



General Operating Support Application Instructions Parades & Festivals

Grant Term:	NEW: Two-Year Grant Term for Operations Taking Place During Fiscal Years 2025 & 2026 July 1, 2024 - June 30, 2026
Application Release:	Friday, April 26, 2024, 5:00 PM PST
Amended Application Release (version 2):	Monday, May 6, 2024, 5:00 PM PST
Application Deadline:	Friday, June 7, 2024, 12:00 NOON PST

For questions about GFTA grants, please contact the program team:

gfta-program@sfgov.org



Table of Contents

How to Apply

How to Apply.....	Page 3
Eligibility.....	Page 3
Application Preparation and Submission Guidelines.....	Page 3

Definitions

Parades & Festivals.....	Page 5
Additional Definitions.....	Page 5

Application Overview

Part 1: General Information.....	Page 6
Part 2: Demographic Survey.....	Page 8
Part 3: San Francisco Community Impact (scored).....	Page 10
Part 4: Economic Impact of San Francisco Nonprofit Arts & Culture Organizations (scored).....	Page 11
Part 5: Operational and Fiscal Accountability (scored).....	Page 15
Part 6: Attachments.....	Page 15
Part 7: Certification.....	Page 16

Amendments

Amendments.....	Page 16
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How to Apply

How to Apply

DEADLINE TO APPLY: Friday, June 7, 2024, 12:00 NOON PST

APPLICATIONS ARE AVAILABLE ONLINE – [PARADES & FESTIVALS](#)

GOS GRANT OVERVIEWS ARE AVAILABLE [ONLINE](#) to review the list of important dates, eligibility, program requirements, and scoring criteria.

VIEW UPCOMING GRANTSEEKER VIRTUAL APPLICATION WORKSHOPS & TECHNICAL ASSISTANCE SESSIONS AT [GFTA's Events page](#).

Applications must be submitted online. Emailed applications are not accepted. In fairness to others, we cannot accept late or incomplete applications. If the applicant does not provide the complete set of information in the appropriate format by the deadline, the application may be deemed incomplete and ineligible. No deadline extensions will be granted.

If you need special accommodations, you must contact GFTA's Program Team at gfta-program@sfgov.org at least two weeks before the application deadline, in order for us to appropriately accommodate your needs.

Eligibility

- Carefully review the eligibility criteria for the grant type for which you are applying. Criteria can be found in each grant type's **Grant Overview**:
 - [Arts Programming](#)
 - [Arts Services](#)
 - [Parades & Festivals](#)
- At the beginning of the online application, you will need to verify that you meet each eligibility criterion.
- If you have questions about eligibility, contact the GFTA Program Team at gfta-program@sfgov.org.

Application Preparation and Submission Guidelines

Please review the below guidelines on how to draft, save, review, and submit your application:

- **Review GOS Grant Overviews:**
 - **NEW: There are three (3) GOS grant types, each with their own overview and application. An applicant can only apply for one grant type unless they are a fiscal sponsor applying on behalf of other organizations.**

- Each overview includes a list of important dates, eligibility criteria, grant evaluation and scoring criteria, and guidance around grant amounts.
 - Visit the GFTA website to see overview of the three (3) GOS grant types and access each grant type overview
 - **The application instructions in this document ONLY apply to the Parades & Festivals grant type.**
- **Draft Your Answers:** We strongly advise applicants to use the information in this document to prepare their application responses in a **SEPARATE DOCUMENT** before starting the online application. Applicants should paste their completed answers into the online application when they are ready to submit them.
 - For your convenience, [GFTA is providing a word version of this document.](#)
 - **Your responses to the questions can be short.** Character count limits are designed to enable you to write a complete response; simple and straightforward answers to each question are all that is required.
 - **We suggest using these character count tools** to help you manage the character count in your responses:
 - Microsoft Word: [Show word count - Microsoft Support](#)
 - [Word counter](#)
 - **You are encouraged to cut and paste text you've used for other purposes** (e.g., your website, in program notes, or for other grant applications) as long as it answers the application questions.
 - **NEW:** GFTA is requiring applicants to complete a **budget snapshot** in the application. Separate budget documents will not be accepted.
 - **NEW: Work samples** can be provided by using online links (video or audio), JPGs (images), and PDFs (documents).
- **Save Your Progress:** Our application platform, Fillout, automatically saves your progress so that you can return to your application as needed. To begin or resume your application, complete the following steps:
 - Navigate to the online application: <https://gfta.fillout.com/paradesandfestivals>
 - You will arrive at the login page. Enter your email and click "Verify email".
 - Notifications@fillout.com will email you a security code. Copy and paste it into the code field, then click "Continue".
 - You will have the option to continue a submission in progress or start again.
 - **IMPORTANT:** To resume your application, **you must use the same browser and device used previously.** Resuming applications is not available on private browser windows, like Incognito mode on Google Chrome.
- **Review and Submit Your Completed Application:** After you've completed the application, you will have an opportunity to review and edit your answers.
 - Scroll through your answers and make final edits as needed.
 - You will not be able to edit your application after submission.
 - Click the **Submit** button.
 - When the application has been submitted successfully, the following confirmation message will appear:



