applicants that have never received a grant from GFTA must also provide a list of activities/events that the applicant has hosted, implemented, or produced during the last three, consecutive years.

REQUIREMENT FOR FISCAL SPONSORS

- Fiscal Sponsors must provide a signed contract, agreement or MOU to confirm the agreement between them and the organization being sponsored.

Questions?

Email: GFTA-program@sfgov.org

Website: <https://www.sf.gov/general-operating-support-gos-grants>

Appendix

APPENDIX

Some Considerations When Choosing Your Grant Type

Arts Programming	Arts Services	Parades & Festivals
<p>The applicant organization must have operating revenues and expenditures of at least \$20,000, not including in-kind support, in its three most recently completed fiscal years and projected for its current fiscal year and the proposed grant period.</p> <p>San Francisco Cultural Districts, San Francisco Neighborhood Cultural Centers, Community Benefit Districts, and other programs of another City agency or department may apply as fiscal sponsors for other organizations, but may not apply for their own general operating support funding. See the eligibility criteria for fiscal sponsors (above) for further details.</p>	<p>The applicant organization must have operating revenues and expenditures of at least \$150,000, not including in-kind support, in its three most recently completed fiscal years and projected for its current fiscal year and the proposed grant period.</p> <p>San Francisco Cultural Districts, San Francisco Neighborhood Cultural Centers, Community Benefit Districts, and other programs of another City agency or department may apply as fiscal sponsors for other organizations, but may not apply for their own general operating support funding. See the eligibility criteria for fiscal sponsors (above) for further details.</p>	<p>The applicant organization does NOT need to have a mission that is clearly focused on the development, production, presentation and/or support of arts, youth arts, and/or cultural activities in San Francisco. However, they must have presented art and cultural experiences in the form of parades and/or festivals in San Francisco public spaces that had free admission and were open to the public for at least three consecutive years at the time of application.</p> <p>The applicant organization must be prepared to present at least one annual art and/or cultural experience in the form of a parade or festival in a San Francisco public space between July 1, 2024 and June 30, 2025 <u>and</u> between July 1, 2025 and June 30, 2026.</p>