Thank you

Please check your inbox for the following:

1. An email confirming that your application has been submitted
2. An email containing your application answers

If you do not receive these emails, please contact gfta-program@sfgov.org

Definitions

Definition: Parades & Festivals

GFTA defines **Parades & Festivals** as 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

Additional Definitions

- **Creative Partnerships:** Collaborations that support the creativity, capacity, and/or reach of the applicant organization and its intended community/audience. Partnerships may include (but are not limited to) San Francisco-based artists, creators, artistic and cultural institutions, organizations, businesses, neighborhood or merchant associations, or SFUSD schools.
- **Commercial Corridors:** Streets, avenues, parkways, and boulevards associated with commerce and having a primarily commercial character.
- **Economic Impact of San Francisco Nonprofit Arts & Culture Organizations:** Utilization of the arts and culture to drive economic recovery and activation through programs and/or services that activate neighborhoods, attract audiences, and create and retain jobs in San Francisco.

- **Historically Underserved People & Neighborhoods:** A population that historically and currently faces a shortage of or obstacle to services.
- **Operational and Fiscal Accountability:** The ability to deliver on arts & culture programming and/or services in San Francisco, with a track record of responsible operational and fiscal management.
- **Program/Service:** An individual arts activity or a series of multiple arts activities.
- **Regranting:** The act of acquiring a grant and using the funds from that grant to create, manage, and finance smaller grants for an administrative fee not to exceed 10 percent of the grant amount.
- **San Francisco Community Impact:** Utilization of the arts and culture to deliberately improve San Francisco through deep engagement and integration with communities to understand needs and cultivate lasting, equitable change.

Application Overview

The following are the questions included in the **Parades & Festivals** application.

Part 1: General Information

This part of the application does not get scored. It requests basic information GFTA needs to better understand your organization.

1A. About Your Organization

This section is for your organization's information, not a Fiscal Sponsor's information. If you are using a Fiscal Sponsor, their information will go into section 1B.

- **Name of Applicant Organization (as shown on your Form W-9)**
- **City of San Francisco Supplier ID Number:** If your organization has previously received grants from the City, please include this information; if your organization has not, leave blank. Your supplier ID Number is a ten-digit number beginning with "00000".
- **Website**
- **Contact Name for this Application**
- **Contact Phone Number**
- **Contact Email** (*Grant notifications will be sent to this email address*)
- **Executive Director's Name**
- **Executive Director's Email**
- **Discipline or type of programming**
 - Dance
 - Festival
 - Literary Arts
 - Media Arts
 - Multidisciplinary
 - Music

- Parade
- Theater
- Visual Arts
- Other
- **Space Occupancy**
 - Tell us about the space your organization uses most.
 - Co-Op/Collective
 - No Physical Space/Building
 - Ownership
 - Rent/Lease
 - Rent on an as-needed basis (example: renting for one-off event or rehearsal purposes)
 - If you own or lease your own space/venue in San Francisco, do you offer rental space or sub-leases to other San Francisco-based arts orgs? [*conditional question – only appears if “No Physical Space/Building” or “Rent on an as-needed basis” are NOT selected*]
 - No
 - Yes – At market rate
 - Yes – At a discounted rate
 - Yes – At both market and discounted rates
 - Please list the organizations that you offered rental space or sub-leases to **between July 1, 2023 and June 30, 2024.**
- **Mission Statement** (1000-character limit)
- **Core Programs & Services** (1500-character limit)
- **Intended Communities/Audience** (1000-character limit): Please describe your intended communities/audience and how your programs/services are accessible to historically underserved communities, including people with disabilities.
- **Grant Plan** (1000-character limit): Provide a brief 1-2 sentence Grant Plan that generally discusses the planned performances, events, exhibitions, acquisitions, or other activities that will be supported by your General Operating Budget from July 1, 2024 to June 30, 2026. Be sure your grant plan aligns with the definition of the grant type you are applying for (Arts Programming, Arts Services, or Parades & Festivals).

1B: Fiscal Sponsor

- **Is a Fiscal Sponsor applying for a FY25 & FY26 GOS grant on behalf of another organization?**
 - Yes [*conditional question—if yes, the following questions will appear*]
 - No
- **Fiscal Sponsor Information**
 - **Fiscal Sponsor Organization Name**
 - **Fiscal Sponsor Contact Person’s Name for this Application** (Who can GFTA contact with questions?)
 - **Fiscal Sponsor Contact Phone Number**
- **Fiscal Sponsor Contact Email**
- **Fiscal Sponsor Executive Director’s Name**
- **Fiscal Sponsor Executive Director’s Email**

1C: Fiscal Information

- **Have you received previous funding from GFTA?** [*if yes, the following two questions*

will appear]

- **How many total years of funding has your organization received?**
 - Under 5 years
 - 5-10 years
 - Over 10 years
- **If you received a GFTA grant for the FY24 grant cycle (July 1, 2023 – June 30, 2024), enter the grant amount here. If not, enter \$0.**
- **Amount of grant funding you are requesting per fiscal year** (requested grant amounts may range from \$10,000 to \$450,000)
- **Your Organization’s Current Fiscal Year Begin Date**
- **Your Organization’s Current Fiscal Year End Date**
- **What were your annual actual expenses for your organization’s last three fiscal years?**
 - FY23 _____
 - FY22 _____
 - FY21 _____
 - Three Year Average Annual Actual Expenses (auto calculated) _____

Part 2: Demographic Survey

Grants for the Arts collects demographic data about our grant applicants to better serve our communities.

We understand that the criteria/categories in this survey might not be perfect, and we appreciate any feedback to revise categories in ways that may feel more appropriate. We thank you for your participation!

This section includes questions that allow you to select more than one answer.

Demographic Survey Questions:

- **Intended Ethnicity/Ethnicities Served (If your intended ethnicity served is a general audience, please only select “General - No Specific Ethnicity.”)**
 - General – No Specific Ethnicity
 - American Indian or Alaska Native
 - Asian or Asian American
 - Black or African American
 - Hispanic or Latinx
 - Middle Eastern or Northern African
 - Native Hawaiian or Pacific Islander
 - White
- **Intended Economic Status Served**
 - Low Income
 - All Income Levels
- **Intended Population Served (If your intended population served is the general population, please only select “General - No Specific Population.”)**

- Disabled
- General – No Specific Population
- LGBTQIA2+
- Refugees/Immigrants
- Seniors
- Veterans
- Youth (ages 0-18)
- **Intended Neighborhood(s) Served (If you do not serve a specific neighborhood, please only select “General - All Neighborhoods.”)**
 - General - All Neighborhoods
 - Bayview/Hunters Point
 - Bernal Heights
 - Castro/Upper Market
 - Central Market
 - Chinatown
 - Civic Center
 - Crocker Amazon
 - Diamond Heights
 - Dogpatch
 - Excelsior
 - Fillmore
 - Financial District/South Beach
 - Glen Park
 - Golden Gate Park
 - Hayes Valley
 - Inner Richmond
 - Inner Sunset
 - Lakeshore
 - Lower Haight
 - Marina
 - Mission
 - Nob Hill
 - Noe Valley
 - North Beach
 - Oceanview/Merced/Ingleside
 - Outer Mission
 - Outer Richmond
 - Pacific Heights
 - Portola
 - Potrero Hill
 - Presidio
 - Russian Hill
 - Seacliff
 - South of Market
 - Sunset/Parkside
 - Tenderloin
 - Treasure Island/Yerba Buena Island
 - Twin Peaks
 - Upper Haight

- Visitacion Valley
- West of Twin Peaks
- Western Addition
- **Intended Supervisorial District(s) Served (If you do not serve a specific supervisorial district, please only select “General - No Specific Supervisorial District.”)**
 - 1-11...
- **Intended Cultural District(s) Served (If you do not serve a specific cultural district, please only select “General - No Specific Cultural District.”)**
 - General - No Specific Cultural District Served
 - African American Arts & Cultural District (Bayview Hunters Point)
 - American Indian (Mission District)
 - Calle 24 Latino (Mission District)
 - Castro LGBTQ (Castro)
 - Transgender (Tenderloin)
 - Japantown (Western Addition)
 - Leather & LGBTQ (South of Market)
 - Pacific Islander (Visitacion Valley and Sunnydale)
 - SOMA Pilipinas (South of Market)
 - Sunset Chinese (Sunset)

Part 3: San Francisco Community Impact (35 points)

This part of the application is scored. Please note: these questions are formatted differently in the online application.

Definition of San Francisco Community Impact: Utilization of the arts and culture to deliberately improve San Francisco through deep engagement and integration with communities to understand needs and cultivate lasting, equitable change.

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

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 #)
1.			
2.			
3.			
If you partner with SFUSD schools, provide the number of schools you engage with, not their names. Ex: “SFUSD (5 schools)”	(Ex: month 2012 – month 2022)	SFUSD Examples: <ul style="list-style-type: none"> • 2 weeks per year • 10 hours per month from Sept-May 	

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

Part 4: Economic Impact of San Francisco Nonprofit Arts & Culture Organizations (50 points)

This part of the application is scored. Please note: These questions are formatted differently in the online application.

NEW: Definition of Economic Impact of San Francisco Nonprofit Arts & Culture

Organizations: Utilization of the arts and culture to drive economic recovery and activation through programs and/or services that activate neighborhoods, attract audiences, and create and retain jobs in San Francisco.

3A. FY24 Programming and Attendance

For 3A & 3B, you may only include in-person public programs/services. Any programming that occurs in K-12 schools must be omitted from your responses.

During the City’s 2024 Fiscal Year (July 1, 2023 – June 30, 2024):

- Total FY24 in-person programs/services: _____
- Total FY24 in-person programs/services in San Francisco: _____
- Total FY24 attendance for your in-person programs/services in San Francisco: _____

3B. FY25 Programming & Attendance

For 3A & 3B, you may only include in-person public programs/services. Any programming that occurs in K-12 schools must be omitted from your responses.

During the City’s 2025 Fiscal Year (July 1, 2024 – June 30, 2025):

- Projected total FY25 in-person programs/services: _____
- Projected total FY25 in-person programs/services in San Francisco: _____
- Please describe any program changes that will occur between July 1, 2024 and June 30, 2025. (100-word limit) *Note: If there are no program changes from FY24, please indicate “no change”.

4. Creating Jobs

Please use the following information as a guide:

- An **employee** is a person who is paid wages or a salary to perform services
- **FTE, or full-time equivalent, is a unit of measurement that represents the total number of full-time hours an organization's employees work. One FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.**
- **FTE = total # of all employee hours worked per year divided by total working hours per year. Example: 2 FTE = 4160 employee hours worked / 2080 working hours per year**

During the City’s 2024 Fiscal Year (July 1, 2023 – June 30, 2024):

- Total FY24 FTE _____
- Total FY24 FTE for employees that live in San Francisco _____
- Total FY24 paid artists featured in your programming: _____ *note: the number of paid artist hours should also be included in your total FTE.
- Total FY24 paid artists featured in your programming that live in San Francisco: _____

Is there additional information you'd like to share regarding your job creation and retention efforts? (Optional) - 1000-character limit

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

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** *Hint: Please read GFTA's definition of commercial corridors in the "Additional Definitions" section of this document.* (1500-character limit)

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

Part 5: Operational and Fiscal Accountability (15 points)

This part of the application is scored. Please note: These questions are formatted differently in the online application.

Definition of Operational and Fiscal Accountability: The ability to deliver on arts & culture programming and/or services in San Francisco, with a track record of responsible operational and fiscal management.

6. Fiduciary Oversight

Please select who is responsible for fiscal oversight and management of your organization. Check all that apply.

- Artistic Director/Executive Director
- Board President/Director
- Board Treasurer
- CFO
- Finance Manager

- Auditor
- Accountant
- Bookkeeper
- Other: _____ (please list one)
- Other: _____ (please list one)
- Other: _____ (please list one)

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
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7A. 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.

REVENUE:

- **Contributed:** (Board Contribution, Individual Contributions, Foundation Grants, Government Grants) \$ _____
- **Earned:** (Ticket Sales, Touring Fees, Merch Sales, Membership Dues, Workshop Fees, Special Events, Rental Income) \$ _____
- **In-kind:** \$ _____
- **Miscellaneous:** \$ _____

EXPENSES:

- **Personnel:** (Salary, Benefits/Taxes/Fees, Professional Development, Workers Comp) \$ _____
- **Programming** (Production & Events: (Artists and Performers – Non-Salaries, Event Venue Rental, Event Travel-related expenses, Program-related materials, supplies, and equipment) \$ _____
- **Operating:** (Accounting, Bookkeeping & Auditing, Bank Fees, Insurance, Legal Services, Marketing & Advertising, Payroll, Rent & Facilities, Travel, and Utilities) \$ _____
- **Miscellaneous:** \$ _____

7B. Budget Narrative

Did your organization undergo any significant financial changes from the prior fiscal year?

- Yes
- No

If Yes, please provide explanation here. (1000-character limit)

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

Part 6: Attachments

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

1: Applicant’s Proof of San Francisco Address*

***The attachment in this section is only required for non-fiscally sponsored applicants. Applicants working with fiscal sponsors may skip this question.**

The applicant organization must be San Francisco-based, and therefore, must demonstrate a San Francisco corporate address. To demonstrate your San Francisco corporate address in this application, the applicant must provide:

- Proof of San Francisco Address:** Documentation demonstrating verifiable proof of a San Francisco corporate address in the form of a utilities bill (water/sewage, power/gas/electricity or internet), telephone/cell phone bill, bank or credit card statement, signed lease agreement or mortgage statement. Documents should be no more than three (3) months old and must include the applicant organization’s name.

2: Fiscal Sponsor Requirements*

***The attachments in this section are only required for fiscally sponsored applicants. Applicants not working with fiscal sponsors may skip this question.**

- Signed Fiscal sponsor contract, agreement or MOU**
- Proof of San Francisco Address:** Documentation demonstrating verifiable proof of a San Francisco corporate address in the form of a utilities bill (water/sewage, power/gas/electricity or internet), telephone/cell phone bill, bank or credit card statement, signed lease agreement or mortgage statement. Documents should be no more than three (3) months old and must include the applicant organization’s name.

3: NEW APPLICANTS ONLY: List of Organization Activities/Events*:

***The attachment in this section is only required for organizations that have never received**

a grant from GFTA. Applicants who have received previous funding from GFTA may skip this question.

An application is eligible to be reviewed for a FY25 & FY26 GOS grant if the organization demonstrates it has provided Arts Programming, Art Services, or Parades and/or Festivals **for at least the last three (3), consecutive years.**

- Provide a **list of activities/events** that your organization has hosted, implemented, and/or produced for each of the last three (3) consecutive years which are categorized as Arts Programming, Arts Services, or Parades and Festivals. The period that the list should span is July 1, 2020 to present.

Part 7: Certification

- This page requires you to confirm that the application information that you submitted is true and correct.
- Check the box next to “I confirm that the information submitted in this application is true and correct.”
- Once you’ve completed this, you may review your answers before submitting your application.

Amendments

- Page 8: 1C. Fiscal Information:
 - What were your annual actual expenses for your organization’s last three fiscal years?
- Page 5: Definition: Parades & Festivals:
 - GFTA defines **Parades & Festivals** as 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